

# Implementation of Muhammadiyah Organizational Management in Economic Empowerment in The Management of Sang Surya Mart Muhammadiyah Lempangan Branch, Gowa Regency

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**ABSTRACT**

This study aims to determine the implementation of Muhammadiyah Organization management in economic empowerment in the management of Sang Surya Mart Muhammadiyah Lempangan, as well as find out the methods and factors that hinder and support Sang Surya Mart in improving the management of the Muhammadiyah Organization through the efforts of Sang Surya Mart. Qualitative research methods and types of research are descriptive. The data taken from Sang Surya Mart management can be collected by import, observation, interview, and documentation. The results of this study explain about Sang Surya Mart who is so active in the business field with the aim of restoring and carrying out the community's economy, in the development of the economy of the Muhammadiyah community is active in charging as well as actively trading by forming a store owned by Muhammadiyah. Even though in the development of human resources there are still obstacles that are influenced by the lack of capital and lack of buyers because goods are still limited and the population of Muhammadiyah is still minimal.

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**1. Introduction**

The purpose of policy implementation is to set the direction for policy objectives to be realized (Yuliah Pengawas Sekolah di Kementerian Agama et al., 2020). Policy implementation is not only influenced by internal factors but also external factors (Ardiyasa & Rahayu, 2022). Policy implementation requires the support of qualified and adequate human resources in terms of quantity (Ghozilah & Khasanah, 2020). The quality of human resources is related to skills, dedication, professionalism, and competence in their fields, while the quantity refers to the number of human resources that are sufficient to cover all target groups (Onsardi & Finthariasari, 2022). The quality of human resources affects the success of policy implementation; without adequate knowledge, the implementation process tends to be slow (Suprpto, 2022).

Empowerment, basically, is the process of transforming a situation of incompetence, weakness, or helplessness into a state of being capable (Hutagalung, 2022). Economic empowerment management has the meaning of changing individuals or groups from a state of inadequacy to capable or from a state of weakness to strength (Fitriani et al., 2022). Empowerment management aims to make people able to control their own lives, and this plays a role in the development of Muhammadiyah as a community organization.

Muhammadiyah, which is more than 100 years old, has had a significant impact on various aspects of the nation's life (Alam et al., 2022). Muhammadiyah has various charitable enterprises such as schools, hospitals, orphanages, and more, which support da'wah efforts and social development. Today, Muhammadiyah has an extensive presence with many branches throughout Indonesia and abroad.

The Regional Leadership of Muhammadiyah Gowa Regency in South Sulawesi is one of the fast-growing branches. They have contributed to community empowerment in many forms. One such effort is the establishment of Sang Surya Mart which is one of the Retail Businesses (Nur et al., 2023), and has been serving the needs of the community since 2013. Sang Surya Mart is the object of research in the context of community economic empowerment management carried out by the head of the Muhammadiyah Lempangan branch.

The importance of good administration and financial management in Muhammadiyah's charitable activities is very real. This can affect the efficiency and effectiveness of Sang Surya Mart's operations and also contribute to the success of economic empowerment carried out by Muhammadiyah. Therefore, this study focuses on Sang Surya Mart Lempangan Branch of Gowa Regency. The purpose of this study is to provide new understanding and provide benefits for the development of the success of Sang Surya Mart Muhammadiyah Lempangan Branch of Gowa Regency in financial management and implementation of the model they apply.

