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## **Fostering an Entrepreneurial Spirit Through Islamic Career Guidance Services Based on Noble Purpose**

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### **Abstract**

Islamic career guidance for students is an effort to provide assistance in preparing for the world of work, choosing jobs or certain professional positions with Islamic principles. The urgency of career guidance for students is motivated by the number of students who became unemployed after they graduated from college because they were still oriented to the ideals to find jobs, not to create jobs or entrepreneurship. Noble purpose or noble ideals in entrepreneurship will not only move students awareness to benefit themselves, but beyond the target to be able to spur on a greater benefit for many people and the surrounding environment. The purpose of this study is to find out how the implementation of Islamic career guidance in fostering the spirit of entrepreneurial spirit among students. This type of research is a field research with qualitative analysis with data collection techniques using observations, interviews and documentation. The results of this study indicate : *First*, the process of Islamic career guidance services is carried out comprehensively ranging from strengthening to ethics and work ethic. *Second*, the impact of Islamic career guidance services using noble purpose fosters spiritual values in students in entrepreneurs itself but also for others in the form of creating jobs and initiating the people around them in order to get a better life expectancy.

Keywords: Entrepreneurship, Islamic Career Guidance, Noble Purpose

## Introduction

Unemployment is a social problem faced by many countries in the world, including in Indonesia. This is a serious threat to the economic growth of a nation and is a problem that until now has not been properly resolved (Kasmir, 2013). The National Central Statistics Agency (Badan Pusat Statistik) (BPS) noted that in February 2022 the number of unemployed people in Indonesia reached 5.83%, which is around 144.04 million people of the total workforce. The unemployment problem occurs because companies and other non-formal business sectors are experiencing a slowdown due to the sluggish economy. The high number of unemployed in Indonesia today is directly proportional to the small number of Indonesian people who have an interest in entrepreneurship (PO Abas Sunarya, 2011).

The increasing number of unemployed is dominated by the labor force, especially graduates from tertiary institutions. There are many reasons why college graduates are unemployed. The amount of supply of labor that is so abundant, but not matched by demand from companies, which of course will result in a small absorption of labor so that the number of unemployed will increase (Saiman, 2009). The solution is to intensify the development of the business world so that it can develop more so that it can absorb more workers. However, this solution is not easy to do because it is related to various parties, especially at the government policy level.

The government itself will not be able to provide all jobs to the unemployed because it will require a lot of budget allocations. If the government finds it difficult to be able to provide jobs and policies to increase the level of the economy are also difficult to do because it takes quite a long time, then there is another way out that can be done, namely developing entrepreneurship (Alma, 2005).

Entrepreneurship is a solution to problems that are considered appropriate in overcoming problems with the large number of educated unemployed, especially from universities. The more entrepreneurs in a country, the more advanced and developed the country will be. Currently the reality is that there are still very few entrepreneurs in Indonesia. Coupled with the quality of entrepreneurs who are not very good, so that building quality entrepreneurs who have a good entrepreneurial spirit is an urgent matter and the fact that Small and Medium Enterprises and other types of entrepreneurship currently in Indonesia is not more than 3.47% or only 9 million

people of the total population. Therefore, more entrepreneurs are needed in Indonesia at this time. It is this opportunity to become an entrepreneur that should be an opportunity for the unemployed, especially graduates from tertiary institutions, to be able to earn an income.

On the other hand, the demand for courage to be creative and innovative in order to get a job and develop a career often creates anxiety and anxiety, which requires a person to always produce new things (Dinsi, 2005). In addition, demands for needs and lifestyles will worsen psychological quality if it is not matched by strengthening human resources that can be pursued by policy makers (government) and the private sector. This phenomenon is a signal for educational institutions, especially higher education institutions as a basis for education and career development to equip and develop student competencies both professionally and personally.

