



## Development of Entrepreneurship Strategic Planning Model at Al-Fitrah Islamic Boarding School Surabaya

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### ABSTRACT

**Objective:** This study aims to describe 1) feasibility, 2) practicality, and 3) the effectiveness of the entrepreneurship strategic plan model at Al-Fitrah Islamic Boarding School Surabaya. The natural conditions in the three Islamic boarding schools provide educational services at low and affordable costs from the community. Contributions in addition to educational services, it is also necessary to consider contributions to economic activities in the Islamic boarding school. **Method:** This research is a development research with a Research and Development (R&D) approach. The subjects of research in developing entrepreneurial strategic planning models in Islamic boarding schools are Islamic boarding school caregivers, ustadz, and students of Al-Fitrah Islamic Boarding School Surabaya. **Results:** The development results in an entrepreneurship strategic plan book at the Al Fithrah Islamic Boarding School Surabaya, which has been used to reference business plans for business actors in the Al Fithrah Islamic Boarding School Surabaya. The effectiveness of using products in the form of entrepreneurship strategic plan books at the Al Fithrah Islamic Boarding School Surabaya can be seen from the results of each strategy map and business plan made during the entrepreneurship strategic plan preparation workshop. **Novelty:** The entrepreneurship strategic plan book provides an overview of strategic initiatives in response to the SWOT analysis that has been carried out. This strategic initiative provides the goals to be achieved and what strategies must be made to achieve these goals.

### INTRODUCTION

One of the goals of national development is to improve the country's economic performance to create jobs and realize a decent life for all Indonesian people, which, in turn, will improve the welfare of the Indonesian population. The strategic role of boarding schools includes economic, social, and political roles (Afifuddin, 2022; Syahputra et al., 2022; Widiati et al., 2023). Optimization of all resources owned by boarding schools can create great strength in the economy if appropriately managed (Basya & Syarifudin, 2023; Faiza et al., 2023; Majid et al., 2023). In terms of assets, for example, Islamic boarding schools can take advantage of the vast land they have to be used for farming activities.

Based on initial observations and interviews with the management of the Al-Fitrah Islamic Boarding School Surabaya, legally, this cooperative only has an establishment permit from the cooperative office, so in its development and with the new government regulations regarding the requirements for the establishment of cooperatives, the Al-Fitrah cooperative has become a vacuum. Furthermore, the management formed a second cooperative under the name Sarekat Business Boarding School Cooperative (KSBP) by the new rules. KSBP is still in the process of obtaining permits both through notaries and the Ministry of Law and Human Rights. Regarding the strategic plan, as

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