## 2. Research Method

### Location, Time and Type of Research

This research was conducted at the head of the Muhammadiyah Lempangan branch in Panciro Village, Bajeng District, Gowa Regency. This research time lasted for months, from March to April 2022. This research is a type of qualitative research with a case study approach that looks at a particular "case" in a context or contemporary real-world context. Cresswell (2015) suggests that a case study is a case study that uses a single instrument or focuses on a particular question or problem, then analyzed as a whole through detailed case descriptions, outlining in detail the model, context, and context in which the problem arises. Meanwhile (Rahardjo & Si, 2017) argues that a Case Study is a series of scientific activities carried out intensively, in detail and in depth about a program, event, and activity, both at the level of individuals, groups of people, institutions, or organizations to obtain in-depth knowledge about the event. In research, case studies are often used in qualitative research (Prihatsanti et al., 2018). In this study using a qualitative approach, namely explaining or dissecting data and information, then relating it to supporting theories and concepts and related discussions. Qualitative research is research that seeks to describe the empirical reality behind the phenomena that occur (Edyanto et al., 2021). Qualitative research aims to gain a shared understanding of social reality from the participants' point of view. The understanding is not predetermined, but rather obtained after analyzing the social reality under study. Qualitative research is descriptive, because the data analyzed are not intended to accept or refute hypotheses (if any), but the results of the analysis are in the form of a picture of the observed symptoms. Qualitative research tends to be developed and used widely. In the social sciences related to social / humanitarian behavior, with various arguments, of course, qualitative research also follows a cycle that begins with problems, followed by questions, notes or notes, and then analysis.

### Data Collection Techniques and Procedures

In this study using several data collection methods as follows:

Observation is the collection of data by observing or directly detecting an object, condition, situation, or behavior that has different symptoms in the subject under study (Harmoko et al., 2022). Observation is done through observations obtained from sensing without the use of any manipulation (Hasanah, n.d.). In this case, it is necessary to integrate with the research location community to get a realistic picture of the implementation of Muhammadiyah Organization Management in Economic Empowerment at Muhammadiyah Solar Mart Management in Gowa Regency.

An interview is a meeting between two people to exchange information and ideas through questions and answers, so that meaning can be built on a particular topic. Interview is a strategy in conducting qualitative data collection (DiCicco-Bloom & Crabtree, 2006). According to (Miles & Huberman, 1994) an interview is a way of informal data collection that can be done at a time and in a context that is considered appropriate to obtain in-depth data and can be done many times depending on the research needs related to the classification found. Through interviews, a person can explain things based on their sentences, how they understand and then interpret things around them to provide answers for the interviewers (Knott et al., 2022). The quality of data collected from interviews depends on the competence of the researcher and the strength of the questions (Roberts, 2020) In this case, conduct interviews with stakeholders listed in the primary data source.

A document is a record of events that have occurred, the document can be in the form of text or images. Document analysis is an approach that is often used in qualitative research (Morgan, 2022). This material can be obtained from the study of data, information and also from the point of view of the attitude of the respondents studied. Documentation is a method used to collect information data in the form of books, notes, documents,

articles, images in the form of reports and the information can be done and collected to support research (Akhmad, 2015).

### **Data Engineering and Analysis**

In this study we used qualitative descriptive analysis techniques. The main and additional data obtained will subsequently be elaborated or elaborated on the symptoms that appear in the research subject. Data analysis techniques are systematic studies and synthesis of data obtained from interviews, field notes, and documents by organizing data into units, synthesizing, compiling into a model, choosing what is important, what is worth learning, and drawing understandable conclusions. for you and for others (Alfansyur & Mariyani, 2020). The data analysis method is part of the analysis process where the data collected is then processed to produce conclusions in decision making (Saragih et al., 2021) The data analysis techniques used in this study are quantitative and statistical. Qualitative data analysis follows a process, namely: First, records create field notes, with entries coded in such a way that the source of the data can always be traced. Second, Collect, classify, rank, aggregate, aggregate and index. Third, reflect by understanding data types, finding and finding patterns or relationships, and drawing general conclusions (Darna & Herlina, 2018).

The data analysis used in this study is as follows the steps:

**Collecting data:** The first thing researchers do is to collect the results of informational interviews and research observations as well as some literature related to the research problem. Data collection is an important part of data analysis activities (Uin & Banjarmasin, 2018)

**Reduce data.** After collecting data, researchers select and organize, categorize, direct, dispose of data that is useless, not in accordance with the direction of the study, and arrange the data in such a way that they can draw conclusions.

