

THE RELATIONSHIP BETWEEN DA'WAH AND ENTREPRENEURSHIP: A CASE STUDY ON INTEAM GROUP IN ENTERTAINMENT INDUSTRY IN MALAYSIA

Nur Aimie Syarmimi, J.* , Ambo Ahsan, E. R., Fathiah, Z. , Rafidah, M.N., Masnih, M., Affan Zahidi, A.A. and Khairunneezam, M. N.

Faculty of Leadership and Management, Islamic Science University of Malaysia

*Corresponding Author: aimiesyarmimi@yahoo.com

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Abstract

Purpose: Nasheed is an art and media of da'wah in Islam. In Malaysia, the songs of da'wah and divine is always welcome although various genres of new music are present. This study aims to examine the relationship between da'wah and entrepreneurship by one of the famous nasheed group in Malaysia which is Inteam.

Methodology: This methodology of this study is qualitatively conducted where entrepreneurs were interviewed via open ended questions. The specialist informants and interviewers were the tools employed for data gathering purpose.

Main findings: This study help to understand the concepts of entrepreneurs and its relationship with da'wah. It is hoped that the findings of this study would add a larger knowledge about entrepreneurs especially among Muslim entrepreneurs in Malaysia.

Limitations: This study is focused on two persons those were interviewed, which are Mr. Muhammad Hazamin and Mr. Mohd Syahril at Inteam records, at Damansara Kuala Lumpur. Their feedback were quite good because those respondent perfectly answered the questions.

Implications of the study will be elaborated together with recommendations for future studies.

The originality in this studies is, it should introduce element of da'wah even doing a business to be a good Muslim.

Keywords: *Da'wah; Business; Entrepreneurs; Entrepreneurship; Entertainment Industry; Malaysia*

INTRODUCTION

In general, business is known as enterprise, company or a firm is an organizational entity involved in the provision of goods and services to consumers. Prophet Muhammad SAW is the best example in business.

Inteam has three purposes; Inteam (English) - in group, or intimately familiar, and Inteam (Acronym), Islamic Music of the Millennium. It means a fabric in a force close and familiar to Islam in the new millennium. Inteam is the one group of nasheed that active in Malaysia, but they not only are a singer only, they also have a company that runs their own business. Starting in 2005, Inteam has decided to independently open their own management company.

Inteam had been registered on December 6, 2005, Inteam Records Sdn. Bhd. to fulfill the vision and mission of nasheed group, Inteam expand their industrial empire national nasheed have missionary to preach da'wah.

They also use business as a tool to da'wah. The profit that they get not only in money, but the first goal is blessed from Allah. In the Inteam, they are divided into four part which is Inteam publishing, Inteam Mobile, Inteam marketing and Inteam records. As we know, they run business with Inteam records which is with music, event, show and CD or DVD. But now, they have more categorized which is Inteam publishing means they publish their own book also they distribute from other publisher, for Inteam mobile, they focus on online shop which is collaboration with Telco such as caller ringtone, and YouTube. For Inteam marketing, they sell food such as dates, miracle oil, Habatus sauda, i-Qismis, honey stick and the latest one, they want to sell apparel such as kurta that label with Inteam.

LITERATURE REVIEW

According to a study by [Mawdudi \(1948\)](#) it maintains that Islam encourages the man to integrate his work and everyday objectives with religion and spirituality and grow every day on earth while establishing God's will. In a similar vein, [Bouma Haidar, Nyland, and Smith \(2003\)](#) posit that one's spiritual endeavors in Islam must take place in the context of ummah relations (of which work is an essential part). They noted further that a worker becomes alienated from both the output of production and the society if work is considered as purely a secular activity only. Thus, Islam rejects perceiving work as merely a secular activity or a means to attain material pleasures ([Bani-Sadr, 1980](#)). The whole set of Islamic practices,

according to [Ahmad \(2011\)](#) revolve around the axis of intention. This is because from the Islamic point of view human activities (including entrepreneurship) are governed by inner intentions, drives and motives. The person with purity 10 of intention is motivated to undertake entrepreneurship (and be dutiful, hardworking and devoted without external control) with the ultimate aim of seeking the pleasure of Allah rather than other ulterior motives such as seeking for wealth, fame, and name ([Ahmad, 2011](#)).

