

## Competitive Advantage Towards Creative Economy in Islam

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### Info Articles

### Abstract

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Creative Economy is an economic concept in the new economic era that intensifies information and creativity by relying on ideas and stock of knowledge as the main production factors in its economic activities, this will certainly have an impact on performance generated in a job, which will ultimately be able to increase excellence employees at work. One of the competition in an industry is through the development of creative economy, which seeks to increase human resources in order to have the creativity, skills and talents of individuals who are economically valuable, which can be seen from competitive advantages known through the concept of work ethics in Islam or more leads to the ethos of competition in the quality of work seen from: Ash-Shalah (Good and Beneficial), Al-Itqan (Stability and Perfectness), Al-Ihsan (Doing the Best / Better), Al-Mujahadah (Hard and Optimal Work), Tanafus and Ta'awun (Competing and Helping), Observing the Value of Time. The method used in this study is descriptive qualitative, utilizing primary data sources and secondary data, using populations that are more directed to the "social situation" of the population and samples taken using probability sampling from several companies and gareli-based sharia, which are recorded in the department Lampung Province industry and Kopras service, data collection using observation, interview and documentation methods. Data management by means of data checking (editing), data marking (coding), data reconstruction (reconstructing) and data sitematization (systematizing) which are then analyzed by description and analysis. This study looks at and examines how competitive advantage can enhance the creative economy carried out by several sharia companies in Lampung Province in terms of Islamic economics.

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## INTRODUCTION

The creative economy industry is predicted to become the industry of the future as the fourth wave industry, which emphasizes creative ideas. This is not without reason, the creative economy industry has been able to bind the world market with millions of creativity and perceptions that can be sold globally.

Competing industries in the global market do not only rely on price and quality, but also compete on the basis of technology, innovation, creativity and imagination. The innovations created depend on employee knowledge, skills and experience in value creation, and even individual creativity is not enough to create innovation success, because creativity and innovation influence small forms of entrepreneurship. The better intellectual capital, the innovation created will be higher in increasing competitive ability. Competitive advantage will only be obtained through one of two sources, namely through the advantage of creating low cost (cost leadership) or the ability of an organization to be different (differentiation) compared to its competitors (Sutapa Mulyana).

On December 22, 2008 the government declared 2009 as the Creative Year of Indonesia (ICT). The aim of this program is to open up the insight of all stakeholders on the contribution of the creative economy to the Indonesian economy and the creation of a positive national image. The President of the Republic of Indonesia has ordered 28 central and regional government agencies to support the Creative Economy Development policy in 2009-2015 through Presidential Instruction No. 6 of 2009 concerning Creative Economy Development (Instruction of the President of the Republic of Indonesia Number 6 of 2009 concerning Creative Economy Development).

The development of the creative economy is the right choice to maintain economic resilience in conditions of global crisis. The Creative Economy needs to be developed because the creative economy has great potential in making a significant economic contribution, creating a positive business climate building the image and identity of the nation that is local wisdom, based on the latest resources in creating innovation and creativity which are a competitive advantage of a nation and have an impact positive social (Indonesia has an HR Base to develop the Creative economy, <http://www.kemenperin.go.id>).

Creative industries have a contribution to economic development, but the development of creative industries still have a lot of problems, especially human resources, so that the impact on

weak competitive advantage and company performance that resulted the products not optimal in achieving a good end.

Achieving creative economic development actually has many choices, including by investing in human resources. This investment can be done in various ways, including through education and training. Developing the ability to innovate continuously requires active participation and creativity from workers to always develop their expertise and skills (Mulyadi S).

Creativity is a potential that is owned by each individual, this is because each individual has the power of imagination, desire and action to change something into something else (Ni Made).

Creativity is something that can be developed, but this development cannot just happen, except through a learning process. Training is one method that allows the learning process as a provision to increase creativity.

As the word of Allah SWT in Surah Ali Imran verse 110 namely:

كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَتَنْهَوْنَ عَنِ الْمُنْكَرِ  
وَتُؤْمِنُونَ بِاللَّهِ وَلَوْ ءَامَنَ أَهْلَ الْكِتَابِ لَكَانَ خَيْرًا لَهُمْ مِنْهُمُ الْمُؤْمِنُونَ  
وَأَكْثَرُهُمُ الْفَاسِقُونَ ۝ ۱۱۰

"Ye are the best community that hath been raised up for mankind. Ye enjoin right conduct and forbid indecency; and ye believe in Allah. And if the People of the Scripture had believed it had been better for them. Some of them are believers; but most of them are evil-livers." (Surah Ali Imran (3): 110, p. 94).

The above verse explains that, the understanding of knowledge possessed by each person must always be improved so that they can provide direction to others in order to realize the value of justice. By holding the training program, it is expected that human resources can think more imaginatively so that they are able to innovate on various products that are suitable for market share and have good selling points.