The domination of Generation Z as a demographic bonus in Indonesia stimulates quite a big challenge for them in the dynamics of competition in the world of work which often results in the emergence of pessimism in society, especially students in tertiary institutions as well as fighters in competition in the world of work. Okolie, et al in his research proved that through CAGC (*Career Advice and Guidance Counseling*) as a career guidance service facility provided by tertiary institutions in Nigeria, it is able to provide solutions in solving career development problems, aspirations, and work choices. The presence of career services in tertiary institutions can be a *support system* that helps students at least in obtaining the latest information about the world of work. Optimizing the role of tertiary institutions as a basis for community competency development has considerable urgency in addressing the problems of career development, the struggle for employment and the battle for business opportunities.

### *Method*

The type of research used by researchers is a mixed method, with data collection techniques using *Focus Group Discussions* (FGD), questionnaires and interviews. The subjects in this study consisted of 13 final year students at the Faculty of Da'wah and Communication at the Kudus State Islamic Institute. *Focus group discussions* (FGD) were given to respondents with the aim of knowing the conditions of the respondents regarding their career choices and their understanding of the world of entrepreneurship.

The next day the researcher held career guidance activities by focusing on the theme of entrepreneurship with a *noble purpose approach* as the material content. From these career guidance activities, the researcher then measured the respondents' interest in entrepreneurship by providing a questionnaire in the form of a closed questionnaire in the form of a Likert scale consisting of 21 items that measure the extent of the respondents' interest in the profession in the field of entrepreneurship with interest indicators consisting of 7 aspects namely: social prestige, personal challenge, freedom (integrity), innovation, leadership, flexibility and profit. The interview technique was conducted to dig deeper data related to their interest in choosing entrepreneurship as a career choice

Career guidance provided as an intervention in this study used an indirect method, which was carried out online with *zoom meeting facilities* and was given in groups using the *group teaching technique*. Islamic career guidance is given in two sessions with details of the first session being a type of orientation service where students are guided to recognize their potential, understand their areas of competence and explore their career potential. As for the second session, a type of information service was applied where students were given information about entrepreneurial prospects, spiritual values of the *nobel purpose* contained in the world of *entrepreneurship* and the dynamics contained therein.

### *Theoretical Reviews*

#### *Entrepreneurship*

In essence, every human being has an entrepreneurial spirit, which means having creativity and having certain goals, and trying to achieve success in life. We often witness various activities of a person or group of people spending a certain amount of money to buy a number of goods. This picture is a description of the activities of an entrepreneur in his daily life who carry out activities without feeling awkward, afraid, ashamed or insecure. Everything they do is obtained from the experiences they have done or the experiences of others

The term entrepreneurship began to be popularized in 1990. At first, the term entrepreneurship or entrepreneur (French) which means it was more popular as a

person buying goods at a fixed price, even though that person did not know at what price the goods would be sold. Etymologically, entrepreneurship comes from the word wira and effort. Wira means opportunity, hero, superior human being, role model, virtuous, brave and noble character. Meanwhile, according to the Big Indonesian Dictionary, entrepreneurs are people who are smart or talented in recognizing new products, determining new production methods, arranging operations to procure new products, managing operating capital, and marketing them (Rusdiana, 2014). Entrepreneur is a person who establishes, manages, develops and institutionalizes his own company or the ability possessed by someone to see and assess business opportunities, gather the resources needed to take the right actions and take profits in order to achieve success (Gitosardjono, 2013). More about entrepreneurship, which is also known as *entrepreneurship*, is the process of creating something new (new creation) or making a change (innovation) with the aim of improving the welfare of individuals and society. Meanwhile, entrepreneurs who are also known as entrepreneurs are people who carry out these actions by creating an idea and realizing this idea into reality.

Entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to seek opportunities for success. The essence of entrepreneurship is the ability to create something new and different through creative thinking and innovative action to create opportunities in facing life's challenges. In essence, entrepreneurship is the nature, characteristics and character of someone who has the will to creatively translate innovative ideas into the real world (Garjito, 2014).

