

Entrepreneurship Management in Buddhism: A Study of Implementation in the City of Tangerang

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Abstract

This study aims to analyze various reasons for the importance of implementing Buddhism entrepreneurial management for business actors in Tangerang City. to understand, analyze and describe the application of Buddhism entrepreneurial management to business actors in Tangerang City. To analyze the implications of Buddhism entrepreneurial management practices by business actors on social, religious, economic, and cultural life in Tangerang City. This research is designed to examine the management of Buddhism entrepreneurship with a qualitative type of research. This research was conducted in Tangerang City, Banten Province, West Java. Interview activities are carried out directly by face to face or through telephone media with interview guidelines. The conversation was carried out by two parties, namely the interviewer who asked the question, and the interviewee who provided the answer to the question. The purpose of conducting interviews in general is to explore the cognitive structure and world of meaning of the behavior of the subject under study. The interview aims to obtain important information related to the management of Buddhism entrepreneurship in running a company in Tangerang City. In addition, also information about the economic system according to Buddhism. given by the informant, to obtain truly in-depth data. Based on the description above, several conclusions can be drawn, including the following. First, there are several factors that lead to the importance of implementing Buddhism entrepreneurial management, by business actors in Tangerang City. Second, in the process of implementing Buddhism entrepreneurial management, it also follows the four management functions as modern management in general. Third, it turns out that the application of Buddhism entrepreneurship management in running a business, especially in Tangerang City, has implications for several aspects of life such as improving the quality of life, business actors, social life, and the economic life of the people of Tangerang.

Keywords: Entrepreneurship management, Buddhism, business actors, SMEs, Tangerang City.

1. INTRODUCTION

The biggest change at the beginning of the 21st century is the outbreak of the Covid-19 pandemic which has changed the lives and lives of humans on this earth. This pandemic not only causes a crisis in the health sector, but also affects the economic conditions, education, and social and cultural life of the world community, including the people of Indonesia. According to the report on economic developments in Indonesia and the world issued by the Deputy for Economic Affairs of the Ministry of National Development

Planning/Bappenas of the Republic of Indonesia (Quarter I Volume 4, No.1 May, 2020: 75), that the world economy is projected to contract up to 3.0% in 2020. Conditions This was influenced by the lockdown policy, the financial situation of developing countries, as well as commodity prices which tended to weaken. The growth of developed countries is predicted to contract to 6.1%. Regarding this issue, the economy of developing countries in general will also contract by 0.1%. However, countries in the Asian region have a tendency to continue to grow positively. World

economic growth is predicted to grow by 5.8% again in 2021. In this context, economic conditions, both developed and developing countries will be better than 2020. However, from a growth perspective, it remains lower than before the Covid-19 pandemic.

During the Covid-19 pandemic, many manufacturing companies and service companies closed their businesses, resulting in an increase in unemployment in this country. The economic crisis that emerged during the Covid-19 pandemic has pushed many families into poverty. Restrictions on community activities affect business activities which in turn have an impact on the country's economy. The inhibition of economic activity automatically makes business actors to make efficient use of company finances, to reduce losses. As a result, many workers have had their working hours reduced, and some have even been laid off. But on the other hand, many entrepreneurs are also benefiting because of this pandemic. Haryanto, the Chancellor of President University in Industri.co.id (6 April 2020) said that Amazon CEO Jeff Bezos, his net worth jumped by US\$ 5.9 billion, in 2020, because many people are afraid to go out and buy goods and services. online. Likewise, the founder of Zoom, namely Eric Yuan, his wealth increased by 64 trillion in 3 months, because of this pandemic. This is because many people use Zoom as an online meeting platform. In the Asian region, particularly in China, the wealth of the three founders of ventilator factories will increase to US\$ 7.3 billion in 2021. As reported by *Bisnitempo.co.id*, 2020 (<https://bisnis.tempo.co/3> April 2020) Shenzhen Mindray Bio-Medical Electronics Co. increased 41%. Bloomberg also reported that Baidu's Robin Li, owner of the popular online video platform iQiyi, has seen an increase in wealth followed by an increase in the wealth of healthcare entrepreneurs specializing in vaccination, such as An Kang of Hualan Biological

Engineering and Jiang Rensheng of Zhifei Biological Products. However, micro, small and medium enterprises (MSMEs) are said to have experienced the most severe impact from the Covid 19 pandemic. On the other hand, there are also many MSME entrepreneurs who benefit. For example, gold shop entrepreneurs, who are used to reading market trends and knowing that the crisis will cause the price of safe havens, such as gold, silver, etc., to soar so that long before they have bought gold at a relatively cheap price and currently Gold prices have reached record highs.

