

**THE NATURE OF ENTREPRENEUR IN THE PERSPECTIVE OF PROFESSOR MUSA
ASY'ARIE'S PHILOSOPHY OF EXISTENTIALISM**

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 01 May 2023</p> <p>Accepted 28 July 2023</p>	<p>Purpose: Humans are equipped by God with reason, and with their reason humans can think. If humans think deeply to find the root of a problem, then an entrepreneur is actually philosophizing to find the root of the problem of his business with a solution that is productive and beneficial for everyone involved.</p>
<p>Keywords:</p> <p>Entrepreneur; Existentialism; Philosophy; Qualitative.</p>	<p>Theoretical framework: This study aims to explain a practical implementation of philosophy in relation to the foundation of thought, business choices and rationality as an entrepreneur who dares to take risks in his entrepreneurial activities in an existentialist manner.</p> <p>Design/Methodology/Approach: This study uses a descriptive qualitative method through a secondary data analysis approach.</p> <p>Findings: This research arrives at the conclusion that existentialist entrepreneurs see a creative and innovative work that will make them exist in society.</p>
	<p>Research, Practical & Social implications: This is because they tend to develop their potential, expertise, and credibility to become a product or work that is beneficial to humans without expecting excessive rewards. In fact, the reward for them is the essence of a useful life.</p> <p>Originality/Value: This study is expected to be a reference in the academic realm in the field of entrepreneurship formally. In addition, it is highly recommended to be applied to every individual character who will be an entrepreneur, as well as those who have started. Because, it is never too late to start something in order to get good for personal, family and among God's creations as social beings.</p>
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**A NATUREZA DO EMPREENDEDOR NA PERSPECTIVA DA FILOSOFIA DO
EXISTENCIALISMO DO PROFESSOR MUSA ASY'ARIE**

RESUMO

Propósito: Os seres humanos são equipados por Deus com a razão, e com a sua razão os seres humanos podem pensar. Se os humanos pensam profundamente em encontrar a raiz de um problema, então um empreendedor está na verdade filosofando para encontrar a raiz do problema de seu negócio com uma solução que é produtiva e benéfica para todos os envolvidos.

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Estrutura teórica: Este estudo tem como objetivo explicar uma implementação prática da filosofia em relação ao fundamento do pensamento, das escolhas de negócios e da racionalidade como um empreendedor que se atreve a correr riscos em suas atividades empresariais de uma forma existencialista.

Projeto/Metodologia/Abordagem: Este estudo utiliza um método qualitativo descritivo através de uma abordagem de análise de dados secundária.

Constatações: Esta pesquisa chega à conclusão de que os empreendedores existencialistas veem um trabalho criativo e inovador que os fará existir na sociedade.

Investigação, implicações práticas e sociais: Isto é porque eles tendem a desenvolver o seu potencial, experiência e credibilidade para se tornar um produto ou trabalho que é benéfico para os seres humanos sem esperar recompensas excessivas. Na verdade, a recompensa para eles é a essência de uma vida útil.

Originalidade/Valor: Este estudo é esperado para ser uma referência no âmbito acadêmico no campo do empreendedorismo formalmente. Além disso, é altamente recomendado para ser aplicado a cada personagem individual que será um empreendedor, bem como aqueles que começaram. Porque nunca é tarde demais para começar algo a fim de obter o bem para o pessoal, a família e entre as criações de Deus como seres sociais.

Palavras-chave: Empreendedor, Existencialismo, Filosofia, Qualitativo.

LA NATURALEZA DEL EMPRESARIO DESDE LA FILOSOFÍA DEL EXISTENCIALISMO DEL PROFESOR MUSA ASY'ARIE

RESUMEN

Propósito: Los seres humanos están equipados por Dios con la razón, y con su razón los seres humanos pueden pensar. Si los seres humanos piensan profundamente para encontrar la raíz de un problema, entonces un empresario en realidad está filosofando para encontrar la raíz del problema de su negocio con una solución que es productiva y beneficiosa para todos los involucrados.

Marco teórico: Este estudio pretende explicar una implementación práctica de la filosofía en relación con la fundamentación del pensamiento, las elecciones empresariales y la racionalidad como empresario que se atreve a asumir riesgos en sus actividades empresariales de manera existencialista.

Diseño/Metodología/Enfoque: Este estudio utiliza un método cualitativo descriptivo a través de un enfoque de análisis de datos secundarios.

Hallazgos: Esta investigación llega a la conclusión de que los empresarios existencialistas ven un trabajo creativo e innovador que los hará existir en la sociedad.

Investigación, implicaciones prácticas y sociales: Esto se debe a que tienden a desarrollar su potencial, experiencia y credibilidad para convertirse en un producto o trabajo que es beneficioso para los seres humanos sin esperar recompensas excesivas. De hecho, la recompensa para ellos es la esencia de una vida útil.

