

Irrationality of Rational Action: Religious Practices in the Life of Swallow Nest Farm-ERS

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This paper was focuses on studies that rely on how business people pursue their economic activities which are associated with the belief that what has been achieved does not stand alone. Studies on economic success place more on the factors of hard work, networks, and managerial ability of managers as a determining factor. This study not only complements the previous findings, but also makes religious factors one of the critical success factors. This paper aims to explain the problem of business success, which is not only supported by economic factors, but also religious factors. Through a descriptive-analytical approach, this paper confirms that religiosity has a link between rationality in the practice of raising wallet birds. This activity in passing only involves economic issues, but apparently also closely related to religious issues. In this case, behind a rational business practices, there are behaviours with considered irrational. Based on beliefs that are difficult to reach by the five senses. This paper recommends the importance of a more thorough study of whether the religion of the success of a business or business occupied by someone is in line with the level of faith. This writing perspective is normative economical-theological, so it needs to be complemented with an approach that emphasizes the process of integration between economics and religion taking place in a business practice.

Key words: *Economic activity, rationality, confidence, success, breeders, swallow's nest.*

Introduction

Business success is not only based on economic variables but also on religious variables. Many people believe, as is the case among wallet-nest breeders, that their closeness to God and their obedience to religion have a direct influence on their success in business or business. In the 5 breeders were met, all of them said that trying hard and having good morals were important in the success about business they were involved in. Good / noble character is a business ethic that highly emphasized in Islam. Business ethics practices like this base their operations on noble character or good behaviour (Saifullah, 2011). Business practices shown by breeders of wallet bird's about the factor of belief (religion) plays an important role in achieving business success.

Studies on the relationship of business with success have been carried out by scientists. Departing from these studies, there are three trends regarding the relationship between business and success. First, success in studies is determined by some factors of hard work for the culprit, meaning that it depends on the people who run a business. Studies are tend to be in this category such as those conducted by Gemina, Silaningsih, & Yuningsih, (2016); Septiasari (2017); Effendi Marihot Tua (2010). Second, the success of a business is largely determined by the service quality. In this case, management factors such as studies conducted by Trischler & Lohmann (2018); Morton, Caulfield, & Anable (2016); Asmawati (2018). Third, studies are shown that success was influenced by collaboration between elements involved in a business entity, specifically how to package the occupied business, and how the treatment of a business. The tendency of this studies also shown by Purwanti (2012); Agusri (2014); Halim, Djumilah Hadiwidjojo (2012). From the three trends, it appears that a success is motivated by religious beliefs, which has not been seen as an interesting study. Therefore, this study also focuses on the relationship between business success and belief in religion for the culprit.

This study wants to show that people's beliefs about the influence between religion in the success on business of a bird's nest wallet. Related to studies, this paper was explores any issue that how they explain about success in a religious perspective and why they believe that religion has a direct influence on the success of their business. In line with these two things, three questions were asked, such as: (1) what is the form of business success in the farmer's perspective? (2) What factors are underlying the belief that there is a link between religion and business success? (3) How can success strategies in the breeding business be formulated? These three questions will be answered by sequentially in one of the chapters of this article.

This paper is based on 3 arguments such as the success of a business venture is related to obedience to religious orders. In this case, when the business is more successful, it is also followed by better religious attitudes such as charity, charity, like to help people who cannot

afford, contribute to the construction of mosques, issuing zakat every time the harvest, giving and others. Second, the success of the business is closely related to the suggestion of religion (Islam) especially concerning with command to strive accompanied by good / noble behaviour.

Religion has a direct influence on the success of human Endeavor because religion aims to guide people to the right path to goodness. Therefore, all people believe in religion, if humans want to be safe and happy in the world then soon. Third, the effort made is a media to get closer to God. In this case, the wallet bird business is seen as a medium for farmers to draw closer to their God. The breeders then became diligent in praying, giving thanks, and making zikir for it (for the smooth operation of the swallow).

Literature Review

Religious Ethics

Religious ethics is a concept rooted in the protestant ethics theory put forward by Max Weber. This concept becomes a moral principle for individuals to distinguish right from wrong (Khan, Abbas, Gul, & Raja, 2013). The basic principles of religious ethics are widely used in the academic world, even business. This also makes religious ethics able to offer interaction between subjects, religion, and economy (Singh, 2018), which is a work, as a form of moral obligation that considered by a "traditional conformity value" (Stam, Verbakel, & de Graaf, 2013). Moreover, there are consists on beliefs, intentions, and goals that also realized through the form of one's attitude (Zulfikar, 2012). One form of work ethic and religious ethics is manifested through Islamic Work Ethics / IWE (Hayati & Caniago, 2012; Khan et al., 2013; Kirkbesoglu & Sargut, 2016; Shukri Ahmad & Musa Yusuf Owoyemi, 2012; Zulfikar, 2012) which was introduced by Ali & Al-Owaihah (2008) as a system of religious beliefs. The form of ethics in Islam is inseparable from its sources such as Qur'an and Hadith, which contain detailed rules about human life, such as wealth to be obtained, independence, acts and intentions such as generosity, to work as an integral part and socio-political discourse of humans (Ali & Al-Owaihah, 2008).