Based on the field data obtained during the researcher conducting a preliminary study of several Chinese Buddhism traders and entrepreneurs in Tangerang, it can be understood that with all their limitations, they started small businesses by trading, or establishing small industries, which despite the pandemic hit, their business continues to grow to this day. In addition, based on field observations, it can also be seen that at first they started a business with only simple goals, namely to reduce the difficulties of others through the products/services they offer, distribute, guide, help solve other people's problems, and provide enjoyment for users of their products. . But over time, to be successful in a business, now they are able to be creative and innovate and can continue. Because they have little ability in the financial sector, their business can develop well and can survive until the time this research is carried out. This cannot be separated from the implementation of Buddhism management carried out by MSME entrepreneurs, especially from Chinese Buddhisms in Tangerang City. To obtain exponential progress, they must have added-value, thus gaining a competitive advantage (competitive advantage), because only businesses that have a competitive advantage can develop. They always prioritize enthusiasm, honesty, integrity, and uphold trade

principles that have a positive impact, both for business actors, the community, and the social environment. Therefore, in an effort to optimize the business development of Buddhisms, especially those in Tangerang City, they balance it with business knowledge and Buddhism entrepreneurship management, as taught by Gautama Buddha.

Regarding this phenomenon, there have been several previous researchers who were interested in studying it, such as the research conducted by Mudjijah and Anggraini (2021: 119) who found that the main problems experienced by MSME entrepreneurs in Cileduk City, Tangerang, especially novice entrepreneurs who had only been running for a few months. business is difficulty in facing competition, so that the business it runs becomes shaky. In addition, they are also less professional in managing their finances, do not understand market demands, and lack the ability to package their goods, so that customers who have started buying their products regularly, gradually decline, and finally stop, especially during the outbreak of the pandemic. Covid 19. Besides Mudjijah, and Anggraini, Eliyani, et al., (2021) have also conducted research on the management of MSMEs in South Tangerang, with a qualitative approach. The results obtained that the number of MSME businesses in South Tangerang during the Covid-19 pandemic did not decrease. Until 2020, the number of MSME businesses in South Tangerang City is 90,128 businesses. They are mostly engaged in accommodation, accessories, expeditions, electronics, pharmacy, fashion, furniture, cell phone counters, culinary, automotive, and others. Some of them in marketing their products using an online system. No less interesting research on the development of MSMEs in South Tangerang has also been carried out by Rosyidta PO, et al., (2021) with the findings that micro, small, and medium

enterprises in South Tangerang City have enormous potential for efforts to improve community welfare. However, based on field data obtained by researchers, to maximize this potential there are still many things that need to be improved. Based on the three research results, none of them have studied the application of Buddhism management in business development in Tangerang City, so this is a very interesting issue to be studied academically. Because in reality, many people in Tangerang, especially ethnic Chinese who are Buddhisms in Tangerang City, have a wrong understanding of making a living (livelihood) right in Buddhism, so they have doubts about starting a business.

The general objective of this study is to examine the management of entrepreneurship in Buddhism and its application to business actors in Tangerang City. This research was inspired because in today's conditions many people have fallen into various ways of business practices that are not in accordance with the dhamma, because in running their business they only rely on the desire to achieve material success. As a result, dirty business practices that are filled with hatred, greed, and stupidity do not fail them. In fact, doing business like this is very unfortunate, because it will cause suffering for oneself and other beings. Therefore, through this research, it is hoped that various understandings can be obtained about the importance of applying the concept of entrepreneurial management in Buddhism as the main value basis for thinking, speaking, and behaving. in business and life so as to live a successful life in conditions of the attainment of worldly happiness, heavenly bliss and eternal bliss (nibbana). More specifically, this study aims to analyze various reasons for the importance of implementing Buddhism entrepreneurial management for business actors in Tangerang City. to understand, analyze

and describe the application of Buddhism entrepreneurial management to business actors in Tangerang City. To analyze the implications of Buddhism entrepreneurial management practices by business actors on social, religious, economic, and cultural life in Tangerang City.