**Data presentation** is an organized set of information to help draw research conclusions. In this case the researcher concludes and interprets the data, and the results of interviews obtained in the field are in accordance with the supporting facts and theories.

**The conclusion** is the part of all search results that contains the answer to the problem statement from the search results.

In research using time triangulation techniques because time often affects the reliability of the data. Data collection was done by morning interview techniques, when informants were new, did not have many problems and provided more reliable and valuable data. Therefore, checking the validity of data can be done through testing by means of interviews, observations or other techniques at different times or situations. If the test results produce different data, it will be run multiple times to ensure data integrity.

### **Research Validity and Reliability**

In qualitative research, the main criteria of research results are validity, reliability and objectivity. The ability to demonstrate validity and reliability in a study is an important factor that determines the value of the research (ARSLAN, 2022; SÜRÜCÜ & MASLAKÇI, 2020). Sugiyono (2016) shows that value is the level of accuracy between data collected on a research topic and data that can be reported by researchers. There are two types of search value, internal value and extrinsic value.

Susan Stainback clarified that reliability refers to the consistency or stability of data and inferences. While objectivity refers to how many people agree on a problem (Sugiyono, 2016). In qualitative research, results or data can be declared valid if there is no difference between what the researcher reports and what actually happens to the subject under study.

The authenticity of data according to qualitative research is not small, but depends very much on the physical person, which is formed in a person through the mental processes of each individual of different origin. In qualitative research, data validity testing includes reliability tests (internal validity), transferability tests (external validity), reliability tests (reliability), and verification (objectivity).

### **Credibility Test**

Testing the reliability of qualitative research data takes place in several stages, namely: First, the expansion of observation means that the relationship between researchers and informants will be tighter, the relationship of mutual trust will be more familiar and open, so that no information is lost. Second, increased diligence in research means more careful and continuous observation so that events are recorded accurately and systematically. Cross-checking involves examining data from different sources in different ways and at different times. Fourth, negative case analysis is an analysis that is not appropriate or different from the results of the study in some ways. If no conflicting or different data is found, it may be reliable. Fifth, supporting references to the data found by researchers. Sixth, membership verification is the process of verifying data

obtained by researchers from data providers. The purpose of member monitoring is to find out how matched the data obtained with the data provided by the data provider (Sugiyono, 2016).

#### Portability Test

Transferability is an external value in qualitative research. The assessment shows how closely related the results of the study are to the population in which the sample was taken. This transfer value concerns the possibility of applying or using the results of the study to other situations. In order for the results of the study to be understood by others, the researcher at the time of writing the report must describe it in detail, clearly, systematically, and reliably. Sanafiah Faisal quoted by Sugiyono (2016) stated that if the reader of a research report has a clear picture of the "type" of application of a research result (transferable), then the report must meet the following criteria: on transferability.

#### Trust test

Reliability in qualitative research is called reliability. Research is reliable when others can repeat or stimulate the research process. In qualitative research, reliability testing is carried out by conducting an audit of the entire research process. Researchers must be able to show traces of activity in the field. If a researcher is unable to demonstrate his activities in the field, then the reliability of his research will be questioned.

#### Verification test

Testing authenticity in qualitative research is known as testing research objectivity. Research is said to be objective if the results can be widely accepted. Verification includes verification of research findings relevant to the implementation process. This test is similar to a reliability test. If the results of the research are the results of research conducted, then the research meets the affirmative criteria.