The structure of the economy underwent a rapid transformation in line with economic growth, from what was based on Natural Resources (SDA) to based on HR (creative people). The concept of Creative Economy is an economic concept in the new economic era that intensifies information and creativity by relying on ideas and stock of knowledge as the main production factors in its economic activities (Harry Waluyo).

The capability of a company in creating creativity starts with the existence of creative individuals, but that alone is not enough, it also requires creative teams / groups so that in the end a

creative organization will be created. The success of a product and service innovation depends on "creativity" as a key input. Without a continuous supply of ideas, most organizations will be difficult to exist (Reniaty).

From background above, this research will look at and examine how the effect of competitive advantage in improving the creative economy carried out by several sharia companies in Lampung

## **THEORETICAL FRAMEWORK**

Creative Economy is an economic development based on individual skills, creativity and talent to create individual creative and economical value, so that it focuses on developing ideas in generating added value. (Lemhannas; 2012, p. 6).

Competitive Advantage is the ability of a company to have higher performance compared to other companies in the same industry or market. (Danang Sunyoto; 2014, p. 1).

Islamic Economics is an economic concept originating in the Al-Quran and Al-Hadith in meeting human needs both commercial and non-commercial and has a different perspective from non-Islamic economics (Ridwansyah; 2012, p. 38).

### **Creative Economy**

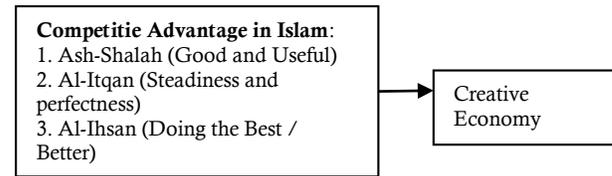
Creative economy is actually a form of efforts to find sustainable development through creativity, which is sustainable development which is an economic climate that is competitive and has reserves of renewable resources. In other words the creative economy is a manifestation of the spirit of survival which is very important for developed countries and also offers equal opportunities for developing countries. The big message offered by the creative economy is the utilization of reserve resources that are not only renewable, even unlimited, namely ideas, talents, and creativity.

According to John Howkins, the creative economy is an economic activity that makes creativity, culture, cultural heritage and the environment, the foundation of the present and the future, one of the engines of the creative economy is the creative industry.

According to UNCTAD (United Nations Conference on Trade and Development), in general, the creative economy relies on the use of creative resources that are deeply attached to the capabilities and expertise and human skills as the main actors of development. The creative economy encourages growth, creates job, increases income, improves social quality, cultural diversity, and

Province reviewed in the Islamic economy.

### **Research Framework**



human development as a whole.

The Ministry of Trade defines the creative economy as a new era that intensifies information and creativity by relying on ideas and stock of knowledge from its human resources as the main production factor in its economic activities.

Creative industries are an inseparable part of the creative economy. The Republic of Indonesia realizes that the creative economy, which focuses on the creation of goods and services by relying on expertise, talents and creativity as intellectual property, is the hope for the Indonesian economy to rise, compete and gain excellence in the global economy. Some definitions and limitations of the creative industry according to experts:

a. According to the Indonesian Ministry of Trade

Creative industries are industries that originate from the use of individual creativity, skills and talents to create prosperity and employment by producing and empowering the individual's creativity and creative abilities.

b. According to the UK DCMS Task Force

Creative industries are industries that come from individual creativity, skills and talents that potentially create wealth, and employment through the exploitation and generation of individual intellectual property and creativity. "(Creatives Industries as those who have their origin in individual creativity, skills and talent, which has a potential for wealth and job creation through the generation and exploitation of intellectual property and content) "

c. According to UNCTAD and Fontana

Creative industries are a collection of knowledge-based activities that are ideas-intensive, creativity-intensive as the main input to produce goods or services. Creative goods and services are not limited or focused on art and culture. All tangible or intangible products consisting of or composed by creative aspects (creative resources), have economic value and aim at markets through trade and have intellectual property rights are referred to as creative products. Creative industries are dynamic and develop in line with increasing levels of creativity, economic value, and social value.

From these definitions, the author can

conclude that the creative economy in relation to the creative industry is an economic activity that includes industries with creative human resources as the main assets in production and as a determinant of competitive economic development through the management of creative ideas in order to produce creative products that have economic value.

