



Kuram ve Uygulamada Eğitim Yönetimi
Educational Administration: Theory and Practice
2023, Cilt 29, Sayı 3, ss: 111-122
2023, Volume 29, Issue 3, pp: 111-122
www.kuey.net



The Effect of Religious Sentiment-based Entrepreneurial Education on Industrial Home-based Business Management: A Case Study of Halaqah Online Business Community in East Java

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<p>Article History</p> <p>Article Submission 16 October 2022</p> <p>Revised Submission 23 November 2022</p> <p>Article Accepted 31 January 2023</p>	<p style="text-align: center;">Abstract</p> <p>In Indonesia, the rise of the women's community is quite rapid, whether it is a modest association based on shared hobbies, parents of children attending the same school, or religious organizations, many of which use the community to conduct commerce. This study aims to determine the influence of religious sentiment-based entrepreneurial education on the management of industrial home-based businesses. This type of research is quantitative with a Quasi-Experimental One Group Pre Test-Post-test design. The sample was consisting of housewives who had children under 6 years old (72 months) totaling 20 people obtained by purposive sampling techniques. The statistical test uses a paired T-test on the value of housewives knowledge before and after the intervention which obtained a significance value of 0.000 (p-value <0.05) so that it can be concluded that there is a meaningful influence between providing entrepreneurial education on the value of housewives knowledge. Partners are expected to be able to implement the strategies provided in this educational program and are committed to continuing to develop their potential and business potential to be maximized so that they participate in building the economy and family welfare.</p> <p>Keywords: Entrepreneurial Education; Religious Sentiment; Spiritual Preneur</p>
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Introduction

The community's economic development continues to advance as a result of fostering the expansion of businesses. This was accomplished through a number of initiatives that enhance community welfare without relying on the government or various institutions that offer opportunities for a job. Increasing the understanding and quality of Indonesian human resources with an autonomous work ethic was one of the cornerstones to future success in nation-building. To accelerate this development, we need a movement that can serve as a catalyst for the community's entrepreneurial spirit (Isrososiawan, 2013).

Entrepreneurship is defined as a way of life or a way of thinking. Not only life habits or concepts that generate entrepreneurs but also how to instill an entrepreneurial mindset in an individual (Suyitno, 2013; Trenggono, 2018). In order to generate an entrepreneur, entrepreneurship education was the first step. Therefore, entrepreneurship education was one option. This entrepreneurship education could be obtained from family, community, educational institutions, or by joining a business-focused community. Thus, an entrepreneur's perspective would become more expansive. This was also due to the perception that education is the most effective method for fostering entrepreneurship through the education system. According to Lestari and Wijaya (2012), entrepreneurship education could affect an entrepreneur's attitude, conduct, and mindset. Currently, not only men but also women, particularly housewives, were interested in establishing an entrepreneurial career. In certain industrialized nations, businesswomen and so-called "mompreneurs" join a community to collaborate (Duberley & Carrigan, 2013).

This community was designed for moms who run businesses and has a lot of significance, especially when it comes to the sharing of business-related information and techniques with one another. It is believed that the role of the community is one of the factors that can influence an individual's entrepreneurial behavior. This community serves as a forum for the collection and exchange of information regarding the world of entrepreneurship. Through member-to-member sharing, seminars, and workshops, these entrepreneurs will gain access to a wealth of new, crucial information for the growth of their businesses. It will be easier for an entrepreneur to control information about his business if he has this knowledge. The community has a significant meaning, as the existence of the community will aid business owners in expanding their marketing and networking efforts. This is supported by Saragih (2017) indicating that the community is deemed effective at exerting a positive influence on an entrepreneur's business management. The results of the study indicate that the perceived benefits of an activity or business work that is carried out in a community include the ability to expand or add networking (Herlina et al., 2021), add business insight, add general insight, parenting insight, and even obtain new ideas by sharing information, experience, or various tips and build confidence (Saningputra et al., 2016).