2. METHOD

This research is designed to examine the management of Buddhism entrepreneurship with a qualitative type of research. This research was conducted in Tangerang City, Banten Province, West Java. This area was chosen as the research location for several reasons. First, Tangerang City, in Banten Province, is a city that is currently very developed in science, social, culture, and economy. Interview activities are carried out directly by face to face or through telephone media with interview guidelines. The conversation was carried out by two parties, namely the interviewer who asked the question, and the interviewee who provided the answer to the question. The purpose of conducting interviews in general is to explore the cognitive structure and world of meaning of the behavior of the subject under study. The interview aims to obtain important information related to the management of Buddhism entrepreneurship in running a company in Tangerang City. In addition, also information about the economic system according to Buddhism. The things that were interviewed included: (1) Do you apply Buddhism entrepreneurship management in business?; (2) How do you apply Buddhism entrepreneurship management in business?; (3) What are the benefits that you get after practicing Buddhism entrepreneurial management in business?; and various other forms of questions related to the theme of this research. Questions were also explored and developed according to the answers given by the informants, to obtain truly in-depth data.

3. RESULT AND DISCUSSION

After the research was carried out for approximately one and a half years, the results obtained are as follows, first there are several factors that cause the importance of Buddhism entrepreneurial management to be carried out in running a business in Tangerang City, first, religious spiritual factors, meaning that how advanced the development of science and technology is. technology, truth values in religious teachings, including the teachings of Buddhism, are still relevant to be applied. However, it should be realized that to live a successful and happy life is not only obtained by surrendering and praying, but must try. The path to happiness according to Buddhism is: practicing the Atthangika Magga (the Noble Eightfold Path, because people who practice it will become a noble person and be glorified by many people. Second, the Morality factor, meaning that according to the teachings of the Buddha, namely in Dhammapada, XVI: 217 The Buddha said that, "Perfect in conduct and have right understanding; understand the Dhamma, know the truth, speak the truth and be responsible, do what ought to be done, then the person concerned will be respected by many people. That is, in the context of doing business , when a business is carried out by people who have precepts (good behavior), then the business will be able to run smoothly and have a positive impact on business owners, workers, society, the environment, nation and state. This is because by thinking well, saying good and behaving good, it can result in the emergence of trust and help from all directions that go wrong In essence, it can support the development of its business. Therefore, the importance of the morality factor in running a business is firmly held by the business actors themselves.

Third, the strategic leadership factor emphasizes that a leader must

master theories about leadership, namely the theory of (1) looking for personality traits; (2) social character; (3) physical and intellectual character, to be able to distinguish someone who is a leader or not. This is called strategic leadership and is very important to be applied in running a business. Based on the results of research conducted in Tangerang City regarding this issue, it was found that strategic leadership is very important to be applied in running a business, especially by businessmen who are Buddhism. Strategic leadership plays a very important role for the survival and development of an organization or business being managed. Thus it can be said that Buddhism entrepreneurial management is very significant and supports the strategic leadership of a leader or entrepreneur in Buddhism, because strategic leadership based on Right Understanding, Right Thoughts, Right Effort, Right Observation, Right Concentration, will bring progress and prosperity to practitioners, business, employees, community, environment, nation and state.

Furthermore, the implementation of Buddhism entrepreneurship management in Tangerang City is carried out through four stages, namely planning, organizing, actuating, and controlling. This means that every successful entrepreneur is of course able to implement the four management functions, one of which is to make good plans. As said by Zig Ziglar in his book "Sell Your Way to the Top" (1995: 88) that "Success occurs when opportunity meets preparation". That is, success occurs when opportunity meets planning. With good planning, an entrepreneur can see opportunities, and take each opportunity into profit. This is the case with several entrepreneurs in Tangerang City. As Mr. Yoyo Lukassa did, the owner of a tax consulting office in Tangerang City admitted that in running their business they always adhere to the

four management functions. this is what allows him to exist running a business, even though the Covid-19 pandemic has caused many companies to go bankrupt in Indonesia, even in the world.