### **Sectors in Creative Industries**

Subsectors that are part of the creative industry are:

a. Advertising

Namely creative activities related to advertising services (one-way communication using certain media), which includes the process of creation, production and distribution of advertisements produced, for example: market research, advertising communication planning, outdoor advertising, production of advertising materials, promotions, campaigns public relations, display advertisements in print media (newspapers, magazines) and electronics (television and radio), installation of various posters and pictures, distribution of leaflets, pamphlets, circulars, brochures and similar advertisements, distribution and delivery of advertising materials or sampels, and column rentals for advertising.

b. Architecture

Creative activities related to building design services, planning of instruction costs, conservation of heritage buildings, overall construction supervision from the macro level (town planning, urban design, landscape architecture) to the micro level (construction details, for example: garden architecture, design interior).

c. Design

Activities related to graphic design creations, interior design, product design, industrial design, corporate identity consulting and marketing research services as well as packaging production and packaging services.

d. Art Goods Market

Creative activities related to the trade of original, unique and rare goods and have a high artistic aesthetic value through auctions, galleries, shops, supermarkets, and the internet, for example: musical instruments, printing, crafts, cars, films, fine arts and painting.

e. Crafts

Creative activities related to the creation, production, and distribution of products made by craftsmen starting from the initial design to the process of finishing the products, including among others handicrafts made of: precious stones,

natural or artificial fibers, leather, rattan, bamboo, wood, metal, (gold, silver, copper, bronze, iron) wood, glass, porcelain, cloth, marble, clay, and lime. Craft products are generally only produced in relatively small quantities (not mass production).

f. Music

Namely creative activities related to the creation / composition, performance, reproduction, and distribution of sound recordings.

g. Fashion

Creative activities related to the creation of clothing designs, footwear designs, and design of other fashion accessories, fashion clothing production and accessories, fashion product line consultations, and fashion product distribution.

h. Interactive Games

Namely creative activities related to the creation, production and distribution of computer and video games that are entertainment, agility, and education. The interactive game subsector is not dominated as mere entertainment but also as a learning or educational aid.

i. Video, Film and Photography

Namely creative activities related to the creation of video production, film and photography services, as well as the distribution of video and film recordings.

j. Computer services and Software

Namely creative activities related to information technology development including computer services, data processing, database development, software development, system integration, system design and analysis, software architecture design, software infrastructure design and hardware, as well as portal design including maintenance .

k. Research and Development

Namely creative activities related to innovative businesses that offer the discovery of science and technology and the application of knowledge and knowledge to improve products and new product creations, new processes, new materials, new tools, new methods, and new technologies that can meet market needs, including relating to humanities such as research and development of language, literature and arts, as well as business and management consulting services.

l. Publishing and Printing

Namely creative activities related to writing content and publishing books, journals, newspapers, tabloid magazines, and digital content, as well as activities, news agencies and news seekers. This sub-sector also covers the issuance of stamps, stamps, banknotes, check blanks, demand deposits, share letters, bond

securities, other securities, passport airline tickets, and special issues, others. Also includes publishing photographs, engraving and postcards, forms, posters, reproductions, printing paintings, and other printed matter, including micro-film footage.

m. Performing Arts

These are creative activities related to content development, performance production (eg ballet performances, traditional dances, contemporary dance, drama, traditional music, theater music, opera, including ethnic music tours), design and manufacture of fashion shows, stage design, and lighting system.

n. Television and Radio

These are creative activities related to the creation, production and packaging of television programs (such as games, quizzes, reality shows, infotainment, etc.), broadcasting, and transmission of television and radio program content, including station relay activities and radio broadcasts television.

### **The Development of Creative Industries in Indonesia**

The development of creative industries can be one type of industries that is very contextual in accordance with the origin or location where the creative industry is developing. Therefore the creative economy can be a unique and resilient type of economy, aka immune to the shocks of the monetary crisis and real sector crisis. Creative industries play an important role in the national and global economy because they contribute to aspects of life both economically and non-economically.

Creative industry is an industry that uses renewable resources, which can contribute in several aspects of life, not only from the perspective of the economy alone, but also from the positive impact caused primarily to enhance the image and identity of the nation, fostering innovation and creativity of the nation's children, and other social impacts.

One of them is employment opportunities, the handicraft sub-sector (furniture industry, including batik) and fashion has a high absorption with a skill level of workers who are able to be mastered by all levels of society. So, if the industry is properly addressed, then it will contribute to create jobs and participate in reducing poverty.

The impact on other sectors is that development that supports the growth of creativity will lead to a competitive business climate, because creativity is a desire to create something new, unique and different. The entire industrial sector actually needs additional creativity in it. Product

concepts can be based on new materials, new technologies or new media. If this potential is maximized in the form of entrepreneurship, each new business field in the creative industry sector will create a new industrial structure so as to open new business fields for supporting industries.

Indeed, the creative industry is an industry that relies on elements of talent, skills, and creativity. These three elements are the basic elements of individuals, so everyone has the same basic capital and is free. By optimizing the use of the creative potential of these three elements, it means that we have participated in efforts to increase the capacity of Indonesian human resources.

