

# "Huyula" Of Gorontalo; A Model Of Local Entrepreneur Business In Indonesia

Abdul Latif, Andi Mardiana

**Abstract:** Local wisdom is much associated with the values, habits and positive traditions of a society. In the treasure of Gorontalo people's understanding, the creation of cultural values rests on Islamic values, as stated in the Holy Qur'an. This assertion has been indicated in principle: "Adat bersendi syara', syara' bersendi kitabullah". One of the cultures of Gorontalo people practised in their daily life patterns is huyula. The research objective is to find out how the huyula role in managing business entrepreneurs as well as opportunities and challenges in its application in Gorontalo Province. The results of this research indicate that the value of Huyula's philosophy reflects the development of the business world in Gorontalo province. The way in which Gorontalo business people do is to strengthen the workings of employees and make employees the best people, to support the achievement and performance of the company. Furthermore, the commitment that is built to care for and improve the quality and competence of employees, with attention and caring, will undoubtedly make employees as superior positive energy to produce the highest business turnover. Opportunities for the implementation of the values of togetherness in business practices in Gorontalo province include: the majority of Gorontalo's population are Muslim, and adhere to the cultural principle "Adatbersendisara', sara' bersendiKitabullah", an order to implement huyula culture is an instant mind-set, Persaingan unhealthy and afraid of taking risks, it is still often found in business activities in a small part of Gorontalo society.

**Keywords:** Huyula, Managing of Business, Local Entrepreneur

## 1. INTRODUCTION

Islamic teachings are not only limited to the problem of personal relations between the individual and its creator (hablumminallah) but also include the relationship between humans and other humans (hablumminannas), even the relationship between humans and other creatures. So Islam is a way of life, which guides all aspects of human life in an effort to achieve the order of happiness in the world and the hereafter. Implementation of sociality is manifested in the form of group or community life as a life together in a harmonious and dynamic togetherness because each individual is open in accepting the influence of other individuals. Conversely, individuals are also free in expressing initiatives, creativity and innovation that may be accepted or rejected by other individuals in developing a life together in togetherness. To create harmonious living conditions group members must respect and respect each other. Order in life must always be maintained. An organized life is everyone's dream. Creating and maintaining a harmonious life is a human duty, through norms or values that are accepted as guidelines for living together. Entrepreneurs have become an interesting phenomenon lately. This is reflected in the problem of entrepreneurship, which is needed during economic growth, which is considered by some as likely to experience stagnation. Entrepreneurship presents a spirit of courage and a willingness to face the problems of life and natural life, a creative soul, an independent soul that does not depend on others including even the government to find solutions. The world of entrepreneurship can be analogous to driving something that we are not accustomed to in an environment that suddenly seems more dangerous than we initially thought.

Our habit is to withdraw into comfort in a cocoon, something we believe to be safer, where we can relax for a moment without needing to concentrate and get things done without overthinking about how we do it. These habits must be replaced by understanding the principles that will ensure that we can achieve our goals and practice with discipline until we can do them. A person's entrepreneurial spirit is not a hereditary factor but can be learned scientifically and grown for anyone and from anywhere. Entrepreneurship education can be done and obtained from the environment. The most important thing and the main thing about entrepreneurship education is the spirit of keeping trying and learning from experience. "Failing is common, trying to keep it extraordinary", this motivation may be an appropriate picture developed by people who have an entrepreneurial spirit to continue to exist in business battles that are increasingly transparent and open. An entrepreneur is always required to face risks or opportunities that arise and often associated with creative and innovative actions. In addition, an entrepreneur must be able to play a managerial role in his activities. An individual may exhibit an entrepreneurial function when forming an organization, but subsequently performs an administrative capacity in carrying out his entrepreneurship. Local wisdom is associated with many positive values, habits and traditions of a community. In the wisdom of Gorontalo society, the creation of cultural values is based on Islamic values, as stated in the Holy Qur'an. This assertion has been outlined in the principle of "the custom of bersaraisyara ', syara' bersendiKitabullah". One culture of Gorontalo people that are practised in their daily life patterns is huyula, a statement of togetherness in building, or the habit of deliberating on any policies to be taken that relate to the interests and livelihoods of many people. Daulima (2004: 82) defines Huyula as "doing a joint work by a group of people or members of the community in the sense of mutual assistance and reciprocity". The keyword for huyula culture is the construction of each activity directed to the common interest. Thus, the meeting point between the value of huyula and business management is that business is not just pursuing profits for the wealth of the capital owner, but far more critical is the creation of earnings with a sense of togetherness, sharing and for a better life. Thus, this study will explore the values

