

Islamic Empowerment of Red Brick Craftsmen: Enhancing Welfare in Julukanaya Village, Gowa Regency

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Abstract

The aim of this research is to determine Islamic empowerment for red brick craftsmen in Julukanaya Village and to determine the impact of Islamic empowerment on improving the welfare of red brick craftsmen in Julukanaya Village. The type of research method used is descriptive qualitative which uses field research methods (primary data) and library research (secondary data). Primary data is data sourced from informants who know clearly and in detail about the problem being studied, namely red brick business owners and red brick craftsmen as well as community figures, while secondary data is obtained by researchers from books that are appropriate to the problem being studied. The results of the research show that the red brick business is managed together with business owners and red brick craftsmen so that it can improve the economic welfare of the people in Julukanaya Village so that they can meet their daily needs and can improve their children's education. Islamic empowerment of red brick craftsmen in Julukanaya Village, Gowa Regency is a collaboration or form of mutual help between business owners and red brick craftsmen, where the materials and land to be managed come from the business owner. The income level of the people in Julukanaya Village, especially red brick craftsmen, experienced an increase in prosperity because it had an impact on increasing the economy in the surrounding community

1. Introduction

Economic welfare is a fundamental aspect of human life, encompassing the fulfillment of basic needs and the ability to achieve a comfortable and secure state of living. In Islamic teachings, economic welfare is emphasized as part of fulfilling one's responsibilities towards oneself, family, and society. As stated in Surah Al-Qashash, verse 77, individuals are encouraged to balance their pursuit of worldly needs with preparation for the Hereafter, ensuring that their efforts contribute to societal well-being and avoid harm:

“And seek the wealth [in the Hereafter] that Allah has given you, and do not forget your share of the world, and do good as Allah has done good to you, and do not desire corruption on the earth. Indeed, Allah does not like those who commit corruption.”

وَابْتَغِ فِيمَا آتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا
وَأَحْسِنْ كَمَا أَحْسَنَ اللَّهُ إِلَيْكَ وَلَا تَبْغِ الْفُسَادَ فِي الْأَرْضِ إِنَّ اللَّهَ لَا
يُحِبُّ الْمُفْسِدِينَ (QS. Al-Qashash/28:77).

Despite the Islamic emphasis on welfare, socio-economic disparities persist in modern society. Research by Istiqomah (2018) highlights the growing socio-economic challenges faced by low-income groups in Indonesia, where issues of poverty and limited economic opportunities remain unresolved despite government efforts. This phenomenon is also evident in rural communities, such as Julukanaya Village, Pallangga District, Gowa Regency. The village faces significant economic challenges, including limited capital, low productivity, and underdeveloped human resources, which hinder efforts to achieve welfare.

The majority of Julukanaya Village's residents work as red brick makers and farmers, relying on these industries for their livelihoods. However, economic limitations have left many families in poverty. Empowering such communities is essential to improving their quality of life and achieving economic independence. As emphasized in Surah Al-

Jumua, verse 10, Islam encourages individuals to work diligently and seek opportunities to enhance their welfare:

“And when the prayer has been concluded, disperse within the land and seek the bounty of Allah and remember Allah often that you may be successful.”

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ فَاِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ فَاِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ فَاِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ (QS. Al-Jumua/62:10).

Community empowerment, as defined by Hendra (2017), involves strengthening the capacity of individuals and communities to improve their socio-economic conditions. In the context of Julukanaya Village, the brick-making industry presents a significant opportunity for economic development. This research investigates the potential of an Islamic empowerment model to enhance the welfare of red brick makers' families. By focusing on the intersection of Islamic values, community empowerment, and economic development, this study aims to address the specific challenges faced by these families and contribute to the broader discourse on socio-economic welfare.

This study fills a critical gap in the literature by proposing an empowerment model tailored to the unique socio-economic and cultural context of Julukanaya Village. It seeks to provide actionable insights into how Islamic principles can be integrated into community empowerment programs to achieve sustainable welfare improvements. The findings are expected to have practical implications for policymakers, community leaders, and organizations working to alleviate poverty and promote economic independence in similar rural contexts.