A great deal of research has been conducted and reveals intriguing findings about women who choose to be entrepreneurs (mompreneurs). Mompreneur continues to grow along with the increasingly widespread formation of communities in society that were initially only social communities and moved into entrepreneurial communities. In some developed countries, mompreneurs establish a community to collaborate with one another (Duberley & Carrigan, 2013). Mompreneur's progress has become so fast considering that mompreneur was a business that can be done at any time and in any location (Saningputra et al., 2016). A career as an entrepreneur is appealing to housewives because it is more flexible than other types of employment. Housewives can still engage in business activities in addition to their busy lives as housewives. They can work from home and have sufficient time to care for their children. There were a number of intriguing factors that motivate a housewife to engage in entrepreneurship, including the fact that entrepreneurship is a flexible job, the allure of financial independence, a better work-life balance, the development of business relationships, and the enhancement of housewife productivity.

Similarly, authors can refer to one of these mompreneur communities as the Halaqah Online Business Community (HBO). The Halaqah Online Business Community is a forum for business professionals to acquire and expand their knowledge of entrepreneurship. There, they can learn, share, and strengthen their business relationships. This community seeks to empower women as a new source of income without requiring them to leave their roles as housewives or wives. The

implementation of entrepreneurship education in this community is accomplished through WhatsApp or Telegram-based online training. The Halaqah Online Business Community (HBO) offers programs that are tailored to the desires and interests of each mompreneur. Members of the community are able to select lessons based on their particular tastes and needs. Basic class, Pawon class, writing class, photography class, and Shopee master class are among these courses. The first class was the ibtida class or fundamental class, which was designed for those who are new to the field of entrepreneurship and wish to start from the ground up. Where they will be taught numerous business strategies. The second class, the Pawon class or cooking class, teaches housewives how to innovate through culinary items. When discussing women, food is unavoidable, and this community welcomes housewives with a passion for this sector. The third class, the writing program or H1A (Halaqah 1001 Aksara), is for members who wish to increase their knowledge in the field of writing. These members will be nurtured from the ground up until they are able to become true authors and produce significant works. The fourth session is photography, in which you will learn how to produce and exhibit appealing advertising images in order to persuade potential consumers. As its name suggests, the fifth class is the Shopee champion class, in which entrepreneurs learn how to maximize sales through the Shopee marketplace. In these sessions, members of this community will receive assistance and direction from mentors who are specialists in their respective industries.

The approach to community members through the provision of entrepreneurship education and training appears to be one of the keys to the success of managing a business with the characteristics of a community business. With this model, forum members are able to comprehend their responsibilities and increase their business motivation to contribute more to the community's development, and through this program, community leaders will always respond to member issues and provide answers to the many questions and challenges they face (Treggono, 2018). This is why it is said that education plays a significant role in preparing business actors to overcome the challenges they will face while running a business (Hisrich et al., 2010). In the context of modern education, something is considered to be education if it satisfies the following criteria: there are educators, students, the material being taught, the methods used, and an evaluation of the process that has been carried out (Yusuf, 2018). It appears that this community's program meets the minimum requirements for an Education and Training program.

Throughout the implementation of this entrepreneurship education and training, this community embraces the concept of pleasant selling. The notion is that business serves not just to address earthly necessities but also to provide for the afterlife. This community always integrates the concept of tarbiyah, muamalah, ukhuwah, and da'wah. Therefore, the activities performed are not too far from the pesantren's traditions (pesantren also known as Islamic boarding school). There are regular wiridan events, including the recitation of surah waqi'ah and sholawat nariyah every Friday, the "one day one juz" program at least once a day, and charity or fundraising activities to benefit people in need.

The number of members of the Halaqah Bisnis Online community continues to expand from year to year, and they can be found in practically every region of Indonesia, including Lamongan Regency. Many members of this group have achieved success in their individual commercial disciplines, and many have also been successful in developing their own goods.

Based on this phenomenon, this study aims to reveal in-depth how online business groups managed by women through religious communities in the form of recitations are constructed and maintained for business growth, including patterns of network development with fellow members, typical models of learning, and determining and inhibiting factors of business growth within the Halaqah Online Business community.