According to Thomas W. Zimmerer entrepreneurship is the ability to see and initiate business opportunities, gather the necessary resources to take advantage of them and take appropriate action to ensure success. Entrepreneurship is the result of a disciplined, systematic process of applying creativity and innovation in meeting market needs and opportunities (Daryanto, 2012).

Peter F. Drucker explained that the concept of entrepreneurship refers to the nature, character and characteristics inherent in someone who has a strong will to embody innovative ideas into the real world of business and can develop them with resilience (Suryana, 2014). It can be concluded that entrepreneurship is a person's ability to deal with various risks by taking the initiative to create and do new things through the

use of a combination of various resources with the aim of providing the best service to all stakeholders and obtaining profits as a consequence.

An entrepreneur must have potential and always have great motivation to move forward in any condition and situation (Arman Hakim Nasution, 2001). Entrepreneurs are able to help themselves in overcoming problems with the strength that is in them and trying to survive the pressures. Entrepreneurship in Islam means carrying out hard work activities, in the Islamic concept hard work must be based on faith. Working based on faith implies that working to make ends meet by always remembering and expecting the pleasure of Allah SWT and is considered as worship. Good and successful entrepreneurs are those who possess and apply spirituality strategically in providing quality services for others (Hakim, 2000).

The decision to run an entrepreneur is a decision made by someone consciously and deliberately, so that it becomes fundamental in analyzing how the decision is taken by someone. The decision to run an entrepreneur will be the initial stage in forming a new business (Casson, 2012). Entrepreneurial decisions are ways that a person or prospective businessman takes to make choices, especially in economic activities, namely by seeking and obtaining business opportunities that are currently developing or popular with the community which will later produce a trade product or service with all the risks that will approach and hope that these entrepreneurs will profit for the welfare of life in the future.

### *Islamic Career Guidance*

Career guidance is a process of providing assistance to individuals in the form of direction and guidance regarding their future, as well as an effort to foster motivation for individuals to have a career or job based on their own choice (Widarto 2015) . In other words, career guidance aims to help individuals understand themselves, know their potential, recognize the type of work and the requirements that must be met from the job (Walgitto 2010) . Through career guidance individuals will be assisted in determining job choices that are in accordance with their potential, as well as obtaining guidance in adapting to the demands of the work they are facing.

As in the concept of guidance and counseling services in general, Islamic career counseling services are a type of guidance services that have the same contribution as

marriage, educational, social and religious guidance services in developing individual potential. Islamic career guidance is the process of providing assistance to individuals so that in the process of finding a job and working they are always in harmony with the provisions and instructions of Allah SWT so that they are able to achieve happiness both in this world and the hereafter.

Conceptually the objectives of Islamic career guidance are: 1). assist individuals in preventing problems related to job search efforts, 2). helping individuals prevent problems related to work activities and work relations, 3). assist individuals in solving problems that arise in the dynamics of job search, 4). assist individuals in solving problems related to work and work relations (Mutia and Rahma 2020) . The presence of Islamic career guidance is an Islamic commitment to the Shari'a which teaches that humans are created as *khalifah fil-ardh* (leaders on earth) who are obliged to preserve life through their creations by working.

Work is an obligation which simultaneously constitutes a form of human devotion to God. Islamic career guidance cannot be separated from the concept of work contained in the view of Islam which understands that work or career are the same. Islamic understanding of work is not only a means to meet materialistic needs (clothing, food, shelter), but more than that Islam views work as a means of worship to Allah SWT, as the purpose of human creation. Through work, humans have actualized themselves as *khalifah* who are tasked with prospering the earth, as well as being a way for humans to pick up the sustenance that Allah SWT has ordained for them. The primacy contained in the meaning of work or career in an Islamic perspective is the starting point for the importance of Islamic career guidance to intervene for individuals in realizing their existence through a job.