- Abdul Latif, Faculty of Islamic Economics & Business, IAIN Sultan Amai, Gorontalo, Indonesia e-mail [abdullatif1003@gmail.com](mailto:abdullatif1003@gmail.com)
- Andi Mardiana, Faculty of Islamic Economics & Business, IAIN Sultan Amai, Gorontalo, Indonesia e-mail [andimardianabone@gmail.com](mailto:andimardianabone@gmail.com)

of huyula in business management in an effort to foster a sense of togetherness, sharing among employees in completing work.

## 2. RESEARCH METHOD

This research is qualitative research that seeks to produce data that are a descriptive, systematic, factual and accurate description of the facts, the properties and the relationship between the phenomena observed and analyzed with a qualitative approach. Qualitative methods can be used to uncover and understand something behind phenomena that are not yet known. This method can also be used to gain insight into something that is little known. Similarly, qualitative methods can provide intricate details about phenomena that are difficult to express by quantitative methods. Researchers are an integral part of the data, meaning that researchers actively participate in determining the type of data desired. Thus, researchers become research instruments that must be directly involved in the field. Therefore, this research is subjective, and the results are more casuistic not to be generalized. Research designs can be made together or after research. Design can change or be adapted to the development of research. By not designing, it is intended that the researcher conducts research in a natural setting and allows the events under study to flow normally without controlling the object under study. Operational Definitions Local wisdom is a habit and strategy carried out by local people in answering various problems in meeting their needs. Local knowledge is a truth that has become a tradition in an area. Local wisdom is a culture of the past that must continue to be explored and developed because it contains universal values. For the people of Gorontalo, the mutual cooperation tradition is known as the Huyula, which characterizes the Gorontalo people's personality that has been fostered from generation to generation. Huyula for the Gorontalo community is a system of help between community members, to meet everyday needs and interests based on social solidarity through the ties of neighbouring families and relatives. Mochtar (Mohammad, 2005: 320) revealed that Huyula is 'a statement of togetherness in building or the habit of deliberating on any policy to be taken that is related to the interests and livelihoods of many people'. The word "management" can be likened to management, which also means arrangement or management (SuharsimiArikunto, 1993: 31). Management can be interpreted as regulation and management, as well as administration, and indeed that is a widespread understanding today. Management is as a series of activities or businesses carried out by a group of people to carry out a series of work in achieving a specific goal. Marry Parker Follet (1997) defines management is the act or process of completing something related to the achievement of goals. Furthermore, Cantillon gives a significant role to the concept of "entrepreneurship" in economics. In work, Cantillon states an entrepreneur as someone who pays a specific price for a particular product, then sells it at an uncertain price, while making decisions about efforts to reach and utilize resources and accepts the risk of doing business (The Risk of Enterprise).

## 3. RESEARCH APPROACH

According to the type of category, this research is qualitative research with a phenomenological method approach,

namely phenomenological research trying to explain or uncover the meaning of concepts or phenomena of experience based on the awareness that occurs in some individuals. This research was conducted in a natural situation, so there were no limits in interpreting or understanding the phenomenon being studied. According to Creswell, the phenomenological approach postpones all judgments about natural attitudes until a certain basis is found. This delay is usually called an epoche (period). The concept of epoche is to differentiate the data area (subject) from the researcher's interpretation. The epoche concept becomes the centre where the researcher compiles and classifies initial allegations about phenomena to understand what the informant said.