Then the next stage is organizing, meaning that, after planning all the things needed, the next step is the process of organizing teams or divisions, arranging work schedules, and grouping each individual according to their abilities. Organizing will require a business to utilize all available resources, especially human resources, in an effort to turn plans into concrete actions. This process results in the division of tasks or teams with specific tasks. As did a Buddhism businessman named Tommy (48 years old) that he always implements four management functions in running his business so that his business can exist to this day. Regarding management issues, he said that how difficult it was to control the company he was running, especially in the midst of the Covid-19 pandemic that hit the world, including Indonesia, but because of his steadfastness in adhering to these management principles, the business he was running was able to survive until the time of this research. conducted.

Next is the implementation stage or often also called actuating, this stage in Buddhism entrepreneurial management is carried out based on right understanding, right thoughts, right efforts, right attention, right concentration, and implementing all plans into action. This is a very important step to achieve success in business. Each division to start working on their duties must be in accordance with their respective job descriptions by actualizing the basic ideas/business plans that have been given. With a mature plan and an actualization process in accordance with established procedures, the management system can run well, smoothly, and effectively. But to make this happen, it takes hard work, smart work, sincere work, and cooperation between divisions within a company. This is acknowledged by Mrs.

Atika Suliarta (57 years old) a Buddhism entrepreneur in the field of education. She has an English course "Grand English Course" and "School Ariya Metta" both of which are located in Tangerang City. Regarding the implementation of management, he said that "Since teaching at the Buddhism Sunday School at Vihara Padumuttara Tangerang, he has been passionate about participating in preserving the Dhamma through education. He is very grateful and grateful for the blessings of God Almighty and the Tiratana (Buddha, Dhamma, Sangha) in his family, business and life, he can realize all his dreams, one of which is establishing "Ariya Metta School" and "Grand English Course Education Institute" " which is also a means to participate in the intellectual life of the nation.

The last is supervision, which is an action taken to ensure the workflow of a company (business) can run according to plan. Even the three points above (planning, organizing, and actuating) will not run perfectly without proper control from the management of the company. In this case, controlling can be interpreted as an activity to keep the business alive. Controlling all actualization processes is an important aspect of ideal management. From the whole process of implementing Buddhism management in running a company in Tangerang City, it turns out that it has implications for various aspects of people's lives, especially the people of Tangerang City.

Implication

The implications that arise are as follows. First, the implications for improving the quality of life, meaning that the implementation of Buddhism management in several companies in Tangerang City, turned out to have implications for improving the quality of life of the entrepreneurs themselves and also the people who are customers of the company. It is said that because entrepreneurs who apply Buddhism management in running

their business will not seek profit blindly, but based on the principles of Buddhism, namely thinking right, understanding right, doing right and so on.

Second, the implications for entrepreneurs mean that the foundations of Buddhism entrepreneurial management consist of right understanding, right thought, right effort, right mindfulness, and right concentration. Based on these five foundations, every deed, speech and livelihood that a person does is said to be right, because it will have a positive impact (bringing happiness) for business owners, workers, society and the environment. As said by dr. Metta Destianita (35 years old) is a Sentosa Clinic entrepreneur in Tangerang City as follows. Among his various statements he said when I pioneered from the beginning of this clinic, I was really required to be patient, creative, enthusiastic, and never give up. I always try to practice the Buddha's teachings through Dana, Sila, and Samadhi, because I have personally experienced many benefits, such as conveniences in life, achieving goals, having a harmonious life partner, and so on. My message, when suffering comes, it means we are reaping bad kamma, so don't add new bad kamma by running away from problems by drinking, playing with women, gambling, even hurting others. In difficult times, we are required to do a lot of good, in order to get a good and fast solution. As leaders, we must be able to be role models for all employees, and strive to create a conducive work environment. I invite everyone in my company to do good together so that good kamma bears fruit at the right time, when we need it.