In line with the concept of career guidance in general, Islamic career guidance also has an understanding in viewing humans as creatures with positive potential that must be developed. The aspect of spirituality is no less important in the dynamics of career guidance services. The spiritual approach is quite significant in increasing the effectiveness of career development for students (Campanario, Bikos, and Kendall 2022) . Humans as the targets of Islamic career guidance are born with a nature in the form of their potential and tendencies as Muslims so that it becomes a necessity that they always need guidance in knowing, understanding, and living their nature so that all actions

taken are in accordance with their nature (Kusnawan 2020) . As the basic principles of Islamic guidance and counseling aim to develop human nature, Islamic career guidance is also a form of service provided to assist individuals in solving problems ( *problem solving* ) and developing their nature (self potential) in the world of work.

Technically, the implementation of Islamic career guidance is guided by Islamic counseling guidance service methods in general which consist of direct methods and indirect methods. The direct method can be carried out individually through private conversations, *home visits* or workplaces, and can be carried out in groups through discussion techniques, sociodrama, psychodrama field trips and group teaching. The indirect method can be given individually or in groups by utilizing print, electronic and online media (Faqih 2004) . The selection of media is adjusted to the problems, needs, situations and conditions contained in the dynamics of counseling implementation.

### *Noble Purpose*

Noble purpose is an effort that not only drives awareness to gain benefits for oneself but goes beyond a target that encourages all body and soul to spur on a greater benefit for many people and for the environment (Damon, 2003). Trying to make profit as a target is commonplace, but a noble purpose goes beyond the limits of a small goal so that when running a business, energy becomes very abundant because you want to create big things that are not only beneficial for yourself but also beneficial for others. Both in the form of growing employment opportunities, as well as employing the people around them in order to gain life expectancy, and not only limited to business goals (McLeod, 2016).

Everyone must have hidden things that are able to move their silence into a big movement and produce a *boom effect* for the people and the environment around them, and these hidden things are able to overcome limitations and obstacles, able to balance people's normal sleep hours. in general, and made a firm man by risking his body and soul. We can call this a noble purpose, and it is not just an ideal that we can only feel ourselves, but a great benefit that can be felt by many people.(McLeod, 2012)

On the other hand, Islam views business activity as one of the noble goals, so that its adherents are given convenience in doing business as long as it does not conflict with Islamic teachings. In the context of economic thought, human existence is



considered as *homo economicus*. That is, humans are economic actors who in meeting their needs cannot be separated from economic problems (Budiman, 2012). Humans can only think of themselves, without caring about other things, so that in the end there arises exploitation of natural resources, oppression of human resources and other economic resources.

Business or entrepreneurship activities are muamalah process activities that focus on credibility, productivity, innovation and transparency. At a certain point, this process requires momentum where the attitude strives to offer innovation and new business ideas in each product and service it offers, so that it does not only generate added value to a product or service, but also encourages new creativity that can be done by others can do that. The most important thing from a series of processes fundamentally is to make the spirit of noble ideals a core element for the running of a business activity.

The presence of a *noble purpose* complements it as a concept in an entrepreneurial activity, it must be drawn in depth by understanding the existence of humans as *khalifah* on earth and created by Allah SWT to always worship Him, so that entrepreneurial activities become part of worship activities that are as noble as other worship practices (Siswanto, 2016). In the practice of everyday life. someone with a good level of religiosity will always try to carry out business activities with more emphasis on ethics, morality, and care more about the surrounding environment. Thus, when a business is run based on the concept of a noble purpose, superior performance will be easily achieved. *Noble purpose* concepts and practices will always have a systemic and long-term impact, when this is done by understanding and realizing that these concepts can be applied collectively and systemically in various activities, including business and entrepreneurship activities.