### **Creative Industry Opportunities and Challenges**

2004 was a golden era for the creative industries in Indonesia because in that year the growth of the creative industry reached 8.17%, higher than the national economic growth which was only 5.03%. This shows that the industry has not grown strongly, but has the potential to grow and develop optimally if supported by business conditions and a conducive business environment.

a. Creative Industry Opportunities

The opportunities for creative industries both at home and abroad are huge. The promised market share for the creative industries is still very wide open and has a tendency to increase.

Maslow's Hierarchy of Needs states that when humans have succeeded in surpassing the level of basic needs such as physical needs, as well as the need for security, then humans will try to look for their needs at a further level, namely the needs of socializing (social needs), self-esteem (esteem needs ) and self actualization. Likewise with human consumption behavior, however, the hierarchy of needs is not only exclusively for people who have enough in terms of material or human resources with a higher education background. In a certain proportion of the people in the lower classes who do not taste higher education also have social motivation, self-confidence motivation, and motivation for self-actualization as important as upper-level society.

Indonesia is famous for its socio-cultural diversity, so often the obstacle encountered in the promotion of Indonesian culture is the difficulty in finding public interest. For the creative industry players, socio-cultural diversity can be a source of inspiration that never dries, because many people are more interested if the cultural value gets a more modern and popular touch from designers, architects, music composers, and choreographers. These efforts to use wisdom and cultural heritage

need attention and cooperation between the government and creative industry players, so that the traditional cultural heritage of the Indonesian people can be preserved and become national pride.

b. Creative Industry Challenges

The global market for creative human resources sub-contacts has not yet been felt fully by creative workers in Indonesia. The obstacles faced by Indonesia's creative human resources today are 3 major parts namely:

1. Artistic based creative human resources do not yet understand the context of creativity in the era of creative industry as a whole, so that people see the artistic world as an exclusive and not popular world.
2. Non-artistic based creative human resources (science and technology) are too microscopic in seeing their professionalism so that sometimes they are too mechanistic in thinking so they are less innovative. At work these people are more motivated to work for large companies that make them immerse in their daily routines and have limitations in expressing their creativity.
3. Artistic and non-artistic creative human resources lack the means to experiment and expression so their work is still not creative and less innovative. As a result local and international industries have not seen the great importance of adopting new ideas from them. Seeing this condition, it is necessary to instill a more contextual thought pattern that is applied in all aspects of life, both in terms of education, culture and entrepreneurial motivation.

In the world of education, it is increasingly recognized that curriculum that rely solely on cognitive competence, will not have an impact on the struggle of students in real life. Fighting is actually a process of creativity, because fighting power challenges humans to solve a problem, if he is not creative enough, the problem is not finished and he will be eliminated.

Creativity is meant to hone sensitivity and readiness to be pro active in dealing with changes encountered in the real environment. Educational institutions should lead to an education system that can create:

1. Competitive competency: as the name implied, competence requires practice, so the education sector must increase its field orientation activities, experimentation, research and development as well as hold multidisciplinary collaborative projects consisting of various scientists, science, technology, and arts.

2. Multidimensional Intelligence: current intelligence theories have also recognized that it is not only rational intelligence (IQ) which is the reference level for human achievement, but humans also have emotional intelligence (EQ) and spiritual intelligence (SQ).

By placing the same portion in these three dimensions of intelligence on the formal education pathway, it is expected that high-intelligence human resources can be produced and have high creativity. In dealing with free trade, many natural resources that are still untouched and the abundance of cultural assets of local traditions have invited foreign players to come and work in Indonesia. Often the arrival of foreign players to Indonesia is not accompanied by a commitment to building a more sustainable industry, is merely exploitative.

In order for local individuals to be able to compete with foreign players, creative work in Indonesia must be carefully prepared with immediately created formal, informal and organic training institutions that are able to train managerial skills, creativity, foreign language, marketing and business negotiations.

Meanwhile, financial institution support for Indonesia's creative people is still felt low. Although currently there is a People's Business Credit (KUR) financing scheme that was launched by the President of Indonesia on November 5, 2007 based on a Memorandum of Understanding (MoU) between the government, the Guarantee Company, and Banking on Credit Guarantee / Financing for MSMEs / Cooperatives, which it might be able to be utilized by financing schemes for the creative industries, this cannot be exploited by the creative industry because of the constraints of the business pattern of the creative industry sector with other industrial sectors. It resulted that banks will tend to assess the creative industry sector as not yet bankable. Therefore it is necessary to think about policies or forms of financing schemes that are appropriate for the creative industries.

### **Main Actors in the Development of Creative Industries**

The building of the creative industry is actually overshadowed by the relationship between intellectuals (Intellectuals), Business (Business), and Government (Government) which is referred to as the 'triple helix' which is the main actor driving the birth of creativity, ideas, science and technology which is vital for the growth of the creative industry. A close relationship, mutual support and symbolic mutualism between the 3 actors in relation to the

foundation and pillars of the creative industry model will produce a creative industry that stands firm and sustainable.

a. Intellectual (Scholar)

Scholars are people who in their main concern are looking for satisfaction in processing art, knowledge of metaphysical reflections, and not looking for practical goals, and moralists who in their attitudes and activities are opposed to the realism of the masses. They are scientists, philosophers, artists, metaphysics who find satisfaction in the application of knowledge (not in the application of its results).