### 3. Results and Discussions

#### **Implementation of Muhammadiyah Organization Management in Empowering Sang Surya Mart**

Activities, fatigue, sacrifice, waqf in Muhammadiyah carried out by Muhammadiyah residents are the implementation of the spirit of Islam. This spirit is a provision for Muhammadiyah residents in welcoming the future in the afterlife. In the life of the nation and state, Muhammadiyah also has certain goals that are none other than to prepare the provisions of the afterlife world by helping the community in many ways, especially establishing public schools, tahfidz special schools, establishing orphanages and establishing businesses called the Surya Mart business as a goal to facilitate the Muhammadiyah economy and as a sharia-based economic former. As explained by the Chairman of the Central Leadership of Muhammadiyah, Haedar Nashir explained that Muhammadiyah citizens must have clear goals in carrying out their lives. Of course, the main goal as a Muslim is to gain the pleasure of Allah SWT. This is the culmination of the purpose of Muslim life, especially for Muhammadiyah residents in Gowa Regency.

According to him, all professions carried out by Muslim humans are tickets to the pleasure of Allah SWT. So in carrying out any position, it must be oriented and move on the flow of pleasure and the grace of Allah SWT. The way to achieve this is done in two ways, namely as a servant whose duty is to worship and the second is as a khalifatullah or representative of Allah SWT on earth to preserve it

In portraying oneself as a servant who is obliged to worship, it is not only to focus on worship, but also to seek fortune. The word Haedar includes two dimensions, namely the dimension of special worship and general worship. Special worship as explained by Allah in His revelations, and the next dimension is the general dimension as the implementation of worldly muamalah such as building schools, hospitals, social institutions and so on.

Then in improving the economy, especially in the bisang business owned by Muhammadiyah which is managed under the name Sang Surya Mart, motivation is needed to encourage a goal. As the results of an interview from the Muhammadiyah management conducted on April 16, 2022. "Muhammadiyah has the motivation for the establishment of Sang Surya Mart is to develop the economy of the people and the Muhammadiyah company itself so that with the profits obtained it can help education, da'wah and social activities both for Muhammadiyah residents and other residents outside the Muhammadiyah company".

From the results of the interview, we can conclude that the Surya Mart was built not only on the person of the management and not specifically his family who founded but the purpose of the establishment of the construction of the solar mart was only for the public benefit of the Islamic community. Muhammadiyah Encourages Economic and Community Empowerment Efforts

In its development, the entire world economy or business organization has been polluted by the capitalist economic system, the socialist economic system, and other economic systems that do not exist. Therefore, we need a universal economic system that feels fair to everyone. And many verses of Allah Almighty command people to do justice. Islam defines justice as "not oppressive and non-oppressive". The economic implication of this value is that economic actors cannot seek personal gain if they harm others or damage nature. Without justice, society will split into many groups. One group will oppress another group, leading to human exploitation. Everyone is looking for a payout greater than their greedy ability. Aware of the very slow economic development, the Muhammadiyah organization tried to shape the economic development of the community, especially the economic development of the Gowa Regent Lempangan village by opening a Sang shop. Surya Mart, one of the branches of Lempangan is located in the village of Lempangan Panciro.

The results of an interview with the management of Sang Surya Mart Muhammadiyah Lempangan, Basri B Mattayang (March 28, 2022); "Muhammadiyah not only focuses on one goal, namely focusing on the field of da'wah but Muhammadiyah also focuses on efforts to improve the economy and empower the community".

The results of interviews with the lempangan community have assessed that Muhammadiyah is active in community empowerment. "In addition to education, health, and social services, Muhammadiyah now focuses on the economy and community empowerment by forming the Community Empowerment Assembly, and the Economic and Entrepreneurship Assembly. One form of Muhammadiyah business that makes it easier for us to meet basic needs is to form a Surya Mart cooperative that sells daily necessities."

In addition, he continued, Muhammadiyah also conducts community empowerment programs for farmers, fishermen, and ranchers by collaborating with local governments, other institutions, and with the Central Government.

