



DIGITAL ENTREPRENEURSHIP STRATEGY IN ONLINE BUSINESS COMPANIES IN WEST JAVA

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ABSTRACT. *The goal of this study is to ascertain how digital entrepreneurship strategies are applied by online business organizations in West Java from an Islamic perspective. This is a field research with a qualitative approach and descriptive qualitative approaches. Data were gathered through interviews, observations, documentation, and literature searches. Data analysis approaches make use of inventory or data collection, identification, analysis, and interpretation. The study's conclusions show that the four tenets of client orientation, transparency, fair competition, and fairness serve as the foundation for the digital entrepreneurship strategy employed by online business firms in West Java. The customer-oriented philosophy is first put into practice by providing polite, soft, and friendly service and by always being prepared to offer solutions. Second, the concept of openness is put into practice, and product specifications are truly communicated. Third, the idea of fair competition is put into practice through prompt delivery, no-cost advice, special offers, and higher-quality products. Fourth, the concept of fairness is put into practice by treating customers fairly and providing them with benefits.*

Keywords: *Digital Business , Digital Entrepreneurship, Business On Line*

ABSTRAK. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana strategi kewirausahaan digital diterapkan oleh organisasi bisnis online di Jawa Barat dalam perspektif Islam. Penelitian ini merupakan penelitian lapangan dengan pendekatan kualitatif dan pendekatan kualitatif deskriptif. Pengumpulan data dilakukan melalui wawancara, observasi, dokumentasi, dan penelusuran literatur. Pendekatan analisis data menggunakan inventarisasi atau pengumpulan data, identifikasi, analisis, dan interpretasi. Kesimpulan penelitian ini menunjukkan bahwa empat prinsip orientasi klien, transparansi, persaingan yang adil, dan keadilan menjadi dasar strategi kewirausahaan digital yang digunakan oleh perusahaan bisnis online di Jawa Barat. Filosofi

Received March 20, 2023; Revised April 22, 2023; Accepted May 04, 2023

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customer oriented pertama-tama dipraktikkan dengan memberikan pelayanan yang sopan, lembut, dan ramah serta selalu siap menawarkan solusi. Kedua, konsep keterbukaan dipraktikkan, dan spesifikasi produk benar-benar dikomunikasikan. Ketiga, gagasan tentang persaingan yang adil dipraktikkan melalui pengiriman yang cepat, saran tanpa biaya, penawaran khusus, dan produk berkualitas lebih tinggi. Keempat, konsep fairness dipraktikkan dengan memperlakukan nasabah secara adil dan memberikan keuntungan.

Kata kunci: Bisnis Digital, Kewirausahaan Digital, Bisnis On Line

INTRODUCTION

In operate company has Lots principles Islam Which has example Messenger of Allah SAW like Sidiq , Fathonah , Trust And Tabligh (Budiyono Santoso, Matnin , 2022). On research This Islamic principles to be discussed covers four principle including : customer oriented , transparency , competition healthy , and fairness or justice (Norvadewi , 2015). As far as scholars know , has The topic of entrepreneurship from an Islamic perspective has been covered in previous research, including Studies Entrepreneurship in Hadith view (Siti Rahmah, 2022), Digital Entrepreneurship Strategy for Online Part Design Printing Bandung reviewed from an Islamic economic perspective (Waveningtyas, 2021), Islamic Entrepreneurship Implementation In Muslim Family Business (Case Study of PT Ma'soem Employees) (Sumarmi et al., 2022, Nasr e The Foundation of Entrepreneurial Principles within an Islamic Ethical Framework (Andleeb, 2018), Islam in Indonesia (Darojah, 2018). Please note that research shows that entrepreneurship is increasingly playing a crucial role in improving the well-being of Islamic society. However, there hasn't been much discussion of how this is being applied to online business in West Java from an Islamic perspective.

THEORETICAL REVIEW

The word "entrepreneur" is the root of the term "entrepreneurship." The word "entrepreneur" comes from the French verb "entreprendre," which meaning "to take over" (Julawati, 2018). Entrepreneurship is defined as a firm that uses all positive aspects, such as the production factors (power, ground, power, and capital), to carry out a task in order to profit or provide a service to others. (2016) Wigati. Digital entrepreneurship is a phenomena brought about by the growth of information and communication technologies. Ability to digitize lines

of business that transform offline businesses into online businesses while boosting the potential for new company development (Life, 2019).

Islamic values are applicable to all commercial endeavors since Islam and business cannot be separated. Matter This implies that deep adherents of Islam employ their deep Islamic beliefs when conducting business or engaging in entrepreneurial endeavors. Islam's tenets, as demonstrated by the Prophet Muhammad, include those of customer focus, transparency, healthy competition, and fairness or justice. (2015) Norvadevi.