However, from the above definition, intelligence is also determined by the desire to apply knowledge, and transmit it. In the context of the creative industry, scholars include cultural figures, artists, clerks, scholars, educators in educational institutions, pioneers in communities, societies, cultural and artistic studios, individual or study study groups and author writers, and other figures in art, culture (values, philosophy) and science related to the development of creative industries.

Looking back at the foundation of the creative industry that is human resources (people), it can be recognized that one of the members of the super creative strata core workers is the work of intellectuals. Scholars have a very large capacity in strengthening the formal and informal bases of innovation, and have the ability to mature innovation concepts and also have the capacity to disseminate information with networks in the international world.

b. Business

When viewed economically, a business (also called a company) is an organizational entity that is legally recognized, and deliberately created to provide goods in the form of products and services to consumers. Businesses are generally privately owned and formed to generate profits and increase the prosperity of their owners.

At certain times, businesses also need additional capital (capital), which is obtained from bank loans or informal loans or new investors. Businesses must also be equipped with protection to prevent competitors from competing with the business. The protection can be in the form of IPR which consists of patents, copyrights, trademarks and designs. Every business must have a name, logo and imaging technique. Due to competition aspect, businesses need to register IPR in each region or country where there are competitors.

c. Government

Government is defined as an organization that has the authority to manage a country, as a

political entity, or a state apparatus / agency that has a body capable of functioning and using authority / power. With this, the government has the power to make and apply laws and laws in certain areas.

The government here is the central government and regional government related to the development of the creative economy, both linked in substance and administration. This is because the development of the creative economy is not only industrial development, but also includes the development of ideology, politics, social and culture.

### Competitive Advantage in Islam

In Islam, competitive advantage (competitive advantage) is known through the concept of work ethics in Islam or more towards the ethos of competition in the quality of work, because the Qur'an instills awareness that by working means we realize our servanthood function to God, and take the path to pleasure Him, raising self-esteem, improving living standards, and providing benefits to others, even to other creatures. With this embedded awareness, a Muslim or Muslim will try to fill every space and time only with useful activities. The motto is "There is no time without work, there is no time without charity." As for the value of worship does not fade, the quality of Islamic work ethics must be considered. The following are the most important qualities of work ethics to be lived.

a. Ash-Shalah (Good and Useful)

Islam only commands or encourages good work and is beneficial to humanity, so that each work is able to add value and elevate human status both individually and in groups. As the word of Allah SWT in QS. Al-An'am verse 132 which is:

وَلِكُلِّ دَرَجَاتٍ مِمَّا عَمِلُوا وَمَا رَبُّكَ بِغَافِلٍ عَمَّا يَعْمَلُونَ ۝۱۳۲

"For all there will be ranks from what they did. Thy Lord is not unaware of what they do"

This is a message of faith that brings people to value and quality orientation. Al-Qur'an coupled faith with pious charity 77 times. Standard work is work that is beneficial to individuals and society, materially and morally-spiritually.

b. Al-Itqan (Steadiness and perfectness)

The quality of work that is Itqan or perfect is the quality of God's work, then becomes the quality of Islamic work. God's Word in QS. An-Naml verse 88 namely:

وَنَرَى الْجِبَالَ تَحْسِبُهَا جَامِدَةً وَهِيَ ثَمَرٌ مِّمَّا السَّحَابِ صَنَّ اللَّهُ الَّذِي أَنْتَقَنَ

كُلَّ شَيْءٍ إِنَّهُ حَبِيرٌ بِمَا تَعْمَلُونَ ٨٨

"And thou seest the hills thou deemest solid flying with the flight of clouds: the doing of Allah Who perfecteth all things. Lo! He is Informed of what ye do "

God's grace has been promised for everyone who works in Itqan, which is to reach a technically ideal standard, for that, optimal knowledge and skill support is needed.

In this context, Islam requires its people to continue to add or develop their knowledge and keep practicing. A skill that is already owned can be lost, as a result of leaving training, even though the benefits are great for the community. Therefore, letting go or abandoning these skills is a sin. The Itqan concept provides more assessment of the work results that are few or limited, but of quality, rather than a lot of output, but lack quality.

c. Al-Ihsan (Doing the Best / Better)

The quality of ihsan has two meanings and gives two messages, first, ihsan means "the best" that can be done. With this first meaning, the notion of ihsan is the same as "itqan". The message contained is that every Muslim has a commitment to himself to do the best in everything he does.