Then the results of an interview with the management of Muhammadiyah Basri B. Dg. Mattayang (April 17, 2022), explained the spirit of Muhammadiyah CSOs in economic development with the aim of the welfare of the Islamic community as for the results of the interview as follows: "Muhammadiyah encourages economic movement and community empowerment is nothing but an effort by all of us as Muslims who must pay attention to each other related to life, especially paying attention to the Islamic family economy, in other words Islam is called a religion that tells its people to be prosperous." We are commanded to give zakat, alms, invest, and hajj, all of these we can only do if we are economically able, so with all that the Muhammadiyah Organization was born to build educational facilities and shops called Sang Surya Mart, with the aim and purpose of facilitating the economy of the community".

From the results of the interview above, we can conclude that Muhammadiyah was born not only to prioritize da'wah carried out by Muhammadiyah administrators, but Muhammadiyah also participated in building a business to be a provision in preaching, but not just focusing on preaching and establishing a shop business, but Muhammadiyah also participated in building human resources by building education, health, and social service facilities, Muhammadiyah will further improve its performance.

### **Forms of Economic Empowerment of the Muhammadiyah Community**

Economic empowerment of the Muhammadiyah community is carried out in order to improve the standard of living of the general public. For this reason, a targeted empowerment pattern is needed to provide opportunities for poor groups to plan and implement development programs they have determined. There are several forms of community economic empowerment practices, including the following:

**Strengthening business partnerships:** Community empowerment in the economic sector is mutual strengthening, where the big will only develop if there are small and medium ones, and the small ones will develop if there are large and medium ones. High competitiveness only exists if there is a linkage between the large and the medium and small. Because only with fair production linkage, efficiency will be built. Therefore, through partnerships in the field of capital, partnerships in the production process, partnerships in distribution, each party will be empowered.

**Assistance:** Assistance to the disabled community is necessary and important. The main task of this assistance is to facilitate the learning or reflection process and become a mediator for strengthening partnerships between micro enterprises, small enterprises, and medium enterprises with large businesses.

**Institutional Strengthening:** Economic empowerment in vulnerable communities was initially carried out through an individual approach. This individual approach does not give satisfactory results. Therefore, the approach should be with a group approach. The reason is, capital accumulation will be difficult to achieve among the poor, therefore capital accumulation must be done together in groups or joint efforts. Similarly, to the problem of distribution, it is impossible for the poor to control the distribution of production products and production inputs, individually. Through groups, they can build strength to determine distribution.

### **Differences in governance and utilization of Sang Surya Mart's business results with other stores**

What is special in the management of Sang Surya Mart, the surya mart takes the tagline/BELANJA SAMBIL BERAMAL/Profits that every purchase at the sang surya mart store/will be intended to finance the company's da'wah/support for the poor/and help finance educational institutions/especially Muhammadiyah owned charities/these profits are also used to build small shops that are economically weak/by providing business capital without interest/details of the processing every month Sang Surya Mart releases 2.5% of zakat from business which is handed over to LAZISMU to be managed by its distribution. Likewise, customer change of 100, 200 and others is not returned in the form of candy but asked to be invest so that customers really shop and do charity.

The results of an interview with Abdul Hamid (March 26, 2022) regarding the concept of charity conducted by Toko Sang Surya Mart "Related to what is done by the management/manager of Sang Surya Mart is something that is very useful and in a good way because it invites the general public without forcing alms to pay attention to the lives of people who cannot afford it, with all that I as the surrounding community really pay attention to the surya mart in terms of improving the community's economy through the efforts of Sang Surya Mart, and not only improving the underprivileged economy, but with the efforts of the Surya Mart, the surrounding community also feels young when buying basic necessities".

### **Method of Muhammadiyah Lempangan Branch Leaders in economic empowerment**

Muhammadiyah as a social community movement that is not only engaged in da'wah but Muhammadiyah is also engaged in business by selling and buying mixed goods as a way to facilitate the community in meeting basic needs. The purpose of business formation is as a form of economic improvement in the Muhammadiyah organization. Muhammadiyah wants to further develop and advance the economy of the company in particular and the ummah in general. The main thing is to increase the competitiveness of Muslims in the economic field, which indeed when compared to the economic conditions of other Ummah, is very clear difference.