1. Client-centered

Rasulullah SAW constantly followed the principles of integrity, fairness, and trust when doing contract business. For the guard's and the customer's happiness in this. No forgery, discontent, or damage agreement from a previously agreed contract existed when this matter occurred. There are several ways that the Prophet SAW has demonstrated that make for happy customers, such as showing handicapped products that were traded. Avoid the oaths of sale and buy if at all possible. principle centered on customers Additionally, if there is evidence of fraud, the right of the consumer to continue or cancel the transaction may be embodied (Norvadevi, 2015).

2. Transparency

Honesty and transparency are essential for successful business. In order to ensure that consumers are not damaged, producers must be transparent about the quality, composition, and amount of their products. Giving information about what is and is not some are closed-cover which can obscure information product which for sale can embody the principles of honesty and transparency. (2015) Norvadevi.

3. Healthy Competitiveness

Islamically, it is forbidden to engage in any form of free or legal competition because it goes against Islamic values. Islam commanded people to conduct business with good intentions and healthy competition, which can be exemplified by refusing to disparage one's rivals when conducting business (Norvadewi, 2015). Islamic law forbids rivalry that is unrestricted and in conflict with its tenets, which justifies all methods. Healthy competition allows for the finest performance in business. Man was ordered by Islam to compete in kindness. Matter This should

not be used as the word God in Letter Al-Baqarah 188 "And don't You Eat Treasure in Between You with Road Which Vanity, And (don't) You Bribe with Treasure That to the Judges, with mean for you can eat Part of Other People's Property That with Road Sin, Though You Know," the verse continues.

4. Equity or justice

Al-Qur'an Letter Al-Maidah has an obligation own characteristic fair: "O you who believe! Be You as Allah's enforcer of justice, (when) fairness is witnessed. And do not let your dislike of someone or something force you to act unfairly. Apply honestly. simply because it is closer to piety. And be afraid of Allah because He is truly all-powerful and sees everything you do. Justice must be provided to the consumer as well if the seller doesn't commit fraud or otherwise hurt the customer. Justice was served by paying employees wages that were fair for their abilities and didn't violate their rights. Give grace time if the customer is unable to pay as another form of business justice.

METHOD STUDY

Study This is a field of study using a qualitative methodology. The research methodology adopted is descriptive qualitative. Four online businesses in West Java are the sources of the data: (1) Creativity Babo Cicendo Bandung, (2) Young Online Shop Cicukang, (3) Porridge Bandung Beans, and (4) Alunicorn Bandung. data collecting methods Interviews, observations, documents, and study libraries are all utilised. Technique analysis data is used to describe a technique by collecting data, identifying it, analyzing it, and then interpreting it. Islam is based on four principles: customer-orientedness, transparency, healthy competition, and fairness or justice.

RESULTS AND DISCUSSION

The field of study that was used to compile these data was gathered from an online business in West Java.

1. General conclusions on corporate business done online in West Java a.Place Company

- 1) Addressed Creativity Babo in the West Javan village of Husein national literature Subdistrict.

- 2) Location of Young Cicukang Online Shop in Bandung, West Java, on Road Arjun 22
- 3) Sukasari 20 in Bandung, West Java is where you can find the Porridge Bandung Beans.
- 4) Alunicorn Bandung, located at 58th Anniversary Road in Bandung, West Java.

Based on fourth firm business online in a way that is consistent with one's own vision for building a national company scale in the field of digital marketing that is advantageous for one's faith, family, community, and country,

Based on knowledge and technology, be creative, dependable, and trustworthy. As opposed to a mission-driven corporation that builds organizations that are solid, trustworthy, have extensive network partnerships, and engage in other forms of marketing. Additionally, the company's mission is to provide local, competent, and professional convenience service products while trading with integrity and a sincere desire to create an efficient system that is flawless in every way.

2. The application of a digital entrepreneurship strategy in West Javan online business companies in the context of Islam.

Applied digital entrepreneurship _ company online business in Islamic perspective can be seen on the chart below, based on the findings of interviews conducted with respondents on company business online in West Java.

Table of *Digital Entrepreneurship* Strategies for companies online business in West Java

Lakasi company	customers oriented	Transparency	Competition Healthy	Fairness or Justice
Digital creative Cicendo Bandung	<ul style="list-style-type: none"> • Polite • Weak gentle • Honest 	<ul style="list-style-type: none"> • Open • Work The same system for results 	<ul style="list-style-type: none"> • intertwine connection Good • Serve with Good • Givediscount 	<ul style="list-style-type: none"> • No chooselove • No facetwo • Polite polite • Present as solution • Brave start talks • Be patient
Lakasi company	customers oriented	Transparency	Competition Healthy	Fairness or Justice <ul style="list-style-type: none"> • No easy offended