### Informant

This study is a phenomenon of entrepreneurial business management in Gorontalo province with the unit of analysis being entrepreneurs in this case between leaders as movers and employees/staff in organizations. They will be a source of information (informants) in the process of collecting data in this study. The informant was determined based on initial instructions from the apparatus (local government) that knew about entrepreneurs in the Gorontalo province. The apparatus is usually also the initial informant and is a "key informant", namely the informant who provides data about whom the citizens (community members) are considered capable of explaining and delivering data information about the research to be conducted.

### a. Observasi

Bungin in IyanAfriani H. S stated several forms of observation that can be used in qualitative research, namely participatory observation, unstructured observation, and informal group observation.

- 1) Participant observation is a data collection method used to collect research data through observation and sensing where the observer or researcher is involved in the daily lives of the respondents.
- 2) Unstructured observation is an observation made without using an observation guide. In this observation, researchers or observers must be able to develop the power of observation in observing an object.
- 3) Group observations are observations made in groups of one or several objects at once.

### b. Interview

Interviews are conducted in informal conversations that are carried out based on a natural setting, i.e. the relationship between the interviewer, and the interviewee is in a normal and reasonable atmosphere. Questions asked to depend on the interviewer, who appears spontaneously or has been prepared in advance. Interviews are means of re-checking or proving the information or information obtained previously. The interview technique used in qualitative research is in-depth interviews. In-depth interview is the process of gathering information for research purposes by way of question and answer face to face between the interviewer and the informant or interviewee, with or without using interview guides, where the interviewer and the informant are involved in social life relatively long time.

### c. Documentary Study

Document study is data collection by looking at and studying written documents related to the phenomenon of local wisdom values as a foundation in business management, which involves several entrepreneurial leaders and employees or staff in Gorontalo province. A large number of facts and data are stored in the material in the form of documentation. The primary nature of this data is not limited to space and time to allow researchers to find out things that have happened in the past. In detail, documentary materials are divided into several types, namely autobiography, personal letters, books or diaries, memorials, clippings, government or private documents, data on servers and flash disks, data stored on websites, and others.

## Data Analysis

Data analysis in a qualitative-constructivist approach is preceded by efforts to uncover the trustworthiness of the research subjects. Namely testing the truth and honesty of research subjects in revealing reality. Then this worthiness is tested through testing: subject credibility, by examining questions related to their unique experience and knowledge. Next is proving authenticity, where researchers provide opportunities and facilitate the disclosure of more detailed personal constructs. Next, the researchers conducted a triangulation analysis, which analyzed the answers of the research subjects by examining the authenticity based on existing empirical data. The researcher becomes a facilitator to test the validity of solutions based on documents or other data, as well as logical reasoning. According to Lofland, the primary data sources in qualitative research are words, and the rest of the action is additional data such as documents and others. It takes several ways to determine the validity of the data according to IyanAfriyani H.S, namely: First, Credibility, that is the degree of trust, namely whether the process and results of the research can be accepted or trusted. Some criteria in assessing the length of the study, detailed observations, triangulation, peer debriefing, analysis of negative cases, comparing with the results of other studies, and member check. Second, transferability; Disputes are whether the results of this study can be applied to different situations. Third, Dependability (Dependability); Dependency is whether the research results refer to the consistency of the researcher in gathering data, forming, and using concepts when making interpretations to conclude. Fourth, Conformability; the certainty that is whether the results of the research can be proven right where the research results are following the data collected and included in the field report.