Literature Review

Entrepreneurship education is a critical factor in developing successful entrepreneurs. According to Suyitno (2013), entrepreneurship education is a way of thinking and a way of life. It is not just a set of skills, but rather a mindset that enables individuals to identify and pursue business opportunities. Through entrepreneurship education, individuals can develop the skills and knowledge necessary to start and manage their own businesses. Sumarno et al. (2018) also emphasizes the importance of instilling an entrepreneurial mindset in individuals, which can be

achieved through entrepreneurship education.

Lestari and Wijaya (2012) suggest that entrepreneurship education can have a significant impact on an entrepreneur's attitude, behavior, and mindset. This is because entrepreneurship education can help individuals develop a more expansive perspective on entrepreneurship. Entrepreneurship education can be obtained through various sources such as family, community, educational institutions, or business-focused communities. In addition, entrepreneurship education is seen as the most effective way to foster entrepreneurship through the education system.

Entrepreneurial communities are groups of individuals who share a common interest in entrepreneurship. These communities can serve as a platform for exchanging information, knowledge, and experience related to entrepreneurship. Saragih (2017) argues that entrepreneurial communities can have a positive influence on an entrepreneur's business management. The existence of an entrepreneurial community can help business owners expand their networking and marketing efforts. In addition, entrepreneurial communities can help entrepreneurs gain access to new information and ideas that can contribute to the growth of their businesses.

Momprenurship is a term used to describe mothers who run their own businesses. Duberley and Carrigan (2013) suggest that mompreneurs are a growing trend in many developed countries. Mompreneurs often establish communities to collaborate with each other and share information and experience related to entrepreneurship. Saningputra et al. (2016) argue that momprenurship is appealing to housewives because it is a flexible job that can be done at any time and location. Mompreneurs often cite the desire for financial independence, a better work-life balance, and the development of business relationships as motivating factors.

Religious beliefs and values can influence entrepreneurial behavior. According to Gursay et al. (2017), religion can affect an entrepreneur's motivation, risk-taking behavior, and ethical values. Religious beliefs can also influence the choice of business opportunities and business strategies (Mabrur, 2020). Rotib and Supratno (2022) argues that religious sentiment-based entrepreneurial education can have a significant impact on the development of home-based businesses. Religious sentiment-based entrepreneurial education can provide individuals with a sense of purpose and meaning in their business endeavors.

Methodology

The quantitative research design used is Quasi-Experimental One Group with Pre-test and Post-test design which aims to determine the effectiveness of providing religious sentiment-based entrepreneurial education to the management of industrial home-based businesses by looking at the different values of knowledge before and after providing entrepreneurial education based on religious sentiments. Quasi-Experimental research refers to a form of experimental research that manipulates independent variables, the selection of research subjects can be done randomly and does not have a control group or comparison group. The results of data analysis based on this study design illustrated the effectiveness of the treatment as measured by comparing the average scores of the pre-test and post-test (Figure 1).

The population in this study were housewives who were members of the Lamongan Online Business Halaqah Community. The sample was determined by purposive sampling, and the research sample consisted of housewives who were registered with the Online Business Halaqah Community, which is made up of 20 people with. Data analysis was carried out to reveal the comparison of the average scores of the pre-test and post-test using inferential statistical analysis. The univariate analysis used in this study was a descriptive analysis. This study used bivariate analysis using paired t-tests because the data distribution was normal with a p-value of > 0.05 .

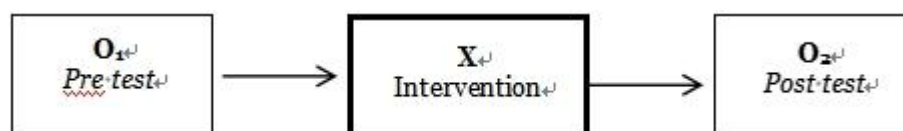


Figure 1. Research Concept

Information:

O1: Measuring respondents' level of knowledge before being given entrepreneurial education

X: Providing interventions in the form of entrepreneurial education to respondents

O2: Re-measuring respondents' knowledge level after being given entrepreneurial education

Results

This research was carried out in the Glagah Lamongan District. Respondents were provided with a pre-test questionnaire and informed of the entrepreneurial education approach that will be implemented. The researcher then began an entrepreneurial education activity and concluded with the same respondent completing a post-test questionnaire.