For this reason, the Economic and Entrepreneurship Council of PP Muhammadiyah must take the right steps to develop and advance the company's economic movement. The steps that the Entrepreneurial Economic Assembly can take are as follows.

The Entrepreneurial Economic Council created a kind of data base of Muhammadiyah merchants throughout Indonesia, complete with their identities and business movements and if necessary, listed the asset categories and turnover of each merchant. This step will certainly make it easier for merchants to establish business relationships with each other. Even with the data base, Muhammadiyah can organizationally connect and connect with other parties both internationally and nationally to cooperate in certain economic fields.

It is enough that MEK's priority in the future is to build a middle-to-bottom economic business, retail. That is by utilizing the advantages of each region or region. Such as Surya Mart or a type of minimarket, whether it is managed by organizations or managed by individuals, or the result of synergy between organizations and individuals in various regions. In this area, Muhammadiyah has great potential. It's just how a particular region or region runs it professionally. If you want to be more professional, the organization must cooperate with local merchants. It could be that the ownership of the business is 100% of the company, it could also be that the ownership is divided according to capital or according to the agreement at the beginning. In the future, MEK may issue a policy that each Muhammadiyah Regional Leader (PDM) must have at least one business unit. It would be even better if the policy was intended at the Branch level (PCM). With these efforts, it is not imaginary that the economic level of Muhammadiyah will be more successful than now.

In order to solve the economic problems of the company and the people, and by looking at the two dominating economic systems, namely capitalist and network, Muhammadiyah should also be engaged in banking. Actually, this effort has been done by Muhammadiyah. But because of the failure, it seems that the company has been traumatized to move in the banking sector. For me, and this attitude should have been shared by the merchants and economic drivers of Muhammadiyah, failed once again. Because that failure can turn into success if later there is an effort to fix it. If it is related to the organization, then what needs to be changed and improved is the system. Indeed, the principle of success should not fall into the same pit. But seeing the turnover of banking money that reaches trillions, why doesn't Muhammadiyah try it again? Today, if it is true that Muhammadiyah wants to expand its wings in banking, it is too late. But it's better late than never.

### **Obstacles and Supporters of Muhammadiyah Branch Leaders in Empowerment of Sang Surya Mart Economy**

Indonesia, which is the fourth most populous country in the world and the majority of the population is Muslim, must certainly be the mecca of the Islamic economy. However, not so many Indonesians are familiar with the existence of Islamic economics because of the conventional economic system that has been in power

in this country for so long. Therefore, it requires the participation of the government and elements of society such as faith-based community organizations and non-governmental organizations that care about Islamic economists and have broad access to information to the public. Because of the many sharia-based institutions, the Muhammadiyah organization also helped build a business called Sang Surya Mart business.

Surya Mart is one of the businesses owned by the Muhammadiyah Organization whose goal is not only to focus on economic development but on the other hand the construction of solar marts can make it easier for people to meet their daily needs

In running a business, of course, all producers want to achieve good and smooth goals. Surya Mart is a business owned by the Muhammadiyah organization engaged in the sale of mixed bars, now the construction of this solar mart certainly has the aim of advancing the company and selling its products. For this reason, a way or activity is needed to be able to introduce its products to the general public, namely by carrying out promotional strategies.

In carrying out these marketing activities, of course, it is influenced by several factors that can support the smooth running of the marketing process, but one side can also hinder. and Sang Surya Mart also has obstacles in economic growth, as for obstacles, namely: Capital is still lacking, management has not been filled by professional people in the field of business and business, customer enthusiasm is still relatively lacking, the building is still very unrepresentative.