## 4. RESEARCH FINDINGS AND DISCUSSION

### a. The Roles of Huyula in the Management of Bussiness and Entrepreneurship in Gorontalo.

The Gorontalo community has known the system of helping to help (huyula) since the past. In its development, the system of helping to maintain is not only in fulfilling the necessities of life, but also more broadly. With culture, please help, of course, in every activity the people of Gorontalo uphold the culture that has existed for a long time. This huyula culture will be conducive if practised in all activities of life. Besides that, the huyula culture can maintain the ties of kinship and brotherhood among fellow religions or other religions. This huyula culture will reflect

concern for others so that people around will feel in a safe environment or environment. The environment can influence the development of a company. Therefore a conducive work climate is needed. Likewise, a company that is in a situation must be able to make a useful contribution so that the situation becomes harmonious, comfortable and pleasant to live in and has a good effect on the achievement of the work that is charged to employees so that employees feel comfortable in the company. The desire to progress together in business management as told by the informants above is a sign that there is a desire of some business people in Gorontalo Province to delegitimize the management of the business being managed. According to Hartanto in managing business directing the company's management to use its ability to "buy" work and efforts of the workers to carry out specific tasks. This is an effort to ensure that employees' behaviour and actions are carried out in accordance with applicable regulations and plans to produce a performance in accordance with established targets. This kind of thing is more mechanistic and is run based on the assumption that workers are factors of production that need to be regulated and planned for performance as other factors of production. This model in business is very far from human touches that should exist in the business world. Unwittingly, the role of huyula in the development of the company is enormous. The huyula culture has developed within the company, between leaders and employees, between employees and other employees helping each other in achieving the company's actual goals, and everything that the leader and employee do to the company has implications for the economy. As Gorontalo people who understand the meaning of huyula, of course, life must also be accompanied by this culture, in the company also this culture can be interpreted in a modern way such as cooperation. We are here working for the success of the company, so we realize if one person only does this, it will undoubtedly be difficult, but if it is done together it will certainly make it easier for us. I think this is the form of huyula culture that is meant in today's modern content. "Within the company, this cultural form of Huyula has been beneficial because most of the companies in the province of Gorontalo certainly highly uphold cooperation to achieve the company's targets. The form of cooperation between a leader and employees, between employees and employees, can be seen from the way a leader conducts the career development of employees. The existence of the Huyula philosophy can reflect how the development of the business world in the province of Gorontalo, the way that is done by business people in the province of Gorontalo is to strengthen the workings of employees and make employees as the best people, to support the achievement of achievement and company performance. Furthermore, the existence of a commitment built to care for and improve the quality and competence of employees, with attention and care, certainly makes employees as superior positive energy to produce the highest business turnover. In managing a business, the leader not only intends to employ employees forever but how a leader can build the entrepreneurial spirit of his employees. By making the entrepreneurial spirit of its employees, this is one form of huyula value; this reflects that the leader helps his employees to improve their standard of living further. A form of concern for a leader for his employees to have an entrepreneurial spirit, because if an

employee has an entrepreneurial spirit, he does not work or is enslaved by work, but works and works for added value. Moreover, the accumulation of added value creates economic wealth. Increasing the spirit of entrepreneurship must be in optimism, the more optimistic and conscious of making entrepreneurship as a path to prosperity, the more prosperous the economic life of a nation. The entrepreneurial spirit makes people more creative and innovative, so it is easy to find solutions and solutions, to create economic prosperity. The purpose of leadership in contributing ideas to encourage employees to have an entrepreneurial spirit has resulted in the development of creative and innovative approaches so that it will be easy to enter the market. Employees who have formed an entrepreneurial spirit will be able to produce economic ideas, and make them as strengths, to create wealth and economic prosperity for many people. A prosperous social life and guaranteed economic growth and equity must be an entrepreneurial spirit. The more equitable the financial wealth of the people, the higher the market created for entrepreneurial wealth. If this happens, of course, this is an original form of a leader who cares about employees and the economy of the area. The diversity of responses to the company's goals conveyed by respondents indicated that from a spiritual perspective, the company is a place where people can express their total development. According to Mufida Abdul, the company and its work are no longer seen as instruments for generating income but can be seen as sacred land to achieve and express spirituality. In this sense, the individual in a relationship with the company is no longer in the context of a "contract". Contracts are only a small part of the link. Total development requires a comprehensive connection which Senge calls more accurately the covenant relationship, the "sacred agreement" that is based on a shared commitment to ideas, issues, values, goals and management processes.