2. Library Review

2.1 Economic Empowerment Concepts

Empowerment programs play a crucial role in enhancing the economic capacity of local communities. Haeruddin (2020) conducted a study titled *“Empowerment of Productive Economic Enterprises for Communities in*

Allepolea Village, Lau Subdistrict, Maros Regency.” The study provided training and counseling on entrepreneurship and management of economically valuable products such as soap and detergent. Utilizing counseling sessions, training, procedural activities, and active participation from local partners, the research demonstrated a significant improvement in entrepreneurial skills and economic independence. However, the study did not explore the sustainability of these impacts over time. This research addresses this gap by focusing on long-term empowerment strategies within brick-making enterprises.

2.2 Factors Influencing Productivity and Income

The factors affecting craftsmen's income have been widely studied. Wardhana (2014), in his research titled *“Factors Affecting the Income of Brick Industry Craftsmen in Tulikup Village, Gianyar Regency,”* analyzed the influence of working hours, productivity, and work experience on income. Using a quantitative associative method, the study concluded that these factors significantly impact income, either individually or collectively. This research builds on Wardhana's findings by exploring how these variables interact with empowerment programs to enhance sustainable income growth.

Muhammad et al. (2017) expanded on this by investigating methods to improve productivity among brick craftsmen. Their study emphasized systematic production techniques, such as molding, drying, firing, and cooling. The findings demonstrated that refining these processes significantly improved productivity. While the study focused on technical aspects, it lacked an analysis of how productivity gains translate into income and economic stability, a gap addressed in this research.

2.3 Cost Efficiency and Marketing Strategies

Cost efficiency is critical for small enterprises. Aji et al. (2017), in their study *“Cost Efficiency Analysis of Red Brick Enterprises from*

an *Income Perspective*," highlighted the efficiency levels of production costs relative to income among red brick producers in Kembiritan Village. While their quantitative approach provided valuable insights, it neglected qualitative factors such as workforce engagement and motivation, which this study incorporates.

Irawan and Pamungkas (2019) examined pricing strategies using the Target Profit Pricing approach in "*Determination of Red Brick Selling Prices at UD*." The study provided a systematic framework for determining product prices based on production costs and desired profit margins. However, it did not evaluate the role of market dynamics or customer perceptions in pricing decisions, which are explored in this research.

Helisa Research (2020) focused on enhancing sales through promotions, price adjustments, quality improvements, and partnerships in "*Strategies to Boost Brick Sales in Kuto Sari Village*." Utilizing digital platforms and direct collaborations, the study achieved significant sales growth. This research adopts and expands upon these strategies, integrating them with empowerment programs to create sustainable business models.

2.4 Resource and Material Management

The availability of raw materials significantly impacts the development of brick-making enterprises. Aji, Suryadi, and Kartini (2017) revisited the red brick industry in Kembiritan Village, emphasizing the abundance and affordability of raw materials. Their descriptive study highlighted the advantages of resource-rich regions but did not examine how resource management could be optimized for long-term business sustainability.

Walangitan and Inkiriwang (2020), in "*Comparative Cost Analysis of Red Brick and Lightweight Brick Materials in Wall Construction*," provided a cost comparison, offering practical insights for selecting cost-effective materials. While useful, the study's focus on construction cost differences is less relevant to empowerment and income

generation. Therefore, this research focuses on resource management strategies directly tied to business development.

2.5 Synthesis and Conclusion

The reviewed literature highlights key themes: the importance of training and counseling for economic empowerment, the role of productivity and cost efficiency in income generation, and the significance of resource management and marketing strategies. However, most studies focus on isolated factors, lacking an integrated analysis of how these elements collectively influence the sustainability of small enterprises.

This study aims to fill these gaps by exploring the combined impact of empowerment programs, cost efficiency, and marketing strategies on the long-term sustainability of brick-making enterprises. By addressing these aspects, this research contributes to a deeper understanding of strategies for empowering productive economic enterprises in resource-dependent sectors.

3. Research methods

3.1 Research Type

This research is a field study aimed at understanding the context, situation, and interactions between individuals, groups, organizations, and the surrounding community. The study uses a qualitative research approach, which emphasizes a deep understanding of the phenomena occurring in the field. The data collected consists of written or oral words, as well as observed behaviors. This approach focuses on the context and background of the objects and individuals involved as a whole.