Third, the implications for the social life of the people of Tangerang, meaning that by implementing Buddhism management in entrepreneurial life, the spirituality of Buddhism in the context of social life can be felt by the surrounding community. For example, by carrying out right understanding, right thinking, right effort, right attention, right concentration,

according to the teachings of Atthangika Magga (The Noble Eightfold Path), entrepreneurial life can give vibration to the social life of the surrounding community. As stated by Mr. Roch Aksiadi, S.Ag., ST., MM who is the Head of Publication and Communication Division of Magabudhi (Indonesian Theravada Buddhism Council) as follows, "The practice of entrepreneurial management in Buddhism has very good implications for the people of Tangerang. This is in line with the essence of Buddhism, which is to direct oneself to the practice of morality, wisdom, and inner peace, so as to create a society that is full of awareness and love" (interview on

Rudyanto (45 years old), an entrepreneur who also applies Buddhism management, said the following. "We have to get in the habit of cultivating virtue every chance we get. Generosity will make good character permanently which will bring hockey (fruit of good kamma) in our time of need. Likewise in social life, we must always do good to anyone so that we have many friends, friends, relations and so on. If we run a business, of course we need a lot of relationships. This cannot be separated from things that are social in nature, because relating to other people is a part of social life that must be maintained. Because if we don't have many relationships, it's difficult to run a business. So with the implementation of Buddhism entrepreneurship management, social relations with customers will be maintained, and at the same time have implications for the sustainability of the company we run" (interview, 20 February 2022).

Based on the statements of the two informants above, a framework of thought can be built that good deeds will accompany every step we take to achieve success. This is in line with the value of Buddhism in the essence of the Buddha's teachings, namely "Do not do evil; Add goodness; Purify your heart and mind." If this can be done, it is not a necessity if the

customers of the business being run find it difficult to move their hearts to other people's businesses. So, based on this description, it can be understood how big the implications of implementing Buddhism management on social life wherever the business is carried out. Fourth, the implications for the economic life of the people of Tangerang, that is, humans apart from being social creatures (*homo socius*), in living life in this world also cannot be separated from economic life, so that humans are often referred to as *homo economists* or humans as economic people. (Arta, 2020: 74). This is justified by a tax consultant service entrepreneur named Irwan (47 years old) by saying the following. The essence of the Buddha's teaching is "Do not do evil. We must implement at least the Buddhism Pancasila. Add goodness. We can give by thought and deed. Purify your heart and mind." We must direct our thoughts in a good and beneficial direction. By always practicing the Buddha's teachings, we can live healthy, prosperous and happy lives (interview, April 30, 2022). A similar statement was also conveyed by dr. Andri, SPKJ, who is a mental health doctor at EMC Alam Sutera Hospital, said the following. By applying the Noble Eightfold Path in our daily life and business, the mind is calmer because it believes in the work that is done well, according to the right livelihood of the Buddha's Teachings. It's not too tempting to go after extravagant material things to the point of sacrificing things. More focus in practice due to the application of correct mindfulness (interview 2 July 2022).

Departing from the two statements of the informants, it can be emphasized that even though it has been more than 2500 years ago, the teachings of Gautama Buddha are still relevant to the times. The practice of Dhamma protects us from negativity, and brings prosperity and happiness both now and in the future, this is because the practice of Dhamma makes us mindful at all times and full of self-

control, so the decisions we make will always bring good benefits for us, ourselves, as well as others. This is in line with the opinion of dr. Feby Runtulalo (37 years) a doctor and Health & Beauty Preneur @NuSkin Indonesia, He said as follows: In Buddhism, it is taught about karma, that we are the owners of our own karma. So here I learned to take full responsibility for my life as well as my business, not blaming anyone if something happened. In Buddhism, it is also taught to always do good, not to repay evil with evil but to repay good. So that's what I also apply in my daily life and business, including teaching this Buddha's Teachings to my children (interview July 2, 2022).