أَنْ تَعْبُدَ اللَّهَ كَأَنَّكَ تَرَاهُ فَإِنْ لَمْ تَكُنْ تَرَاهُ فَإِنَّهُ يَرَاكَ

As said by Rasulallah SAW namely:

"You worship God as if you saw Him, and if you cannot see Him, then surely He sees you. (HR. Muslim) "

Second, Ihsan means "better" than the achievements or quality of previous work. This meaning gives a message of continuous improvement, along with the increase in knowledge, experience, time, and other resources. It is a loss if today's work performance decreases from yesterday, as stated in a hadith of the Holy Prophet. The necessity to do better also applies when a Muslim reciprocates the services or kindness of others. In fact, ideally he still does better. The Word of God in (Surah Fusshilat verse 34) namely:

وَلَا تَسْتَوِي الْحَسَنَةُ وَلَا السَّيِّئَةُ ادْفَعْ بِالَّتِي هِيَ أَحْسَنُ فَإِذَا الَّذِي بَيْنَكَ وَبَيْنَهُ عَدَاوَةٌ كَأَنَّهُ وَلِيٌّ حَمِيمٌ ٣٤

"The good deed and the evil deed are not alike. Repel the evil deed with one which is better, then lo! he, between whom and thee there was enmity (will become) as though he was a bosom friend "

d. Al-Mujahadah (Hard and Optimal Work)

Mujahadah in its broad meaning as defined by the ulama that is exerting all the power and abilities

that exist in the realization of every good work. It can also be interpreted as mobilizing and optimizing resources. Because, indeed, Allah SWT has provided all necessary resources through the 'taskhir' law, which is to subject all the heavens and the earth to humans (QS. Ibrahim: 32-33). The human role remains in mobilizing and utilizing it optimally, in order to do what God is pleased with.

Islam blesses the work of this world and makes it part of worship and jihad and Allah will see and consider what people have done. Allah says in Surah At-Taubah Verse 105 namely:

وَقُلْ أَعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ إِلَىٰ عِلْمِ الْعَالَمِينَ وَالشَّهَادَةِ فَيُنَبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ ١٠٥

"And say (unto them): Act! Allah will behold your actions, and (so will) His messenger and the believers, and ye will be brought back to the Knower of the Invisible and the Visible, and He will tell you what ye used to do"

1. Tanafus and Ta'awun (Competing and Helping)

The Qur'an in some of its verses calls for competition in the quality of good deeds. This competition message is found in several Qur'anic expressions that are "amar" or commandments. There is an order "fastabiqul khoirat" (hence, compete all of you in goodness).

As the word of God in QS. Al-Baqarah verse 148 namely:

وَلِكُلٍّ وِجْهَةٌ هُوَ مُوَلِّيهَا فَاسْتَبِقُوا الْخَيْرَاتِ أَيْنَ مَا تَكُونُوا يَأْتِ بِكُمْ اللَّهُ جَمِيعًا إِنَّ اللَّهَ عَلَىٰ كُلِّ شَيْءٍ قَدِيرٌ ١٤٨

"And each one hath a goal toward which he turneth; so vie with one another in good works. Wheresoever ye may be, Allah will bring you all together. Lo! Allah is Able to do all things"

We also find it in the phrase "tanafus" to be a servant who likes to do good, so as to get heaven, a place of all pleasures (QS. Al-Muthaffifin: 22-26). It is stated in the context of competition and devotion, because the most noble in the sight of God is the most pious ihsan. All of this implies and implies a competitive ethos in the quality of work.

As the word of Allah SWT in QS. Al-Hujurat verse 13 namely:

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتَقْوَىٰ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ ١٣

"O mankind! Lo! We have created you male and female, and have made you nations and tribes that

ye may know one another. Lo! the noblest of you, in the sight of Allah, is the best in conduct. Lo! Allah is Knower, Aware. "

## 2. Observing the Time Value

Many human gains or losses are determined by their attitude towards time. An attitude of faith is an attitude that values time as a divine gift that must be grateful. This was done by way of filling it with good deeds, and at the same time it was a mandate that should not be wasted. Conversely, the attitude of denying is inclined to curse time and waste it. Time is God's oath in several verses of His holy book that relate it to the good or bad fortune that will befall mankind, due to his own behavior.

### Human Resources in Islam

Training is one form of worship to Allah SWT as the word of Allah SWT in QS. Al-Mujadalah verse 11 namely:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا إِذَا قِيلَ لَكُمْ تَفَسَّحُوا فِي الْمَجَالِسِ فَافْسَحُوا يَفْسَحِ اللَّهُ لَكُمْ وَإِذَا قِيلَ انشُرُوا فَانشُرُوا يَرْفَعِ اللَّهُ الَّذِينَ ءَامَنُوا مِنكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ وَاللَّهُ بِمَا تَعْمَلُونَ خَبِيرٌ ۝ ۱۱

"O ye who believe! when it is said unto you, Make room! in assemblies, then make room; Allah will make way for you (hereafter). And when it is said, Come up higher! go up higher; Allah will exalt those who believe among you, and those who have knowledge, to high ranks. Allah is Informed of what ye do."