#### **b. The Opportunity of Huyula in the Management of Bussiness and Entrepreneurship in Gorontalo.**

Opportunity, according to its meaning, is An opportunity is the great moment to take action toward a definite goal. The point is the right time to be done or achieved so that the specified goals can be achieved. So the opportunities in the corporate environment are things or opportunities that must be obtained in order to achieve the goals that have been determined. Efforts to internalize huyula cultural values in business management are not without obstacles. However, behind the challenges, some opportunities follow. Therefore according to Jakfar, Islam has taught everyone who conducts business activities to continue bermuhasabah (introspective), as well as a form of self-correction from someone to honestly understand who he is in the midst of an external environment that tends to be dynamic. Counting yourself objectively, of course, requires wisdom to sincerely want to admit that they have weaknesses, in addition to strengths that others may rarely have. The form of huyula activities aims to ease the burden on others. This can be seen in other terms huyula namely motiayo, which means asking for help or asking for help from others. This huyula culture will help ease the burden on other people, and Gorontalo people believe that when we help others, of course, others will maintain one time that person or one day will return the service we have given to the person we are

helping, then the community Gorontalo believes that Allah SWT. See every human good deed and will reciprocate. Instead, those who have been assisted must return what was agreed upon and help voluntarily for those who need help if those who have been improved and have not responded will be punished by public ridicule. The habit of helping by the people of Gorontalo is in line with what is stated in the QS. Al-Maaidah: 2. "Meaning: O you who believe, do not violate the syi'ar-syi'ar of Allah, and do not violate the honor of the forbidden months, do not (disturb) the animals of had-ya, and the animals of qalaa-id, and do not (also) disturb those who visit the Temple as they seek the blessing and relief from their Lord and if you have completed the pilgrimage, then you may hunt. Moreover, do not ever (your) hatred towards a people because they prevent you from the Holy Mosque, encourage you to persecute (towards them). Also, help in helping (virtue) virtue and piety, and do not assist in committing sins and transgressions. Moreover, you fear Allah; Verily Allah is the real torment of Him. "The above verse illustrates to us that the word huyula, which is used as a culture of help by Gorontalo people, is derived from the Holy Qur'an. The huyula culture in the company has been developed within the company, between leaders and employees helping each other in achieving the company's real goals, and everything that the leader and employee do to the company has implications for the economy. "As Gorontalo people who understand the meaning of huyula, of course, life must also be accompanied by this culture, in the company, this culture can also be interpreted in a modern way such as cooperation. We are here working for the success of the company, so we realize if one person only does this, it will undoubtedly be difficult, but if it is done together it will certainly make it easier for us. I think this is the form of huyula culture that is meant in today's modern content. "Within the company, this form of huyula culture has been constructive because most of the companies in Gorontalo certainly highly uphold cooperation to achieve the company's targets. The form of cooperation of a leader can be seen from the way a leader develops the career of employees. Company work is not just the work of a leader, but it is solid teamwork. So, leaders and subordinates must collectively unite to listen to each other, share ideas and knowledge to achieve the best performance. The leader must develop positive habits for listening to the voice of subordinates. The leader is willing in the highest awareness to train himself with discipline and good intentions, which is focused on efforts to improve the quality of attitudes, traits, and habits in effective two-way communication. The value of the philosophy of huyula can reflect how the development of the business world in the province of Gorontalo, the way taken by the leadership of the company in the province of Gorontalo is to strengthen the workings of employees and make employees as the best people, to support the achievement of company performance and performance. Furthermore, the existence of a commitment built to care for and improve the quality and competence of employees, with attention and care, certainly makes employees as superior positive energy to produce the highest business turnover.