If linked further with entrepreneurial principles which contain the spirit, attitude, behavior and ability of a person in handling businesses and activities that lead to efforts to find, create, implement new ways of working, technology and products carried out based on His blessing, then the principles *noble purpose* will be directly proportional because everything will be returned to Him. Because birth, death, destiny and sustenance are absolute powers beyond the instruments of human rationality. In addition, the existence of a new paradigm in modern entrepreneurship practices that

demands innovation and creativity must also be understood, realized, and driven by all elements who have the view that all entrepreneurial activities carried out are closely related to principles, values, and self-means to get closer to the great creator (Fauzia, 2019). As a result, if their activities are only oriented towards achieving and accumulating material things, an entrepreneur will feel at a loss because he is unable to provide a positive role and impact both on himself and those around him.

## Discussion

Based on the results of calculating the total score on the research questionnaire on student interest in entrepreneurship, the score is as follows:

Entrepreneurial Interest Score Table

<b>Means</b>	88.61538462
<b>Standard Error</b>	1.550593193
<b>Median</b>	87
<b>Mode</b>	87
<b>Standard Deviations</b>	5.590743265
<b>Range</b>	18
<b>Minimum</b>	81
<b>Maximum</b>	99
<b>Sum</b>	1152
<b>Count</b>	13
<b>Largest(1)</b>	99
<b>Smallest(1)</b>	81
<b>Confidence Level (95.0 % )</b>	3.378452343

From these data, the researchers conducted an analysis using quantitative descriptive techniques with the help of the Microsoft Excel 2010 application. From the results it was found that the respondents' entrepreneurial interest could be categorized as high, namely 84.39 % . This can be seen from the average value of the respondents which shows the number 88.6 with the lowest score of 81 and the highest score of 99 with normal data distribution, then followed by profit orientation as an indicator of interest in entrepreneurship.

Aspects of social prestige and integrity are shown in the items in which it narrates the respondents' desire to have their own business and feel more confident with this profession. This integrity is also shown by the respondent's interest in doing new

things, and his hopes to have his own business. Orientation to profit also contributes a fairly high score where most respondents have the desire to feel the wealth of their own business and have the freedom to develop their business concept with the aim of making a profit.

The innovation aspect is also an indicator that is quite influential in the high interest in entrepreneurship among respondents, where they believe that by entrepreneurship they can channel their creativity and find themselves as unique individuals through innovation that emerges in their entrepreneurial dynamics later. Leadership orientation is not a strong aspect in the existence of their interest in entrepreneurship, as well as the aspect of flexibility. They have an interest in entrepreneurship not because they don't want to be bound by time, because based on the data it explains that even though scores of interest in entrepreneurship are quite high for some respondents, for items that indicate flexibility, respondents still show a desire to be bound by time and certain rules in the dynamics of their work. So that overall interest in entrepreneurship is more influenced by the desire of respondents to gain social prestige, self-integrity and profit orientation.

Based on the results of interviews that were conducted with several respondents, the high interest of the respondents to work in the field of entrepreneurship was caused more by their desire to channel their creativity, apart from because they wanted to have a profit. This desire is also strengthened by the hope of being able to create jobs as a form of their existence in the world of careers. This is in accordance with the objectives of the career guidance activities that have been given which motivate the audience to have an interest in entrepreneurship with an orientation towards benefits through job creation. The orientation to usefulness is an indicator of the values contained in a *noble purpose* which emphasizes personal and social benefits as the main target of an activity which in this case is entrepreneurship.

High interest in entrepreneurship is also inseparable from the respondents' self-understanding of their own potential, needs and hopes for their future careers. Efforts to grow respondents' self-understanding have been pursued through focus group discussion activities with the theme of career guidance and self-understanding in which it was found that the majority of the audience had anxiety or more precisely career anxiety caused by uncertainty about their future career which was exacerbated by the

respondents' weak self-understanding regarding their potential, goals and understanding of career opportunities. For this reason, in career guidance orientation interventions and information services are provided.