By referring to this idea, humans as homo economists in living life in this world cannot escape various policies related to the management of various resources, such as human resources, natural resources, time resources, including money resources. . Then the implementation of the management of Buddhism in the entrepreneurial life in Tangerang City, it turns out that it has implications for the economic life of the surrounding community. For example, the application of right understanding, right thought, right effort, right attention, right concentration, in entrepreneurial life, turns out to be able to make the business run smoothly, because the buying community around it feels there is a positive aura run by entrepreneurs, where they shop, and thus the customer's trust in the business being carried out will thrive. This will also result in customers still coming to shop at the place of business run by that person, namely the person who runs his business based on the values of the Buddha's teachings.

4. CONCLUSION

Based on the description above, several conclusions can be drawn, including the following. First, there are

several factors that cause the importance of implementing Buddhism entrepreneurship management by business actors in Tangerang City, including the following. (1) religious spiritual factors, meaning that in running a business there needs to be a spirit, which according to Buddhism teachings, that spirit can give a sense of optimism to business entrepreneurs in running their business; (2) the morality factor which essentially teaches that in running a business, the aspect of morality needs to be considered. In the teachings of the Dhamma it is said that speaking the truth, knowing the truth, and being responsible at work are important factors for achieving success in business; (3) the strategic leadership factor, meaning the importance of implementing Buddhism entrepreneurial management in business, because it teaches leadership traits contained in the teachings of Buddhism, such as the teachings of Jataka/Atthakatha, Bāhābalā, and others; and (4) Living a noble life with a quality mind, meaning that Buddhism management is also taught how to live a noble life with a quality mind.

Second, in the process of implementing Buddhism entrepreneurship management, it also follows the four management functions as modern management in general. The steps taken are planning, organizing, implementing, and supervising. However, in each of these functions according to Buddhism, one must always pay attention to things, such as right understanding, right thought, right effort, right mindfulness, right concentration. Based on these five foundations, every activity carried out in each management function will have a positive impact (bring happiness) for business owners, workers, communities and the environment

Third, it turns out that the application of Buddhism entrepreneurship management in running a business, especially in Tangerang City, has implications for

several aspects of life such as improving the quality of life, business actors, social life, and the economic life of the people of Tangerang. It is said so because the application of Buddhism management in running a business can affect the planning, organization, implementation, and supervision, which are always based on five strong foundations, namely right understanding, right thinking, right effort, right attention, right concentration.

Based on the facts found in the research field along with the concepts, propositions, and theories that are used as the basis for the analysis, the findings of this study can be divided into factual and theoretical findings. These two findings indicate the dimensions of novelty, confirmation, and revision of the results of previous research and literature related to Buddhism management practices, in running a business in Tangerang City. The factual findings and theoretical findings in this study provide justification in order to strengthen the theory and build the concept of Buddhism entrepreneurial management in Tangerang. The research findings can be described as follows. The factual findings obtained in this study are as follows.

First, entrepreneurs of Chinese descent in Tangerang come from various regions. With all their limitations, they started a business by trading or establishing a small industry, and finally they developed and progressed to this day. They initially started a business and succeeded because they prioritized enthusiasm, honesty, integrity, and upholding the principles of trade according to religious teachings.

Second, over time, to achieve success in business, current Buddhism entrepreneurs in Tangerang City tend to have creativity and innovation, and are able to combine the principles of Buddhism management with modern management. Every entrepreneur has added-value in the form of the values of the teachings of Buddhism, thus obtaining a competitive advantage (competitive advantage).

Businesses that have a competitive advantage not only survive, but also progress and develop.

Third, the service sector is the main factor supporting the economy in Tangerang City. In 2021, 71.24 percent of the population in Tangerang City will work in the service sector. This figure is up 1.18 points compared to 2020 where the population working in the service business sector is 70.06 percent. The COVID-19 pandemic that hit this country has resulted in many manufacturing sectors experiencing an economic impact, so they have to reduce a number of their workforce to be able to maintain business operations. In 2021 the percentage of workers working in the manufacturing sector is 27.98 percent, down by 1.15 points compared to 2020 where the percentage is 29.13 percent. In 2021, Indonesia began to rise from the Covid-19 pandemic that hit the country since the beginning of 2020. Although it had experienced a second wave of spikes in Covid-19 cases, compared to 2020, the economic condition in 2021 was much better. This can be seen from the increase in the percentage of workers who work as laborers/employees/employees. Most likely, this is due to the start of increasing activity or business performance of the processing industry, which is marked by an increase in the percentage of workers in that business field. The informal economy sector actually experienced a decline. Workers who during the covid-19 pandemic turned into micro and small entrepreneurs (self-employed), in 2021 by starting to increase activities in the industrial sectors, so that these workers again try their luck as laborers/employees/employees, so the percentage of workers who try itself in 2021 is down when compared to 2020.