Univariate Analysis**Characteristics of Respondents**

The characteristics of the respondents (in this study housewives) in Table 1 were the characteristics of the study sample divided by age.

Table 1. Distribution of Respondents based on Age

Age	Frequency	Percentage
21-25 years old	4	20 %
26-35 years old	12	60 %
>36 years old	4	20 %

According to the data above, the distribution of respondents' frequency by age states that most of the age of housewives out of 20 respondents were 26-35 years as many as 12 people (60%). Meanwhile, the youngest age was 22 years old as many as 1 person while the oldest age was 42 years which also consist of 1 person.

Table 2. Distribution of Respondents based on their Last Education

Category	Frequency	Percentage
Elementary school graduates	1	5 %
Junior high school graduates	6	30 %
High school graduates	10	50 %
College graduates	3	15 %

According to Table 2, the distribution of respondents' frequency by their last education revealed that most of the age of housewives out of 20 respondents was high school graduates as many as 10 people (50%). Meanwhile, there were 6 housewives (30%) from Junior high school graduates, followed by 3 college graduates as many as 3 people (15%), and only 1 housewife from elementary school graduate (5%).

Overview of Housewives' Knowledge before being given Entrepreneurial Education Based on Religious Sentiments

In Table 3, the findings of the investigation showed that the average housewives' knowledge of business management prior to receiving entrepreneurial education is (72,00) (the lowest score was 55 and the highest score was 75). Meanwhile, the median value was 70, with a standard deviation of (5,938). The result of the 95% confidence interval (CI) indicated that 95% of the value of housewives' knowledge of business management falls between (69,22%) and (74,78%).

Table 3. Housewives' knowledge before being given religious sentiment-based entrepreneurial education

	N	Min	Max	Mean	SD	Median	95% CI
Before being given entrepreneurial education	20	55	85	72,00	5,938	70,00	69,22-74,78

Overview of Housewives' Knowledge after being given Entrepreneurial Education Based on Religious Sentiments

In Table 4, the results of the analysis obtained the average value of housewives' knowledge about business management after being given Religious Sentiment-Based Entrepreneurial Education, obtained the results of the analysis of the average housewives knowledge value of (84,75) with the lowest score of (75) and the highest score of (95). The median value was (85,00) with a standard deviation of (6,172).

Table 4. Housewives' knowledge after being given religious sentiment-based entrepreneurial education

	N	Min	Max	Mean	SD	Median	95% CI
After being given entrepreneurial education	20	75	95	84,75	6,172	85,00	81,86-87,64

Bivariate Analysis

Hypothesis testing was carried out by analyzing the differences in the average value of housewives' knowledge before and after providing entrepreneurial education.

Normality Test Results

The normality test results obtained in this study are as follows:

Table 5. Distribution of Data Normality Test Results

Frequency		Shapiro-Wilk		
		Statistic	df	Sig.
Pre-test Score	20	0,905	20	0,051
Post-test Score	20	0,924	20	0,117

Table 5 described the results of the normality test using the shapiro-wilk normality test because the total respondents ≤ 50 people. The result of the pre-test value was (0.051) and the post-test value was (0.117) which showed that the data was normalized ($p\text{-value} > 0.05$).

The Effect of Entrepreneurial Education on the Average Pre-Test and Post-Test Value

Based on the results of the data normality test, the bivariate analysis used in this study was a parametric test using paired t-test two-tail. The results of the paired t-test were used to find out whether there was an influence of intervention in the form of providing entrepreneurial education about home business management on the value of housewives' knowledge in managing business management at home. The results of the paired t-test obtained in this study are as follows:

Table 6. Distribution of Differences in Knowledge about Business Management Before and After Education

	Education					t	df	Sig. (2-tailed)
	Paired Differences							
	Mean	Std. Deviation	Std. Error Mean	95% CI				
Lower				Upper				
Post-test Score- Pre-test Score	27,25	11,059	2,473	22,074	32,426	11,020	19	0.0001

The analysis test in this study used an error rate of 5% ($\alpha=0.05$). Table 6 showed that the mean value before and after being given entrepreneurial education about business management was (27,250) with a standard deviation of (11,059). The negative value in the mean was obtained

because the value before the intervention was smaller than the value after the intervention.