Human resources are human potential that can be developed for the production process to be able to create something new. Human resources is the company's most important problem, because with human resources causes other resources in the company can function or be run. On the other hand, human resources can create efficiency, effectiveness and productivity of the company.

Human resources is another term for human resources. The word human means or is related to humans, humanity or human. By humanizing and humanizing human beings, human resources can be managed properly and professionally so as to create a balance between the needs of human resources with the demands and progress of the company's business. This balance can occur by humanizing humans. This balance is the key to success for the company to develop and grow productively and naturally.

The development of a company's business is very dependent on the productivity of the workforce in the company, said Allah SWT, in QS. Yunus verse 36 states:

وَدَخَلَ مَعَهُ السَّجَنَ فَتَيَّأَنَ قَالَ أَخَذُهَا إِنِّي أُرِيدُنِي أَغْصِرُ خَمْرًا وَقَالَ الْآخِرُ إِنِّي أُرِيدُنِي أَحْمَلُ فَوْقَ رَأْسِي خَيْرًا تَأْكُلُ الطَّيْرُ مِنْهُ نَبِينًا بِشَأْوِيلَةَ إِنَّا نَرَاكَ مِنَ الْمُحْسِنِينَ ۝ ۳۶

"Most of them follow not but conjecture. Assuredly conjecture can by no means take the place of truth. Lo! Allah is Aware of what they do".

Something that is obtained with prejudice in no way can replace something that is obtained with the earnest effort and will of Allah SWT. This we continue in the word of Allah SWT, in QS. Al-Anfaal verse 23 states:

وَلَوْ عَلِمَ اللَّهُ فِيهِمْ خَيْرًا لَأَسْمَعَهُمْ وَلَوْ أَسْمَعَهُمْ لَتَوَلَّوْا وَهُمْ مُعْرِضُونَ ۝ ۲۳

"Had Allah known of any good in them He would have made them hear, but had He made them hear they would have turned away, averse"

Industrial relations is a system of life and social relations in the workplace. Industrial relations must be carried out based on the values of the Pancasila and the 1945 Constitution. Industrial relations must be carried out in harmony, dynamic, fair and cultured. The realization of industrial calm, quietness of work, calmness of business, is needed in the context of production stability. This can be realized if the rights and obligations of the parties are fulfilled.

On the other hand, there needs to be an increase in worker welfare, productivity, and business progress. In addition, if disputes occur, they are settled by consensus. All this must be carried out in order to realize harmonious, dynamic, dignified and cultured industrial relations. This relationship can occur if carried out in a human way, humanizing human beings, respecting humans, and mutual respect.

In human resources, the concept undertaken is by conducting coaching through activities that can strengthen and enhance existing employee knowledge, coaching includes:

#### a. Fostering Syakhshiyah Islamiyah

Syakhshiyah Islamiyah or Islamic personality is a combination of aqliyah Islamiyah (Islamic way of thinking) and nafsiyah Islamiyah (attitude of Islamic soul). Aqliyah Islamiyah is thinking with Islamic principles or thinking by making Islam a general standard (miqyas 'am) for all thoughts about life. As for Nafsiyah Islamiyah, it is the attitude of the soul that makes all tendencies (muyul) based on the principle of Islam, or the attitude of the soul by making Islam the only general standard for all those satisfying human needs.

As the Word of God in Q.S Ali Imran verse 190, namely:

إِنَّ فِي خَلْقِ السَّمَوَاتِ وَالْأَرْضِ وَاخْتِلَافِ اللَّيْلِ وَالنَّهَارِ لَآيَاتٍ لِّأُولِي الْأَلْبَابِ  
١٩٠

"Lo! In the creation of the heavens and the earth and (in) the difference of night and day are tokens (of His Sovereignty) for men of understanding"

The purpose of the explanation above is that all that we do must continue to lead to Allah SWT so that every practice that is done is very influential practice and affect the journey of one's destiny. In other words, all the work we do must be related to Islamic faith.

b. Coaching expertise and skills

The development of expertise and skills is carried out as an ongoing process through education and training. The training is intended to improve the mastery of various skills and techniques for implementing certain jobs in a relatively short time. Generally, training is shown to prepare human resources to do the current jobs. As the word of Allah SWT in QS. Ar-Ra'd verse 11, which is:

لَهُ مُعَقِّبَاتٌ مِّنْ بَيْنِ يَدَيْهِ وَمِنْ خَلْفِهِ يَحْفَظُونَهُ مِنْ أَمْرِ اللَّهِ إِنَّ اللَّهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّىٰ يُغَيِّرُوا مَا بِأَنفُسِهِمْ وَإِذَا أَرَادَ اللَّهُ بِقَوْمٍ سُوءًا فَلَا مَرَدَ لَهُ وَمَا لَهُمْ مِنْ دُونِهِ مِنْ وَالٍ ١١

"For him are angels ranged before him and behind him, who guard him by Allah's command. Lo! Allah changeth not the condition of a folk until they (first) change that which is in their hearts; and if Allah willeth misfortune for a folk there is none that can repel it, nor have they a defender beside Him."

