

ABSTRAK

MAGFIRATUL JANNA. 2023. *Peran Manajemen Sumber Daya Manusia Dalam Mengembangkan Entrepreneurship di Pondok Pesantren Sultan Hasanuddin Kabupaten Gowa*. Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh : Muhammad Yusuf dan Asdar

Penelitian ini bertujuan untuk mendeskripsikan Peran Manajemen Sumber Daya Manusia dalam mengembangkan *entrepreneurship* di pondok pesantren Sultan Hasanuddin Kabupaten Gowa. Subjek penelitian ini adalah pemimpin dan penanggungjawab usaha di pondok pesantren Sultan Hasanuddin Kabupaten Gowa. Jenis data yang digunakan dalam penelitian ini adalah data kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan dengan observasi, dokumentasi dan wawancara. Dalam penelitian ini sumber data yang digunakan dalam pengumpulan data mencakup data Primer dan data sekunder.

Hasil penelitian menunjukkan bahwa Peran Manajemen Sumber Daya Manusia dalam mengembangkan *entrepreneurship* di Pondok Pesantren Sultan Hasanuddin Kabupaten Gowa yang telah di bahas, maka penulis menarik kesimpulan penting bahwa proses manajemen sumber daya manusia dalam mengembangkan *entrepreneurship* di Pondok Pesantren Sultan Hasanuddin Kabupaten Gowa terlaksana dengan baik, mulai dari fungsi manajerial dan fungsi operasional, Pimpinan Pondok pesantren Sultan Hasanuddin Kabupaten Gowa dan *entrepreneur* saling berintegrasi melakukan berbagai upaya mulai dari *inovasi*, *organization creation* dan *creating value* dalam mengembangkan *entrepreneurship*.

Kata kunci: Manajemen Sumber Daya Manusia, Mengembangkan Entrepreneurship

ABSTRACT

MAGFIRATUL JANNA. 2023. *The Role of Human Resource Management in Realizing Entrepreneurship at The Sultan Hasanuddin Islamic Boarding School, Gowa Regency*. Thesis. Department of Management, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by: Muhammad Yusuf and Asdar

This research is a type of qualitative research with the aim of describing the role of human resource management in developing entrepreneurship at the Sultan Hasanuddin Islamic Boarding School, Gowa Regency. The subject of this research is the leader and person in charge of the business at the Sultan Hasanuddin Islamic Boarding School, Gowa Regency. The type of data used in this research is qualitative data with a descriptive approach. Data collection is done by observation, documentation and interviews. In this study, the data sources used in data collection include primary data and secondary data.

The results showed that the role of human resource management in developing entrepreneurship at the Sultan Hasanuddin Islamic Boarding School, Gowa Regency which has been discussed, the authors draw an important conclusion that the process of human resource management in developing entrepreneurship at Pondok The Sultan Hasanuddin Islamic Boarding School, Gowa Regency, has been implemented well, starting from managerial functions and operational functions, the Board of Directors of the Sultan Hasanuddin Islamic Boarding School, Gowa Regency and entrepreneurs have integrated with each other to make various efforts ranging from innovation, organization creation and creating value in developing entrepreneurship.

Keywords: Human Resource Management, Developing Entrepreneurship