#### **c. The Challenges of Huyula in Managing Entrepreneur Business in Gorontalo Province.**

The biggest challenge in building a business lies in two main pillars, namely creativity and innovation. Creativity is the emergence of new ideas that are different from those that have been there before. Moreover, change is the implementation of these creative thinking products which are translated into company activities or virtues. Through creativity and innovation, business activities become independent, and their sustainability can be guaranteed. However, it is not easy to realize amid organizations that involve many different thought backgrounds. According to Veithzal Rivai, the challenge (Challenge) is The quality of requiring full use of one's abilities, energy, or resources. The point is quality that requires full use of one's skills, energy and all resources. In a corporate environment, challenges are things or problems that must be faced, overcome, and managed adequately using all abilities, energy, and strategies to achieve goals. The business world process begins with a presumption that is a challenge. From these challenges arise ideas, willingness and encouragement to take the initiative, which is nothing but creative thinking and innovative action so that the initial challenges can be overcome and solved. Every action must have a risk because when someone will start a business is someone brave to face risks and likes challenges. Creative and innovative ideas of business begin with imitation and duplication, then develop into a process of development and lead to the process of creating something new and different (innovation). Personal and environmental factors influence the innovation stage. Individual factors that trigger entrepreneurship are achievement motives, commitments, personal values, education and experience. We cannot avoid challenges because challenges are part of life, and so is business life. Thinking about a problem will certainly make people feel afraid to start a business because not many people can succeed in the business world due to a problem. Some successful business people consider issues as a barrier to achieving success, so they need support and a strong spirit to make them. Then it must be recognized that to build a business; it is not an easy job. The obstacles that affect the soul such as time pressure and feel the lack of support, but the most challenging challenges to overcome are obstacles that come from ourselves, which is a mental padlock that causes us not to be able to think freely and broadly. The challenges that will be faced in the business world, making some people think they do not want to feel it because in addition to draining costs will certainly make the mind and soul chaotic when unable to solve it. This has resulted in the Gorontalo provincial community preferring to find work as employees or employees only. According to most people of Gorontalo province, this kind of work will certainly make their position safer than having to have a business that is not necessarily successful. The problem about employees who do not want to develop only because they do not want to think hard because of a challenge, actually has become a challenge for a company leader in giving understanding to his employees or employees about the business world, leaders who provide opportunities for employees to get involved in the real world of business is a leader who cares about the lives of his employees. Why is that, because one of the reasons is that the leadership can see that the needs that will be met by employees or employees will certainly change from time to time and not necessarily the employee or employee will continue to work

at the company he dreams of, it could be at some time the employee or the employee is deemed no longer able to help the progress of the company, of course, another employee or new employee will replace the employee or employee, this will cause harm to the employee or employee. On the other hand, if a leader can change the mind of his employees or employees to enter the business world, of course, it becomes a matter of pride for a leader because the advice and knowledge he provides can help. The challenge faced by a leader to foster business life in his employees or employees, especially in the province of Gorontalo is the still high level of instantaneous poker patterns and deviations in the meaning of competition in the business world conducted by employees or employees today. One of the significant challenges in business progress is a change in mindset or mindset of the people. This is what underlies Fadel Muhammad when he was first appointed as Governor of Gorontalo with the priority being the development of human resources. There is a reason behind the launching of this program. In Fadel Muhammad's thoughts at that time, to accelerate Gorontalo development, then what had to be built first was Human Resources who would later carry out the development. Although Gorontalo is an area where most of the population is Muslim, the majority of people who are successful as entrepreneurs in this area are non-Muslim people. This is because these Muslim employees prefer not to feel how a failure in the business world; in other words, prefer to be safe with an existing job without wanting to bear the risk of failure. Most Gorontalo people do not want to bother with business matters and prefer to be safe with work as employees or employees. In Gorontalo, there has been an unfair competition, so this is not in accordance with Islamic teachings. In simple terms like this shows the lack of thought or reflection about morality in business. Morality here can be interpreted as good and bad aspects, praiseworthy and divided, right and wrong, reasonable or unnatural, appropriate or inappropriate in every business behaviour. The above is certainly in line with what was written by Zen Abdurrahman (2011: 17) for a devout Muslim, the concept of marketing strategy and business ethics should be applied in the business world because in Islamic teachings they are like two inseparable sides of a coin. Islam is a source of values, while ethics is a tangible manifestation in all aspects of human life as a whole, including in business. Arrangement of business and community relations that cannot be separated brings certain ethics in their business activities, both those between business people and business ethics towards the community in direct or indirect relationships. The conflict that usually occurs within a company stems from the target to be achieved by a company by providing opportunities for employees to be more achievers in increasing company turnover because if turnover can increase, surely an employee who excels will get compensation from the company. This will provide encouragement for employees and will create competition for employees. A competition will feel natural if every employee still upholds mutual success for the company but competition will have a negative impact if an employee feels other employees rival his ability so he will think to develop his abilities further and prefer to work alone, because according to him if working alone and the result is good, he will definitely get praise from the leadership. Employees with