Originalidad/Valor: Se espera que este estudio sea una referencia en el ámbito académico en el campo del emprendimiento formalmente. Además, es muy recomendable que se aplique a cada personaje individual que será un empresario, así como a aquellos que han comenzado. Porque nunca es demasiado tarde para empezar algo con el fin de obtener algo bueno para lo personal, la familia y entre las creaciones de Dios como seres sociales.

Palabras clave: Empresario, El Existencialismo, Filosofía, Cualitativo.

INTRODUCTION

In order to prepare for the future, many people are willing to be creative, innovative, and even risk disruption in order to become robust, adaptive, and relevant in the face of the ever-changing nature of our times. People of all ages, but especially those in their 20s and 30s, are increasingly exploring a field generally seen as sophisticated: entrepreneurship (Azzaakiyyah, 2023). Furthermore, when the business world is backed by highly developed and closely knit systems of technology, information, and communication (Ausat & Suherlan, 2021) and (Alsaleem & Husin, 2023), it gets people passionate about running a business and want the

position of an ideal entrepreneur (Rembulan et al., 2023). However, we cannot deny that young people's grasp of what businesses are for and the traits an entrepreneur has to have to avoid making mistakes in company and in life in general is still shaky (Masyhuri et al., 2021). That is because, in addition to having the fortitude and fortitude to confront challenges that may arise (Zhang et al., 2021), making a profit is usually the end goal of a firm (Ausat et al., 2022) and (Chong et al., 2022). People of all ages, including those who have already run a business and found success doing it, are more inclined to place a premium on material gains than on developing the kind of transcendent character that would make them trustworthy business owners (Subagja et al., 2022). It is not surprising that such business owners, lacking the solid inner and spiritual mental foundation that should accompany every individual's work journey, become anxious and lose self-control if they do not achieve lucrative or larger outcomes than previously. An entrepreneur's weakness in the face of adversity can originate in a lack of stability in their strength, which can then spread to negatively impact their mind, body, and company decisions (Stephan et al., 2020). That is, he or she does not exhibit entrepreneurial traits and has not uncovered the heart of what it means to be an entrepreneur.

Someone who thinks philosophically is actually an entrepreneur, as philosophical thought involves contemplation of deeper levels of meaning (Runes, 1960). At the very least, an entrepreneur has given some thought to the significance of his work, which is why his enterprise is an example of excellence, passion, and seriousness (Boldureanu et al., 2020). His philosophy of life, his outlook on the world, is shaped by the values he develops as he pursues his entrepreneurial endeavors, and by the meaning, worth, and purpose he finds in the things he creates for himself and others as a result of those endeavors (Mthembu & Barnard, 2019).

God gave people the ability to think by giving them a rational mind (Zein, 2017). If the goal of human thought is to get to the bottom of a problem, then a successful business owner is actually engaging in philosophical inquiry to get to the bottom of the challenges facing his company and come up with a solution that is win-win for all parties concerned (Asy'arie, 2016). Even though a business owner might not have taken formal philosophy courses in college, philosophizing can help them solve problems since it involves "deep thinking," or "penetrating the essence behind reality to uncover the basis of the problem at hand" (Iannone, 2001). One of the benefits of becoming an entrepreneur is the opportunity to put one's personal ideology into practice through challenging and even financially ruinous endeavors (Mawardi & Sahputri, 2022).

Therefore, it is important to make a straightforward connection between an entrepreneur's work and philosophical considerations. This is not a guide to academic philosophy; rather, it is a discussion of how an entrepreneur who is willing to take risks could use philosophical principles as a foundation for his or her own thinking, business decisions, and logic.

The author just picked up a book by Professor Musa Asy'arie, the former rector of Sunan Kalijaga State Islamic University in Yogyakarta, titled "Philosophy of Entrepreneurship and its Implementation: State and Individual." In one chapter, he offers advice on the concept of entrepreneurship, which, in our view, is the book's most important theme for aspiring business owners to grasp. A person with a strong character, in his view, is more likely to be successful as an entrepreneur because he will be better equipped to deal with the inevitable upheavals that accompany any significant life transition (Cardon et al., 2009). People of high character never give up even though they haven't yet been successful. Life is an endless uphill battle and a dangerous gamble. There will always be new obstacles to overcome, but a true entrepreneur thrives when faced with adversity. His existence lacks excitement without obstacles. Providing he continues to live in the realm of business, he will, at some point, learn what it means to be an entrepreneur. So, we'll talk about how Professor Musa Asy'arie sees the role of entrepreneurship in existentialist thought.