The consumer behavior model proposed by the leadership of Muhammadiyah explains that consumer decisions in purchasing in addition to being influenced by consumer characteristics, can be influenced by company stimuli that include products, prices, places and promotions.

In most people, consumer buying behavior is often initiated and influenced by many stimuli (stimuli) from outside themselves, both in the form of marketing stimuli and stimuli from other environments. These stimuli are then processed (processed) within themselves, according to their personal characteristics, before finally making a purchase decision.

In general, the goods provided by Sang Surya Mart have prices that are not high, available in many places, and diverse goods, so that Sang Surya Mart has many rivals with Street Vendors, because in fact the main buyers are the lower middle class who have low purchasing power, the positive impact is also seen in terms of social and economic so that at Sang Surya Mart sometimes the products are smooth and sometimes not. It is said that informal sector businesses are subsistence and the capital used mostly comes from private businesses. However, the sale of Sang Surya Mart goods can be measured by the smoothness of the goods that come out by being influenced by time, as happened before.

Sang Surya Mart's sales turnover can reach 50 million at certain times, for example entering the month of Ramadan or the agenda of Ortom Muhammadiyah activities. However, on weekdays the income of 16 million / month will be divided 60% for the company and 40% will be divided again which is intended for employee salaries, business zakat etc. While currently Sang Surya Mart employees, there are 3 people who are also cadres from the company. There are several obstacles faced by managers at Sang Surya Mart, both facilities and infrastructure that are still inferior to most big brand mini markets.

#### **4. Conclusion**

Based on the results of the research and discussion in the research above, the researcher can conclude in general. Muhammadiyah was born not only to prioritize da'wah carried out by Muhammadiyah administrators, but Muhammadiyah also participated in building Sang Surya Mart's business as a provision in preaching, but not just focused on preaching and establishing a shop business, but Muhammadiyah also participated in building human resources by building education, health, and social service facilities, Muhammadiyah will further improve its performance. Muhammadiyah as a social community movement that is not only engaged in da'wah but Muhammadiyah is also engaged in business by selling and buying mixed goods as a way to facilitate the community in meeting basic needs. The method used by the Muhammadiyah Branch Leader in increasing the solar mart is to make a stock planting model to get capital. The benefits obtained by shareholders are in the form of shopping vouchers. Sang Surya Mart's marketing target is all circles of people in Gowa, especially those close to Sang Surya Mart stores. Sang Surya Mart's main strategy is always to provide convenience to consumers, especially in determining adequate prices. Its marketing strategy integrates with promotional activities that are carried out periodically with various methods according to the type of product and the focus of its target market. Promotions are held by offering easy and economical prices. Benefit cards I "provide discounts and special rewards that affect the product. Shopping is satisfied, the right price "provides convenience shopping to consumers at the right price and attractive Surely". For long-term strategies various programs related to consumer loyalty and community building. From some of the explanations above, the researcher gave advice to the manager of Sang Surya Mart or the administrators of Muhammadiyah, which are

as follows: The Muhammadiyah organization continues to encourage economic movement and community empowerment because, Islam is a religion that tells its people to be prosperous. Especially we as Muslims are commanded to give zakat, alms, invest, and hajj, all of this we can only do if we are economically able, so with the birth of this Muhammadiyah-owned business it will be younger to continue to give alms and further alleviate the needs of the community, because the prices that apply are cheaper than the prices of other stores. The organization of Muhammadiyah will be more useful in the eyes of the community when development continues to be carried out, especially in the fields of development of education, health, and social services, with all that Muhammadiyah will be more and more beneficial for the people of the nation and the State. Further research can delve deeper into how these businesses affect community economic empowerment and whether this approach can be applied on a wider scale in various regions. In addition, it is important to explore more deeply the education, health, and social service development efforts undertaken by Muhammadiyah, as well as their impact on the development of society and the country as a whole. With more comprehensive research, we can better understand Muhammadiyah's role as an agent of social and economic change and ways to improve its contribution to community development in the future.

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