Meanwhile, the probability value or Sig. (2-tailed) was obtained by (0.0001) (p-value <0.05), then statistically there was a significant difference between the value of knowledge in the pre-test and post-test data, which means that there was an influence of providing entrepreneurial education on the value of housewives' knowledge in the management of home business management before and after the intervention. On the other side, based on the calculation results of the Eta Squared formula used to measure the effectiveness of entrepreneurial education that has been given, a result of 0.89 was obtained. The interpretation of the results based on Cohen (1988) in Fritz, Morris, and Richler (2012) is 0.01=small effect; 0.06=medium effect; 0.14=significant effect. As such, it can be concluded that interventions in the form of providing entrepreneurial education have great effectiveness and value to housewives' knowledge about managing industrial home-based businesses.

Based on the results of data analysis before the intervention, it was found that the average value of housewives' knowledge about business management before being given entrepreneurial education was 72.00, while the lowest score was 55 and the highest score was 75. According to Suharsimi (2006), the score was categorized as good knowledge if the value was 76-100, sufficient if the value was 75-60, and low if the value was 75-60. Hence, in this study, housewives' knowledge before being given entrepreneurial education can be categorized as low to sufficient knowledge.

This statement was in line with a study by Malau et al. (2021) which revealed that a person's experience of obtaining information has a very significant influence on a person's level of knowledge. As such, it was undeniable that factors that can affect a person's knowledge cannot be ignored. These factors include education, age, environment, and socio-culture (Wawan & Dewi, 2010).

Based on the results of data analysis after the intervention, it was found that the average value of housewives' knowledge about business management after being given entrepreneurial education was 84.75 with the lowest score of 75 and the highest score of 95. Thus, the score can be categorized as good knowledge. The data analysis of this study used a Paired T-Test with an error rate of 5%. The results of the analysis of data on the value of housewives' knowledge about the management of home-based business management before and after the intervention found that there was a significant difference between the average pretest and posttest value (p-value <0.05). The average pre-test score was 72.00 with the lowest score of 55 and the highest score of 75. Meanwhile, the average post-test score was 84.75 with the lowest score of 75 and the highest score of 95. In conclusion, these figures revealed that there was an increase in the average value of 12.75.

Discussions

The founder of the Halaqah Bisnis Online community was the originator, leader, educator, and direct supervisor in the implementation of entrepreneurship education. In addition, the founder of the Halaqah Bisnis Online community is an open reseller who offers opportunities for entrepreneurs who wish to participate in business development. This is a manifestation of the brotherhood of the Halaqah Bisnis Online community members, who, in addition to knowing one another, also understand one another, assist one another, and synergize with one another (Fauzia, 2018). Because this community's focus was not only on the completion of entrepreneurship education activities but also on the prioritization of such matters.

The pattern of development for this community was to hold "kopdar (meetings between fellow members)" activities once a month. The purpose of the association was to share knowledge with other members. As for distant members, all communication and engagement took place online. From the researchers' findings, it is also known that HBO members in all of Indonesia simultaneously submit profile photographs on social media with the same frame and the HBO logo. This will make it easier for HBO members to meet and interact with one another.

As is customary, the activity is always initiated with the reading of waqiah or sholawat nariyah. Moreover, kopdar are conducted with business sharing, discussion of activity agendas, and small talk among community members. In addition to these activities, members of the Halaqah Bisnis

Online community can interact via WhatsApp social media groups. When it is known that, in addition to community members, the community's founder is also a member of the group. Thus, it will be able to provide space for members to interact with one another, fostering closeness and communication between members, both between founders and members and between members themselves. Anwar (2015) indicates that communication within an organization has a significant impact on its effectiveness. Both the short-term and long-term success of a community will be significantly influenced by the efficacy of its communication. There were numerous instances of discord caused by a lack of communication, which of course has a negative effect on the business's viability. To prevent this from occurring, there must be effective communication between community members. Because, with effective communication, it will also have an effect on the residents' comfort. Moreover, it can be concluded that the aforementioned points are consistent with Prakkasi (2020), who states in his book that the most effective steps in building a business network are (1) increasing acquaintances, (2) joining forums or business communities, (3) providing mutual support, (4) respecting each other, (5) taking the positive approach, and (6) maintaining good communication.

