

ABSTRACT

Currently the concept of humane entrepreneurship is intensified as an effort to implement entrepreneurial activities based on humanity. Through the introduction of entrepreneurship educational institutions can be realized with the right target to instill independence from an early age, one of them is at the Darul Hidayah Islamic Boarding School which has applied entrepreneurship in learning and student activities.

The purpose of this study was to determine the application of variables care for clients, care for organization and the care for society affects the application of humane entrepreneurship in entrepreneurship at Darul Hidayah Islamic Boarding School.

Data collection methods are carried out qualitatively through field observations, interviews and documentation on entrepreneurial activities. The sampling technique in this study was purposive sampling. Data analysis techniques used in this study are descriptive analysis and interactive analysis and then processed using Atlas.ti qualitative data analysis tools.

The result of this study indicate that the components of care for clients, care for organization and care for society affect the application of humane entrepreneurship in entrepreneurship at Darul Hidayah Islamic Boarding School.

Pondok Pesantren has implemented humane entrepreneurship through management of entrepreneurial management oriented to its human aspect aimed at achieving entrepreneurial growth, innovation and independence in Islamic Boarding Schools, as well as developing the capabilities, knowledge and commitment of all stakeholders.

Keywords: Entrepreneurship, Humane Entrepreneurship, care for clients, care for organization and care for society.