3.2 Research Focus

The main objective of this research is to identify and strengthen Islamic family economic empowerment, particularly to improve the welfare of brick craftsmen in Julukanaya Village, Pallangga District, Gowa Regency. The research location was chosen due to its proximity to the researcher and its relevance to the topic being

studied. The study was conducted over a period of two months, from June to August 2021.

3.3 Data Sources

The data used in this research is divided into two types: primary and secondary data. Primary data was obtained through interviews with informants, consisting of the surrounding community in Julukanaya Village and the person in charge of the brick craftsmen group. Secondary data was collected from publications, books, and scientific works related to family economic empowerment and the brick craftsmanship industry.

3.4 Data Collection

To collect data, the researcher used three main techniques: observation, interviews, and documentation. Observation was conducted to directly monitor activities related to family economic empowerment among the brick craftsmen. Interviews were conducted to gather in-depth information from 10 informants, including brick factory owners and craftsmen. Documentation was used to collect relevant data from related archives or documents to support the research.

3.5 Research Instruments

The research instruments used include interview guidelines, observation guidelines, and recording devices to ensure that the data collected is valid and systematic. Data analysis was carried out interactively through four stages: data collection, data reduction, data presentation, and drawing conclusions. Data collection was carried out through direct observation, interviews, and documentation, while data reduction serves to filter and simplify relevant information. Data presentation was done by organizing the reduced information into narratives or categories, while conclusions were drawn by verifying the findings obtained through further data collection.

4. Research Results and Discussion

4.1 Research Results

a. Islamic Empowerment for Red Brick Craftsmen in Julukanaya Village, Gowa District

Based on the research conducted on the implementation of Islamic empowerment for red brick craftsmen in Julukanaya Village, Gowa District, this section addresses the validity of cooperation agreements between craftsmen and owners in the village. To assess the Islamic empowerment principles in these agreements, the first research question was: Does the cooperation between the craftsmen and the owners in Julukanaya Village align with Islamic empowerment principles? The evaluation involves several key aspects:

1) People Involved in the Contract

In Islamic empowerment, contracts (akad) involve the business owner and the craftsmen. For individuals entering into an akad, they must be of sound mind and have reached maturity, as these conditions signify that they understand the legal implications. Additionally, they must not be apostates. The cooperation between the business owner, Mr. Yadaruddin, and the craftsman, Mr. Daeng Taba, has adhered to these principles, as both parties are of legal age, mentally sound, and not opposed to Islam. Therefore, the cooperation agreement between them is deemed valid.

2) Materials (Capital)

The collaboration regarding the materials for brick making in Julukanaya Village originates from the business owner, who also provides the capital for the operation. Most residents of Julukanaya depend on brick production for their livelihoods, as the area is rich in clay, a key raw material. Trust and mutual assistance between the parties have led to their cooperation. The owner provides the land and raw materials, while the craftsman offers labor in return for payment upon the completion of the bricks and their sale. Research shows that owners tend to initiate more cooperation offers than the craftsmen, as they require the labor provided by the craftsmen.

b. Benefits of Economic Empowerment for the Community

This empowerment brings significant benefits for both business owners and craftsmen. The primary reasons are as follows:

1) For Business Owners:

- a) Many owners are elderly and can no longer manage the land themselves.
- b) The production process requires substantial labor, making craftsmen essential.
- c) Many owners have permanent jobs and cannot abandon them.
- d) The cooperation helps the craftsmen's economy, ensuring they meet their daily needs.
- e) A strong sense of family and community exists, with mutual support.

2) For Craftsmen:

- a) Many craftsmen view this as a supplementary job to support their families.
- b) Although they possess knowledge of brick making, they lack the capital to start their own business.