He further adds that the person without ikhlas may be money minded, selfish and self-centered. To show the significance of intention in Islam, Prophet Mohammad in was reported to have said in a Hadith “The acts depend on intentions. A man will get whatever he had intended for” (AlBukhari and Muslim 1:1). Relating the above hadith to one of the cardinal beliefs in Islam (Iman – true faith and belief in Allah, his apostles, His book the Day of Judgment and resurrection), [Amin \(2011\)](#) argued that a spiritually guided person will perform all types of activities (be it productive or organizational work) with the basic intention of seeking the pleasure of Allah.

Thus the worker’s (in this case the entrepreneur’s) performance is not consequent upon the reward system (or the profit) but striving to gain Allah’s pleasure and avoid His wrath ([Khaliq, 2011](#)).

According to study by [M-Said Oukil, \(2013\)](#) The principle of justice is applied to business as much as to other aspects. It basically means that the law is above all citizens. In an Islamic business context, it safeguards the rights of consumers and the poor, in particular. In providing safe and useful goods and services, it should be with reasonable prices, such that efforts made by the producers or sellers and value-added to customers are fairly compensated. Otherwise, greed and abuse could easily lead to unbalanced relationships, and therefore tensions and conflicts between people or parties.

Fundamentally, the essence of the Islamic spirit involves striving to reach common good, by making real efforts, be they intellectual and/or physical. Specific to Islam is that while every bad doing receives an equivalent sanction, doing a good thing is rewarded ten times (Qur’an, 3:160). This uniquely most attractive Islamic incentive should enhance people to seek all opportunities to maximize deeds that may override the sins.

In this article also mentioned importance of Islamic Principles and values in business, Work has to be honest and beneficial to society. Creative work is also emphasized in Islamic work ethic. Consequent earnings have to be deserved and specifically to Islam, all earnings as well as savings and exploitable property have to be purified, through a yearly deduction of a percentage of the corresponding value and given to the needy people.

The essence of this act called “zakat” is that it makes belongings clean or purified from any sins that may have occurred, and at the same time it guarantees poor people’s survival. Wherever it is the case, this clearly enhances strong societal links, and opens open doors for a peaceful environment, and good relationships between individuals, communities and societies across the whole world.

According to study by P.R.M [Faizal \(2013\)](#) in journal the entrepreneurs characteristics from al-Quran and al-Hadis , In Islam, there is no separation between entrepreneurial activities and religion. Islam has its own entrepreneurship characteristic and guiding principles based on al-Quran and al-Hadis to guide entrepreneurship operation.

By virtue of the human nature, the person must firstly be a Muslim, then the entrepreneur. He has the responsibility to perform ibadah and be a khalifah. Muslim entrepreneur should search for Allah’s blessings above all other factors. Muslim entrepreneurs perform entrepreneurial activities not solely for profit, but above all, to fulfill the fardu kifayah.

Reviews by P.R.M [Faizal et al. \(2013\)](#) concluded that even we have a business, we must know our nature that to be khalifah Allah, we must to focus on our ibadah even we do a work. Muslim entrepreneurs must maintain relationship with Allah.

METHODOLOGY

A qualitative study was conducted to achieve the research objectives. Data were collected by open ended question in interviews. Examples of probing questions were: What are businesses that run by Inteam? How they integrated idea to open business? What are challenges that faced by them? What are relationship between business and da’wah that conducted by Inteam? How to implemented da’wah in business activities? The interviews were conducted among two persons in group of Inteam which are Mr. Muhammad Hazamin and Mr. Mohd Syahril at Inteam records, at Damansara Kuala Lumpur.

All the respondents were informed of the nature, purposes and procedure of the study. They were assured that their participation in this study was on voluntary basis and informed consents were obtained prior to the interview sessions. The data collection were conducted in year 2017, the interviews were conducted by several researchers in the team who have experienced conducting qualitative interviews. We facilitated the process of interviewing, recording and transcribing the qualitative interviews.