The results of the study found that the entrepreneurship education model used in the Halaqah Bisnis Online community was a combination of theory and practice. This is done so that the knowledge gained by entrepreneurial community members will have a significant impact. The theory is conveyed in learning activities in online classes via WhatsApp or Telegram. In addition to receiving information, members are also encouraged to practice directly in line with the given materials. Based on observations, these strategies include optimizing accounts (social media, marketplace, e-commerce), creating persuasive and engaging content, sending social media promos, and experimenting with new recipes, among others. With a total learning period of 30 days. With this practice, it is hoped that it will increase an entrepreneur's understanding of the material he has learned. As stated by Kolb in Masjudin and Kurniawan (2017) that adult learning will be more effective if students can be involved in the process directly, the direct process referred to here is practice. These practices include optimizing social media accounts and marketplaces, making SWOT analyses, making business plans, making interesting copywriting, trying new recipes, and how to market them. Everything is done under the supervision of a mentor to find out to what extent the knowledge of the entrepreneurs can be applied and whether the practices implemented have been running as expected. If these actions are performed optimally, the outcomes will also be ideal. So as to ensure that members quickly acquire the provided entrepreneurial competencies.

In accordance with the slogan of the Halaqah Bisnis Online community that "selling is wasilah, the goal is lillah". Tuakia (2018) mentions that this is a form of devotion of a servant to His lover. Meanwhile, Fauzan (2014) shows that religion has a major influence on entrepreneurial activity. Several other studies have also shown that there is a strong relationship between religion and entrepreneurial behavior (Arief, 2013; Balog et al., 2014). Religion is related to the values possessed by an entrepreneur and the extent to which they can apply it in their lives. In the context of entrepreneurship, religion will greatly determine the behavior of an entrepreneur in running his business, through the process of value creation, how to run business activities, to the morals and business ethics that they must run as Muslim entrepreneurs. Hence, to increase these values, the Halaqah Bisnis Online community always inserts the tradition of Islamic boarding school or as known as Pesantren in every activity it carries out. For example, by holding routine activities such as recitation, wiridan, khataman Al-qur'an with the "One Day One Juz" program, waqi'ahan, and nariyahan as a form of endeavor of entrepreneurs to get closer to Allah SWT. On the basis of the answers to the questionnaire issued by the researchers, it is possible to conclude that the aforementioned sorts of activities have a good impact on the educational process within the Halaqah Online Business community. The growth of these values will bring members of the Halaqah Online Business Lamongan community closer to His creator, as well as those who have a big heart, are fearless in the face of danger, do not give up easily, and are willing to work hard to attain their goals.

According to the results of the survey sent to members of the Halaqah Bisnis Online community, this community plays an important role in the self-development of its members, particularly in the business sector. This community has a good influence on its members' skills in the field of entrepreneurship. Numerous HBO community members have been so successful as to

establish their own product lines. Beginning with food, beverages, clothing, literature, and many others. There are a number of factors that contribute to the success of this community business, including the fact that the potential for women to become entrepreneurs is so vast. According to various studies, women may work in a variety of business disciplines. Rarely is it recognized that their hobbies and lifestyle have enabled them to create economic chances for themselves. This includes attempts in the fashion, food, beverage, cosmetics, and literature industries, among others. Success is the state of a situation becoming better or more advantageous than it was previously (Sulastri, 2017). In the Halaqah Online Business community, it is a well-known fact that this factor is the determining factor for entrepreneurial success. Within three years of the commencement of the development of Halaqah Bisnis Online community members, the members have spread throughout Indonesia, causing the relationships obtained by members to also expand. Members can continue to expand their understanding of the world of entrepreneurship through these connections. From these interactions, members can continue to improve their understanding of the business world, and they can even become suppliers, customers, or even company development partners. As a result of the well-established level of trust between members, they will feel more at ease dealing with the Halaqah Online Business community itself. In accordance with the findings of research conducted by Zulaikha (2019), the information and interactions received in a community will raise an entrepreneur's degree of expertise. Even from these contacts, they can become suppliers, clients, or even business partners. According to Zampetakis and Moustakis (2007), access to social networks is one of the most important success elements in entrepreneurship. Additionally, the encouragement, support, and prayers of numerous parties can have a significant impact on the success of a firm.