In this study, Islamic career guidance activities emphasize orientation services that focus on efforts to build respondents' understanding of their own potential, life goals, lifestyle, and expectations. While the information services provided focus on conveying information related to entrepreneurial prospects as a career choice by introducing *noble purpose values* that are integrated with the values contained in Islamic career guidance. The intended values are to build individual awareness to innovate, to be creative by prioritizing consciously owned potentials to do useful things by optimizing their role to present the world of entrepreneurship as a career choice that is beneficial not only for oneself but also for others with the main goal to draw closer to God.

The integration of the concept of *noble purposes* emphasizes to respondents in career guidance that the world of entrepreneurship provides a wide space for individuals to actualize themselves freely, innovatively and with integrity through career choices that are in accordance with their potential and oriented towards noble values, namely as *khalifah fil-ardh*, as the purpose of human creation (Harahap 2019) . This effort of Islamic career guidance shows sufficient significance to the condition of the respondents in this study which they show that there is a strong motive for choosing and pursuing the world of entrepreneurship with the aim of becoming useful individuals because it contributes to creating jobs that are currently increasingly competitive.

Career guidance services are an effective support system in helping students obtain new information about work (Soares, Carvalho, and Silva 2022) . This is proven through the achievements obtained from career guidance services in this research which are able to minimize the problems that arise in the dynamics of job search through the availability of job-related information services. This is in line with the objectives of career guidance in general, namely as a preventive effort to prevent problems related to job search and prevent problems related to work activities (Mutia and Rahma 2020) .

Overall, the entrepreneurial interest of the respondents has significance with the career guidance material that has been given to the respondents. The risks that the audience understands related to the dynamics of entrepreneurship as a career choice do

not dampen their interest in the entrepreneurial profession and vice versa in the results of their interviews they state that the biggest challenge in the world of entrepreneurship is to uphold honesty, responsibility and discipline as their spirit in pursuing a long-term career. The values they have as a basis for pursuing entrepreneurship are spiritual aspects that greatly influence the dynamics of individual career guidance because they are able to contribute to fostering career maturity in any field (Pulsford 2019).

Their hope is that the principle of providing benefits in the long term and influencing the wider community as an implication of the leadership aspect is part of an interest in entrepreneurship. This is in line with the concept of *noble purpose* which puts forward the goal of having a systemic and long-term impact on every activity, in this case entrepreneurship. In addition, the integration of religion into career guidance services is an interpretation of the existence of beliefs that cannot be separated from the dynamics of entrepreneurship. This indicates that the aspect of spirituality is no less important in the dynamics of career guidance services, especially for students with career anxiety problems.

## **Conclusion**

Career uncertainty is a problem that is often faced by final semester students. The strong competitive climate in the world of work triggers career anxiety among students, which is exacerbated by students' self-understanding of their potential, goals, expectations and the lack of information about career choices. Meanwhile, the concept of humans in the perspective of Islamic guidance and counseling views that every human being has superior potential traits, which can be optimally developed to contribute to creating benefits for society. One effort to reduce career anxiety is to explore their potential through developing entrepreneurial interest. Optimizing the role of career guidance services for final semester students is an effective activity in building entrepreneurial interest.

Islamic career guidance services have made a significant contribution in fostering final student interest in entrepreneurship. Career guidance services provided by intervening career guidance material with the concept of noble purpose give significance to the growth of student career interest which is accompanied by noble goals as the main motive in choosing a career. These noble goals include the desire to

provide benefits, optimize potential through innovation and creativity on an ongoing basis, all of which are based on religious spiritual values such as honesty, hard work, responsibility and benefit for as many people as possible as the embodiment of the main human task to be *khalifah fil ardh*. Making the concept of *noble purposes* an approach in Islamic career guidance services is quite effective in fostering entrepreneurial interest in final semester students so that it can become an alternative strategy in career guidance services in tertiary institutions.

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