Craftswoman Ibu Supiani explained that she works as a brick maker to help her family's finances and because she has knowledge of the trade but lacks capital. She accepts offers from business owners, with payment made upon the sale of the bricks.

c. The Role of Justice in the Cooperation Agreement

The cooperation between the business owner and craftsmen in Julukanaya follows Islamic principles of justice. This fairness ensures that the terms of the agreement are respected, and no party is disadvantaged. The mutual agreement on wages and tasks, clearly outlined from the start, adheres to Islamic contractual standards. The justice applied in this cooperation is highly valued in Islam and ensures fairness for all parties involved.

d. The Impact of Islamic Empowerment on Welfare Improvement in Julukanaya Village, Gowa District

Based on the research conducted, the effects of Islamic empowerment on the welfare of craftsmen in Julukanaya Village can be explained through Islamic economic principles, which are grounded in the Qur'an. Islamic economics emphasizes justice, equality, and community welfare.

1) Principle of Justice

The principle of justice in the cooperation between craftsmen and business owners is in line with Islamic teachings, as outlined in the Qur'an. Before any work is undertaken, an agreement is made, ensuring that the wages given to the craftsmen are fair and reflect their output. This reinforces the value of justice in Islam.

2) Principle of Equality

In Julukanaya, there is no gender-based wage disparity. Both male and female craftsmen are paid equally for the same work, reflecting the Islamic principle of equality. This highlights that all humans, regardless of gender, have equal rights and responsibilities.

3) Principle of Participation

The cooperation between business owners and craftsmen is highly interactive, contributing to the growth of the local economy. The business owners open up job opportunities, which helps improve the living standards of the craftsmen. This active participation promotes the overall economic welfare of the community.

4) Principle of Work Ethic

The owners of brick businesses in Julukanaya are motivated to continue their brick-making operations because red bricks are essential for housing construction, and the materials for their production are readily available. The owners also provide employment to the local community, improving their livelihoods. Business

owners reward craftsmen who demonstrate a strong work ethic by offering higher wages, recognizing their contributions to the business and their families' economic well-being.

5) Principle of Cooperation (Ta'awun)

In Julukanaya, the principle of cooperation is evident in the mutual assistance between the business owners and craftsmen. When one craftsman falls ill, others step in to assist, and the business owner temporarily halts work to allow recovery. This sense of cooperation is a fundamental aspect of the community's functioning, ensuring that work is driven by sincerity and the hope of earning Allah's approval.

4.2 Discussion

a. Islamic Empowerment for Brick Makers in Julukanaya Village, Gowa Regency

The research reveals that Islamic empowerment for brick makers in Julukanaya Village operates as a mutually beneficial collaboration between the business owner, Mr. Hasim, and the brick maker, Syahrul. In this partnership, Mr. Hasim provides the raw materials and land, while Syahrul contributes labor to produce the red bricks. The wages Syahrul receives are based on the amount of work completed, in accordance with a previously agreed-upon contract.

This empowerment model brings substantial benefits to both parties involved. It not only provides a source of income for the brick makers but also generates job opportunities that have a positive effect on the local economy. The perspective of the Qur'an, which advocates for wealth distribution, can be observed here. By offering land and materials for processing, the business owner is fulfilling the principle of sharing prosperity (*maslahah*) and contributing to the welfare of the community.

Interviews with local community leaders, including Mr. Saharuddin Daeng Lallo and Chairil Mu'minin, confirm that the red brick business significantly benefits the local

economy. Most workers are from the village, and the business enables them to meet their daily needs. These local insights suggest that the empowerment model aligns with the Islamic principle of **adl** (justice), ensuring equitable opportunities for the villagers.

b. Economic Impact of Islamic Empowerment on Julukanaya Village

The economic impact of Islamic empowerment in Julukanaya Village is noteworthy. The red brick business directly stimulates the local economy by offering job opportunities that meet the needs of the residents. One brick maker explained that the business is crucial for their livelihoods, as their wages are determined by the amount of work completed, which provides them with a stable income.

Additionally, the business's success can be attributed to the availability of raw materials locally. The materials needed for brick production are abundant in the village, allowing the business to maintain low production costs while generating substantial profits. This is consistent with **adl**, as the business supports equitable access to resources.

According to Rofi Taufik Nugroho's research, the red brick business in Julukanaya Village meets welfare indicators for the workers. Agus, a local researcher, noted that brick makers earn between Rp100,000 to Rp200,000, which is considered fair compensation based on their output. Lela Nurfaela's study also highlights that business owners prefer hiring locals due to their trustworthiness, further enhancing the community's welfare.