While the theoretical findings obtained in this study are in the form of statements or propositions, both of which strengthen the theory used and confirm the application of

the theory. The theoretical findings in this study can be explained as follows. First, the management of Buddhism entrepreneurship with the application of the Ariya Atthangika Magga (the Noble Eightfold Path) or also called the Majjhima Pattipada (the Middle Way) is very important to obtain business success and happiness in life according to Buddha's teachings. This fact strengthens the postulate of Terry's management theory which states that an organization will be able to run well, if it is supported by four management functions, namely planning, organizing, implementing, and supervising. It's just that in Buddhism management emphasizes more aspects, such as right understanding, right thinking, right effort, right attention, and right concentration which in the management function according to Terry is never taken into account.

Second, the novelty of this research is that right understanding, right thought, right effort, right attention, right concentration are the five sets that always underlie every right speech, right action, right livelihood. As a simple example, working as a farmer does not violate the five views in Buddhism. But when the way of farming is not based on right understanding, right thought, right effort, right mindfulness, right concentration), for example the farmer uses pest control, anti-fungus in his farming process, then this will be bad (no longer in accordance with the Dhamma), because it will cause internal and external imbalances in the surrounding environment. The Buddhism management of entrepreneurship in this study states that if a business is based on right understanding, right thought, right effort, right attention, right concentration, then every action, speech and livelihood done is said to be right, because it will bring benefits and happiness not only for only business owners, but also has a positive impact on all stakeholders such as workers, society, environment, nation and state.

Third, this study also finds field facts that strengthen the postulate of reception theory as said by Hans Robert Jauss that reception theory implies acceptance, reception, response, reaction, and reader's attitude towards a literary work. However, in the reception theory put forward by Hans Robert Jauss, the emphasis is on acceptance, welcoming, and even public responses or reactions to literary works or literary texts, while in this research the responses or reactions given by the community are not on literary texts, but rather on social texts. , in the form of various social phenomena that develop in society, especially Buddhism entrepreneurs in Tangerang.

Suggestion

Furthermore, based on some of the findings obtained in this study, some suggestions can be made as follows. First, for Buddhism business actors in Tangerang, it is recommended that they be able to implement comprehensive Buddhism entrepreneurship management. This is very important because it has a positive impact (bringing happiness) to business owners, workers, communities and the environment; Second, for students and students who pay attention to Buddhism Business and Management Science, especially Buddhism Entrepreneurship Management, it is better to learn and make the principles of Buddhism Entrepreneurship Management as the main value basis for thinking, behaving and doing business; Third, educators are expected to use this research as a reference for Science and Education in order to develop the horizons of Buddhism Business and Management Science, especially Buddhism Entrepreneurship Management; Fourth, Buddhism community leaders, especially Father and Pandita, are advised to always preserve the Dhamma, especially in the field of Buddhism entrepreneurship. This is important because in reality many people

still lack an understanding of Buddhism, especially in Buddhism entrepreneurship management which is very beneficial for business and economic development; Fifth, as a consideration for the government, especially the Ministry of Religion of the Republic of Indonesia, the Directorate General of Buddhism Guidance and the Hindu University of Indonesia in taking policies that support the development of Science, as well as the development of Buddhism Business and Management Sciences, especially in the field of Buddhism Entrepreneurship Management; and Sixth, this research is expected to be used as a reference/reference and motivation in producing similar scientific works. Theoretically, this research has not fully reached Buddhism Entrepreneurial Management. Therefore, other researchers who are interested in this field are advised to carry out further research related to this issue. The aim is that the dimensions that have not been touched in this research can really be explored holistically and comprehensively.

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