Online Shop Young Cicukang Bandung	<ul style="list-style-type: none"> • Say hello customer friendly • Want to help • Active hear right • offer suggestion appropriate • Be cheerful, polite and respect throughout interaction • Closed interaction appropriate 	<ul style="list-style-type: none"> • forming character self • Own reputation Good • forming personal responsible answer • Benefit right superiority • Know desire cooperate • Count financier in form share 	<ul style="list-style-type: none"> • Expand target market • Increase n quality product • Give promo interesting • Make customer satisfied • Guard customer loyal • Give warranty product 	<ul style="list-style-type: none"> • Avoid attitude choose love • Promotion in accordance ability • Berries chance Which The same • Award Which fair • treat right consumer with its uniqueness
Porridge Bandung Beans	<ul style="list-style-type: none"> • Communication Good For fulfil need consumer 	<ul style="list-style-type: none"> • Convey specification product Which in sell . • Communication good and is agreement 	<ul style="list-style-type: none"> • Delivery fast • Service after sales • Free consultation 	<ul style="list-style-type: none"> • Give bonus/rewards • Give warranty
Alunicorn Bandung	<ul style="list-style-type: none"> • ask n need consumer • Give n solution . 	<ul style="list-style-type: none"> • Give info product with Actually • Discuss • Determine distribution results If There is closing Which clear 	<ul style="list-style-type: none"> • Give discount price For purchase wholesale . 	<ul style="list-style-type: none"> • place n proportion in accordance with part • Give treatment Which The same

Source : Data processed from results interview

Results research This naturally differs from the findings of earlier research, such as those conducted by Siti Rahmah (2022), who used the hadith Ahmad No. 2817 on entrepreneurship as the basis for her motivation, creativity, innovation, and advancement of her area. In addition to those findings, study Sumarni (2022) found that the core of innovation is essential to develop a person's entrepreneurial spirit in order to add value. This topic was in line with the findings of the research that was conducted, which led to the creation of a new, different product as well as a new and innovative company that conducted online commerce in West Java. Additionally, the findings of study Nasr (2021) show that PT Ma'soem employees have applied Islamic business principles. That's excellent, but workplace Koran comprehension still needs to be addressed. It also fits with the findings of the study that those who comprehend the

Al-Qur'an will find guidelines for doing business and entrepreneurship in Islam. What about the study's findings? According to Maulana (2019), a business is an activity that a person engages in to generate cash and meet their basic needs. As technology and informational needs advance, businesses must also do accordingly. This is consistent with study findings that numerous digital platforms are used by companies conducting business online in West Java.

According to another study by Yuliana (2017), entrepreneurship is a respectable undertaking from an Islamic perspective, as evidenced by the hadiths that list it. This is in keeping with Islamic teachings, which have been put into practice by a West Javan corporation that continues to emphasize the value of business as one of the best and most successful ways to find the Prophet Muhammad SAW. Study Hartati (2020), which states that the basis para businessman design Muslim in Macassar in do business is one of honesty, friendliness, politeness, maintaining worship necessary, and responsible answer. Matter According to research that emphasizes civility, friendliness, and politeness as a principle, this is really pleasant. which used online para company business in West Java. According to additional research by Nasirotul Hayat (2019), the principle of "sell, buy online," exists in addition to "consent and acceptance form negotiation." This is also in line with the findings of the Haisl study regarding adnaya justice and cooperation between two split parties in business. According to a 2019 study by Darojah, entrepreneurship has a unique role in the growth of the Indonesian economy and the improvement of productivity. This is relevant to the use of digital applied entrepreneurial company online business that plays a function For business expansion in the digital era. According to a study by Andleeb (2018), entrepreneurship is a source of opportunity for good work.

Proven to be advantageous for the growth of the economy. Matter additionally, this was in line with the guidelines used by an online company in west java to maintain operations while adhering to islamic economic development principles.

Based on the conversation, it has been noted that many Islamic concepts underlie economic activities that are conducted online. As a result of research on how to implement digital entrepreneurship strategy in online businesses in deep West Java, it is possible to do so from an Islamic perspective by applying the principles of customer focus, competition health, and fairness or justice.

CLOSING

Islam holds that four principles should guide any company using digital entrepreneurship: customer attention, transparency, fair competition, and justice or fairness. Results of the study indicate that the digital entrepreneurship approach used by enterprises in West Java is based on four Islamic principles: customer orientation, transparency, healthy competition, and fairness or justice. First, the customer-oriented principle is put into practice through courteous, helpful, and solution-ready service. Second, disclose product specifications honestly while applying the transparency principle. Third, the idea of healthy competition is put into practice with quick deliveries, free consultations, discounts, and higher-quality goods. Fourth, the idea of justice or fairness is applied by treating customers equally and giving them benefits.

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