The significant positive impact on the villagers' welfare is evident. Interviews with community leaders indicate that the income from the red brick business enables workers to improve their living standards. Many children of brick makers have been able to pursue higher education, thanks to the increased family income. This reflects the **maslahah** principle, as the empowerment model not only benefits the

current generation but also supports the future prospects of the villagers.

c. Social and Educational Contributions of the Red Brick Business

The red brick business also contributes to the social and educational development of the community. The brick makers demonstrate a strong work ethic and are highly motivated to improve their living standards. The business has helped improve the community's welfare in multiple dimensions, including economic stability, education, and social welfare.

From a social perspective, the model promotes **mutual assistance** and collaboration between the business owner and workers, strengthening community ties. Many brick makers have been able to send their children to school, which reflects the empowerment model's broader impact on education and long-term community development. This aligns with the Islamic concept of **adl**, where resources and opportunities are distributed equitably, fostering a more just and prosperous society.

d. Critical Analysis of the Empowerment Model

While the empowerment model promotes economic growth, it is important to address potential challenges and limitations. One issue that requires attention is the risk of dependency among workers on business owners. While the partnership provides economic benefits, over-reliance on the business owner may limit workers' autonomy and personal development. Furthermore, the sustainability of the empowerment model is closely tied to the availability of raw materials and market dynamics. As the business grows, challenges related to raw material supplies may arise, potentially increasing production costs. It is crucial for the business to explore alternative supply chains to ensure long-term sustainability.

In line with global practices, the empowerment model in Julukanaya Village shares similarities with similar initiatives in rural areas of Bangladesh, where Islamic

microfinance has successfully supported local economies. Such models could be adapted and applied to other regions with similar socio-economic conditions, helping to scale the impact of Islamic economic empowerment.

e. Quantitative Data Supporting the Empowerment Model

Quantitative data further supports the effectiveness of the Islamic empowerment model. The red brick business has significantly boosted local income and employment. Monthly brick production has increased from 10,000 to 15,000 units, contributing an additional 20% to the total income of the village. This substantial growth in production underscores the positive impact of the empowerment model on both the local economy and individual welfare.

5. Conclusion

5.1 Conclusion

Based on the research conducted in Julukanaya Village, Gowa Regency, the Islamic-based economic empowerment model for the brick-making industry has had a significant impact on the community's welfare. The partnership between the business owner, Mr. Hasim, and the brick maker, Syahrul, has created a mutually beneficial relationship that not only increases individual income but also improves the local economy as a whole. This empowerment model aligns with Islamic principles such as **adl** (justice), **maslahah** (public benefit), and **mutual assistance**, which support the fair distribution of wealth and opportunities for all involved parties.

This empowerment model has also successfully created employment opportunities, which not only improve the livelihood of the brick makers but also provide educational opportunities for their children. Additionally, the business has contributed positively to social welfare, as many villagers directly benefit from the presence of this enterprise.

However, despite the positive impacts, challenges remain, such as the workers' dependency on the business owner and the

sustainability of raw material supplies, which may affect the long-term viability of the business.

5.2 Recommendations

1. **Strengthening Worker Independence:** To enhance the economic independence of the workers, it is recommended to develop skill training programs that will help them establish their own businesses in the future. This will reduce their dependency on the business owner and expand their economic opportunities.
2. **Diversification of Raw Material Supplies:** To ensure the sustainability of the business, it is advisable to diversify the sources of raw materials, reducing reliance on a single source. This will mitigate the risks associated with fluctuations in prices and availability of raw materials.
3. **Improvement of Sustainable Business Models:** Although the empowerment model has yielded positive results, it is important to integrate sustainability principles into business operations. Implementing environmentally friendly technologies in the brick production process and improving efficiency in business management could increase the competitiveness and sustainability of this enterprise.
4. **Further Research:** Additional research is needed to explore the impact of this economic empowerment model on other aspects, such as health and social participation. Furthermore, studies could be expanded to compare the implementation of similar models in other regions or countries with different social and economic characteristics.
5. **Replication in Other Regions:** This empowerment model has the potential to be applied in other regions with similar conditions. Therefore, further studies should explore the feasibility of replicating this model in other villages in Indonesia or in developing countries.

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