Broadly speaking, from the verses of the Qur'an above, shows that how important expertise and skills that must be possessed by someone, because God will not change the condition of a people as long as they themselves are changing the circumstances that exist in themselves.

The importance of education and training as described above is not merely beneficial for the employee concerned but also benefits for the organization. Because with the increase in the ability or skills of employees, work productivity of employees is also increasing. And the increased work productivity of employees means the organization concerned will benefit.

In the business of Islam, two factors are keywords, honesty and expertise. Because honesty is the pinnacle of faith morality and the most prominent characteristic of believers. Besides that, in the letter An-nisa verse 58, namely:

﴿إِنَّ اللَّهَ يَأْمُرُكُمْ أَنْ تُؤَدُّوا الْأَمَانَاتِ إِلَىٰ أَهْلِهَا وَإِذَا حَكَمْتُمْ بَيْنَ النَّاسِ أَنْ تَحْكُمُوا بِالْعَدْلِ إِنَّ اللَّهَ نِعِمَّا يَعِظُكُمْ بِهِ إِنَّ اللَّهَ كَانَ سَمِيعًا بَصِيرًا﴾

"Lo! Allah commandeth you that ye restore

deposits to their owners, and, if ye judge between mankind, that ye judge justly. Lo! Comely is this which Allah admonisheth you. Lo! Allah is ever Hearer, Seer."

In the content of the verse, the message must be to those who are entitled to receive it, that is, those who truly have expertise in the field. Because placing someone according to their expertise is one of the characteristics of Islamic professionalism.

## RESEARCH METHODS

The research method used in this study uses descriptive qualitative research, utilizing primary data sources and secondary data, using populations that are more directed to the "social situation".

The population and sample taken in this study are the sample data that has been calculated using probability sampling from several companies and gareli-based sharia, which are recorded in the industrial and cooperative offices of Lampung Province.

The methodology used in data collection uses the method of observation, interviews and documentation. Data management is processed by checking data (editing), marking data (coding), reconstructing data (reconstructing) and systematizing data (systematizing).

The analysis of the research used is the description and analysis, the contents of the researcher's description will explain the data or research results through the data collection techniques above. From all the data collected, the writer analyzes using qualitative methods, this method aims to describe the situation or phenomenon, namely by describing factual information obtained from the industry being sampled for further analysis using a variety of existing theories and related to the main problems in this study.

The results of the data analysis were concluded based on the results of data collection conducted to all respondents in passing through data analysis, so that this study will get results on how the implementation of the creative economy carried out by several sharia companies in Lampung Province can increase competitive advantage in human resources reviewed in the Islamic economy.

## CONCLUSION

The discussion in this study will be made with a systematic flow that is compiled based on the creative imagination of the triangular frame of mind model, which starts from the general foundation to the main research. The system is outlined in five chapters, as follows:

The first chapter contains an introduction, consisting of: background problems that outline the basic reasons for this research; the boundaries and formulation of the problem that gives the limits of the problem and the scope of the study under study, are manifested in several forms of research questions; the purpose and use of research that explains the final goal and contribution of the study; review the literature to examine books that are in line with research and examine them to look for gaps in topics that have not been revealed in previous studies; This chapter is the initial framework of the direction and focus of the research carried out, by presenting the basis of the importance of this problem in depth research. This chapter is the key to opening the discussion in the following chapters.

The second chapter is about the theoretical framework used as a platform and platform for thinking in analyzing the problems that exist within the scope of this research. This chapter aims to look at the background of seeing and examining how the creative economy can increase competitive advantage in Islamic economics. The aim is to obtain a clear and precise picture in interpreting the mindset of a basis in research.

The third chapter is a research method that outlines the means and strategies of how the steps of data collection, data processing and analyzing it become a unified framework that can be understood coherently, logically and rationally; and systematic writing that explains sequentially the sequence to be analyzed so that the problem can be discussed sequentially: so that the discussion is analyzed according to theory: this chapter will parse the problem through the method of analysis.

The fourth chapter is a discussion of the results of data analysis, namely as a result of data processing based on methods and read using theory in order to find answers to the problem formulation that has been described in the sub problem formulation in this study.

The fifth chapter is the conclusion that contains conclusions in response to the formulation of the research problem and suggestions.

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