In addition, the encouragement and support of the entrepreneur's family, community friends, and tenacious founder have a significant impact, because they inspire the entrepreneur to work even more. An entrepreneur's income will be directly influenced by his or her morale, which will have a positive effect on workplace productivity. Entrepreneurs will have their own passion and job satisfaction the greater their motivation.

In addition to motivation and support, a business's performance can be affected by numerous other variables. Self-motivation is the most effective strategy because anything based on positive emotions will generate its own spirit when performing a task. Entrepreneurs will be more proactive in their pursuit of business success as a result of their optimistic disposition. Creativity and innovation have a significant impact on the success of a corporation. Innovation in this context is not limited to the creation of a new product but also includes modifying the use value, conditions, or method of application of an existing product to make it distinct from what is already on the market (Saragih, 2017). Having creative and imaginative qualities will make it easier for an entrepreneur to identify possibilities and generate new company ideas; otherwise, he will encounter failure (Mulyanto, 2018).

From the aforementioned data, it can be deduced that the success of Halaqah Bisnis Online community members in building their businesses is influenced by a number of factors, including (1) the variety of industries in which a woman can engage in business, including fashion, food, beverages, cosmetics, and even books; (2) the importance of networking; and (3) the importance of having a business plan. (2) Many interactions allow members to continually expand their understanding of the business world; through these relationships, members can become suppliers, customers, or even business partners. (3) consistent encouragement and support from multiple people. parties, including family, friends from a community, and the founder of the HBO community itself, encourage an entrepreneur's spirit to work harder. (4) all labor is performed with a sense of satisfaction, thereby fostering the emergence of a distinct entrepreneurial spirit. Entrepreneurial advertising that is (5) creative and inventive will add value to the marketed products since it will be more memorable to consumers.

On the basis of the research findings, it can be concluded that online business is very beneficial for housewives who wish to do business without abandoning their primary responsibilities. They can continue to teach at schools, care for children, and do house works, all while contributing to their families' financial well-being. They can continue to perform their regular duties while maintaining their firm. The Halaqah Online Business Community promotes fraternity and goodwill among its members at all times. On a monthly basis, they meet with fellow

members to discuss business matters, activity plans, and religious topics. Apart from these activities, members of the Halaqah Bisnis Online community can also interact online through the available WhatsApp social media groups. The utilized learning model mixes theory and practice through WhatsApp or Telegram-based online classes. Practice is carried out according to the material that has been taught, with a total study period of 30 days. In this community, entrepreneurship education is implemented through the use of the Happy Selling idea, which links tarbiyah, muamalah, da'wah, and ukhuwah. In addition to not interfering with women's primary daily activities, there are numerous business fields that can be inhabited by women that can impact the success of company management in the community. Connected with wide networks, entrepreneurs can continue to upgrade their knowledge of the field of entrepreneurship. Support and prayers from many parties provide entrepreneurs with their own enthusiasm to complete a job. An entrepreneur will find it easier to generate fresh business ideas as a result of his or her hard work and great innovation.

Conclusion

Based on the results of the research conducted and the data obtained, it can be concluded that the characteristics of the respondents namely the characteristics of the housewives include the housewives' age which is dominated by housewives of early adult age, namely 26-35 years as many as 12 people (60%), then the housewives' last education are dominated by housewives who graduated from high school as many as 10 people (50%). The results of data analysis using the Paired T-Test formula with a value of $\alpha=0,05$ obtained Sig. (2-tailed) of 0,000 (p-value <0.05), statistically it can be concluded that there is a significant influence in providing entrepreneurial education on the value of housewives' knowledge in the management before and after the intervention. The mean value of housewives' knowledge before intervention regarding business management was 72,00 with a standard deviation of 5,938. Meanwhile, the mean value of housewife's knowledge after intervention regarding business management was 84,75 with a standard deviation of 6,172.

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