a soul like this will hamper productive work because they do not want to work together with fellow employees. This certainly violates ethics in a company, where most companies want their employees to be compact so that the company is successful in its objectives.

## 5. CONCLUSION

The company is nothing but a formal legal organization that strives for something to gain profit; its form can be in the form of financial or value of meaningfulness. The company is considered alive if there is a "heartbeat" which exhales "oxygen" to all elements for activities, including employees. The company is not just operating to realize its financial mission. However, far more important companies must direct a conscious life about the innovative capabilities of a self-organizing system, which consists of many individuals who create and test new abilities to respond to changing environmental conditions. The more variety, the higher the potential for further innovation. The company is nothing but a formal legal organization that strives for something to gain profit, and its form can be in the form of financial or value of meaningfulness. The company is considered alive if there is a "heartbeat" which exhales "oxygen" to all elements for activities, including employees. The company is not just operating to realize its financial mission. However, far more important companies must direct a conscious life about the innovative capabilities of a self-organizing system, which consists of many individuals who create and test new abilities to respond to changing environmental conditions: the more variety, the higher the potential for further innovation. Based on reality, this study produces the following conclusions. From a management perspective, all informants agreed that in the context of business objectives, material gains were not the sole aim of business. For some informants, a company can aim at arousing employee creativity with a strategy of making them right marketer partners, and not business rivals. Second, the results of the study have identified several dimensions as an opportunity to apply the values of togetherness / mutual cooperation in business practices in the province of Gorontalo, among others: the majority of Gorontalo residents are Muslim, and adheres to the cultural principle of "Adat with Sara", sara "with jihad from the Book of Allah" a traditional order based on the values of the Koran. In addition, there is a culture of "huyula", a culture that makes the spirit of mutual cooperation/togetherness in various practices of life, both in social life and in economic growth, including in business. Based on the conclusions described above, the suggestions in this study. Business organizations or companies should not merely make the motivation for material profit; the only goal of the company. However, various missions and goals can be realized through business organizations. The company can function as an educational institution that creates cadres of new entrepreneurs. In addition, the company can also function as an effort to realize social solidarity among fellow employees or even with the consumers themselves. However, goals like these can be created through togetherness in carrying out organizational activities. Thus, the end of the business goal is to deliver all parts of the organization, and anyone who interacts in it can achieve happiness in the hereafter, and the short-term goal is the profit determined in the financial statements. Ultimately, it is necessary to internalize Gorontalo cultural

values in business practices, such as the huyula culture. This culture emphasizes the dimension of social solidarity in various aspects of life. In addition, huyula culture is not very contrary to Islamic teachings. In short, Islam strongly emphasizes human relations (habluminannas). In addition, Gorontalo people have the slogan "AdatBersendi Sara" and Sara "BersendiKitabullah", a phrase confirms that between customs and religion do not negate each other.

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