LITERATURE REVIEW

The philosophy of existentialism is a search for nature that no longer relies on the search for the main thing of reality as the shaper of something that exists in this life, such as the search for the nature of matter and ideas as the main shaper of reality, but on the reality of the form of reality itself, or on its own existence (Runes, 1960). The famous statement of existentialism philosophy is that existence precedes essence (Sahin, 2014). There is a very fundamental change in thinking from looking for the forming essence, changing to existence in the form itself, and making form or existence precede essence. Materialism views matter as the ultimate essence of reality, and idealism asserts that the ultimate essence that shapes reality is the idea. In existentialism, ideas and matter depend on existence; without existence, ideas and matter have no meaning. The reality of metal is not determined by the metal material that exists, but by the form of the metal that continues to change shape, and this form gives meaning to the metal, such as the shape of cars, firearms and rings that are all formed from metal (Sahin, 2014). Similarly, in existentialism, the human being is not determined by the factors that make him

up, which refers to the main elements of his existing reality such as body or matter and ideas or spirit, but to his existence in the reality of his life, in the work of human creation.

In the view of existentialism, the essence of man is not in material or ideas as a static self-forming factor, but in the real works he creates which are dynamic, moving forward, diverse and always changing from time to time (Sahin, 2014). Humans are shaped by a number of their works, and with their works humans declare their existence in life. Here there is competition between one human being and another. Competition through their creations. Human existence is in his works, and those works are a form of totality of his existence involving his energy, mind, feelings and heart that are united in his creative process. The creative process continues to evolve and man goes through a process of continuous learning from his existing existence in previous works to form his new existence in subsequent new works. Mistakes and shortcomings in the past will be corrected for the works that will be formed later (Asy'arie, 2016).

METHODOLOGY OF STUDY

This research includes library research, which is research that focuses on literature in the form of books, journals, and other publications (Basri, 2001). This is because the research is conducted to search, analyze, make interpretations and generalizations from the facts of the results of thoughts and ideas written by thinkers and experts, which in this case is Musa Asy'arie regarding the philosophy of existentialism of an entrepreneur. Judging from its nature, this research is descriptive qualitative with a secondary data analysis approach.

FINDINGS AND DISCUSSION

Existentialist entrepreneurs will work totally to produce innovative and creative works in the business world. From his innovative and creative power, an existentialist entrepreneur will build his business and will continue to develop his business through new works, new innovative and creative products. Thus, the foundation of an existentialist entrepreneur is the innovative works he produces (Drucker, 1985). From these innovative works, an existentialist entrepreneur will strengthen his identity and compete to win it. Existentialism's view, which sees the essence of man in his works, will result in its view of humans who depend on their works alone. A person who does not work will be seen as having no identity. The appreciation of society by giving awards to a person's works shows how much work means to a person's

existence. A human being is determined by the number of creative and innovative works that are realized in the life of society.

An existentialist entrepreneur will see profit not in the wealth and money he has, but is determined by his ability to produce innovative and creative works in his business (Asy'arie, 2016). Material wealth and financial gain will depend on innovative and creative works in the business world. For an existentialist entrepreneur, research and development activities are the main basis of his business. From the research and development section, products that have been produced will be studied to produce new products that are more innovative, creative and provide greater added value in life (Johnson, 2013). Orientation to added value will lead to even greater profits because the added value is internal and external. Internally, the added value will make production increase in quality and quantity through increasingly sophisticated and efficient engineering with high accuracy. Externally, it will provide greater profits and benefits to its consumers, and the accumulation of internal and external profits will make its business more existent, stronger and more competitive.

CONCLUSION

Existentialist entrepreneurs see a creative and innovative work that will make them exist in society. This is because they tend to develop their potential, expertise, and credibility to become a product or work that is useful for humans without expecting excessive rewards. In fact, the reward for them is the essence of a useful life. This means that when an existentialist entrepreneur opens a business, the main goal is not just to make a profit but how useful the knowledge he has for others in the form of products or works produced or created. Not only that, they will find it easier to see people as subordinates not just employees but super teams. This will make it easier to adapt to the dynamics of an increasingly competitive business world.

Increasingly fierce business competition requires individuals to think creatively and innovatively. However, not only that, they must understand the nature of innovative behavior and creativity in entrepreneurship. Therefore, this study is expected to be a reference in the academic realm in the field of entrepreneurship formally. In addition, it is highly recommended to be applied to every individual character who will be an entrepreneur, as well as those who have started. Because, it is never too late to start something in order to get good for personal, family and among God's creations as social beings. Finally, it is undeniable that this study has limitations in terms of the research approach, which is qualitative. This means that this study uses more subjectivity, which has a strong risk of reducing the objectivity of the research

results. The character of the researcher will affect the results of the research, it could be that when meeting with other researchers with different characters, the results will be different. Therefore, future studies that will examine the topic of entrepreneurship should use quantitative methods in order to see the true state of human entrepreneurial goals and what factors cause them to want a career as an entrepreneur. Thus, the findings of the study can be a broad empirical generalization of the meaning of entrepreneurship.

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