DATA ANALYSIS

After the interviews, the recorded sessions were immediately transcribed into thematically analysis based on the structure of the questions posed in the open ended questions. Significant statements and phrases that directly obtained from the interviews

were extracted and organized. The results of the data analysis were integrated into a description of the best relationship between da'wah and business. To maintain the credibility of the data analysis, the transcripts were examined by the research team members and leader.

DISCUSSION OF FINDINGS

Background of Inteam Records

Inteam was started on 2005 founded by 4 passionate Individuals, Mr Mohd Syahril Bin Abd Khalid, Mr Muhamad Hazamin bin Harun, Mr Abdul Rahim Bin Hj Osman, and Mr Mohd Suhaimi bin Saad. They start business after graduated from [International Islamic University Malaysia](#), even they not from faculty business, but they also can do their own business.

When finish contract with Hijjaz, on 2005, Inteam established Inteam Entertainment, this time just focus on music, event and show. In this time, we get salary from show, they didn't divided on this time, but give as monthly salary. Inteam group save money together and from this modal, inteam upgrades into Inteam Records. Within a year, their friends also come to work with them to run their business, means help to distribute their album into bookshop entire Malaysia.

From this time, they distributes their album itself start with small business until now have a big company. Inteam marketing is focus on business which is they have involve with stockiest and agent, they distribute their own product which is miracle oil, habatus sauda, i-qismis, dates. Inteam marketing is the latest one, this year is a second year that they run this business. The purpose to established inteam marketing is not related with music, album or CD. This is another part from music.

Their business also moving forward, which is not only in Malaysia, but also in Brunei and Singapore, sometimes, Indonesia and Thailand also had order their product. Inteam got this idea to have their own business because they want to have business and da'wah to other people.

The core business for Inteam company is sell music digital which is they have their own van, their own salesmen, they produce by themselves and distribute into all Malaysia. This is the main business for this company and be as income salary for them. Its means, they didn't focus only on their show but also have their business.

The results indicated that there were mixed responses given by all the interview respondents in da'wah and entrepreneurs, The findings of this study will help in term to understand concepts of entrepreneurs and its relationship with da'wah.

The Challenges Faced In Inteam Records

Inteam had faced many challenged such as firstly in terms of employee management which is staff. The staff, there are certain moment of time we have received a staff that quit, it means staff quitting the staff who are experts, who have an expertise that we need, he had to stop, so for Inteam it was a great challenge as well, because they need to find a new replacement staff to continue to run their business with smoothly.

For now, in terms of technology, before this Inteam can sell tapes, DVDs, but now people can download it, so Inteam had to follow the flow, so now Inteam are turning to digital, so there have in YouTube channel, there is another platform to Inteam. From this method they will get income through their work. So now, there is no longer in the cassette, now Inteam has changed from the nature of the business has changed, from circulation musicals have changed to digital,

CONCLUSIONS

It is suggested that when do a business, it should introduce element of da'wah in their business. This effort is good to become a good Muslim either is just a small matter but it good if all entrepreneur practice this concept especially among Muslim entrepreneurs. For Inteam, when do a business, Muslim entrepreneur must follow the ethics that guide by Rasulullah, which is trusty, this nature always emphasized in the company of Inteam. For example in terms of payment with the company who deal with Inteam, Inteam will be sure to make timely payments, and good way of calculations, so from there it can cause confidence to other companies, or other artists to deal with Inteam company.

From that point, we were able to preach da'wah, Inteam carry the image of Islam, from the standpoint of Islam, The motion of our work, we carry the name of Islam, but if we got the right appointment, pay is not appropriate, and do not trust, so will be bad trip on Islam. It was hoped that the findings of this study would add to a larger knowledge about entrepreneurs especially among Muslim entrepreneurs in Malaysia.

Inteam also have the value that they place on their staff to contrast with other staff, they practice the congregation prayers, they have a prayer room with comfortable, always practice charity with funds, donation. Sometimes, Inteam do Islamic program such as talk to staff. For Inteam staff that there is not only filling that came to work, but also can feel calm with a good things.

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Interview was based on following set of questions.

1. What are businesses that run by Inteam?
2. How they integrated idea to open business?
3. What are challenges that faced by them?
4. What are relationship between business and da'wah that conducted by Inteam?
5. How to implemented da'wah in business activities?