Through Islamic Work Ethics, a person who has a close relationship with his God will be consistent with the teachings and religious requirements adopted. A person can also be committed to his organization and be more satisfied with his work (Hayati & Caniago, 2012). This is caused by the Islamic view about work is a form of worship and jihad that can protect a person from their basic needs, such as faith, lust, knowledge, ancestry, and wealth. So, with Islamic principles, work is not a form that purely solely pursues economic motives, but as a form of virtue that must be undertaken by its individuals (Kamaluddin, 2010). Islamic Work Ethics, really useful as a framework for someone in running a business or work. A person can be more productive by staying religious because he relies on his religious principles. This is

distinguishes between Islamic Work Ethics and Protestant Ethics. IWE is based on the concept of monotheism, khilafah, and 'adl, while protestant ethics is not the case (Kamaluddin, 2010).

Business Ethics

Business Ethics is a term that consists for business and economic ethics, which has a comprehensive and growing meaning on the effects of globalization, where the influence covers to economic and ethical perspective (Enderle, 2018). Ethics itself, has a long tradition in an institution or institution, where ethics are able to treat one another (Greenwood and Freeman, 2018). So, ethics in business can be aimed to improve the quality in an organization towards decision making at the micro, meso, and macro level, when an organization is faced with complex problems (Enderle, 2018). Correspondingly, Islam (2019) was explained in a psychological perspective at the micro level, ethics functions in human needs which he calls "intra-psychic" and makes humans feel deeply. Meanwhile, at the macro level, ethics functions in social structures and legal codes in life where decisions are not only taken by individuals, but also groups. This level, ethics are plays an important role in a collectivity, as also explained by Enderle (2018) that business ethics is able to create social cohesion from the local to global level.

Although business ethics has been widely used in an organization, Enderle (2018) sees the need for improvement in the principles of business ethics. Through innovations related to the creation of natural capital and to the level of system that is able to encourage the creation of environmental regulations. Some ideas can create for economic, human, social capital with honest business behavior, and improvement on the concept of public goods. In addition, Boda (2016) also see the weak form of business ethics through the opinion of philosopher Luk Bouckaert who discovered the paradox of management ethics, where existing ethics get rid of moral feelings such as trust, responsibility and democracy by producing "opportunistic" behavior through economic calculations. Then, the release or moral exclusion is called Boda (2016) allows people in the organization to take action transgression. According to Boda, the world is full of environmentally unfriendly conditions, including in a corporate environment full of abuse of power. This fact can confirms that corporations can become a threat in livelihoods.

Spiritual Company

A religion based on company is defined as a company founded by a faith-based organization, or a company where a faith-based CEO seeks to realize religious values and ethics in their management (Myung-soo, 2014). Correspondingly, Nelson (2019) defined that a religious company as taking religious identity to be internalized into large and small businesses, while

at the same time conducting corporate affairs in accordance with religious principles (Nelson, 2019). Trust and desire to "serve" God will bring people in the company and to form companies that are oriented to the religious teachings of the creator (Ahdar, 2016). Religious-based companies reflect religious principles such as stewardship, a sense of togetherness besides virtue and love in their management ethics (Myun-soo, 2014). On the other hand, Myun-soo (2014) also mentioned the problems faced by religious-based companies when corporate religion is subject to restrictions, boycotted by several stakeholders-religious and non-religious-to the cause of social criticism.

Despite the adoption of religious values, companies also continue to face the same serious problems as non-religious companies, such as trade union strikes and customer criticism (Myun-soo, 2014). In America, there are a series of cases where employees claim that the company has a religion with imposed unreasonably (Nelson, 2019). In addition, regional variations in religiosity and religious denominations that are prevalent in the state of the United States. Some companies are headquartered-are associated with the level and structure of the executive economy (Čornanič et al., 2018). In this case, premiums for Catholic workers and discounts for Protestant workers have an impact on adherence to different social values that have implications for the quality of compliance with corporate governance and managerial entrenchment. In America, there is the right of religious-based companies to discriminate against employees who are not religious because of freedom of association of jurisprudence (Bedi, 2015). Meanwhile, studies at Roemi Muhammadiyah Hospital in Semarang, Indonesia, shown that Islamic values such as fatanah, amanah, siddiq, and tabligh, which are practiced in leadership functions as models, path finders, aligners, and empowerment (Raharjani and Mas' ud, 2017).

Methodology

This research is a qualitative study conducted in Bone Regency of South Sulawesi in 2018-2019. Swiftlet nest breeders in Bone Regency in 2018 were 98, while in 2019 there were 17 additional swiftlet nests for one year based on information from Andi Muksin, one of the Bone Regency Dispenda Employees. Swallow nest breeders in Bone Regency are divided into three clusters / levels, such as, First: Small Business for those who earn a maximum of Rp. 35,000,000 (thirty-five million rupiah) every three months, such as H. Hattas. Second: Medium-sized businesses that earn Rp. 36,000,000.-(thirty-six million rupiah) up to Rp. 75,000. 000,-(seventy million), including those in this cluster H. Katang. Whereas Third; business of remembering above, such as those who earn Rp.76,000,000 (seventy-six million rupiah) and above, such as H. Bustan, H. Janabe, H. Muh. Gafir and Hj. Knight. The number of birds' nests in 2019 is 115 cages. On average, middle to upper income earners, they have more than one swallow's nest, even for the upper cluster there are up to five swiftlets, such as H. Bustan. Whereas, those who have a swallow's nest are only small business clusters. In

general, they build swiftlet nests on their own homes. However, there is also a swallow bird's nest built far from the settlement. In the beginning, as experienced by H. Janabe swallow's nest was made above his own house, but after succeeding he left his house, making a new home. Likewise, after succeeding in his business, the re is expanded about business by making swallow nests in other places far from settlements (interview, 15 March 2020).

This paper used data by as material of analysis were obtained through observation, interviews, and literature study. Observations were made and focused on the business practices of the bird breeder wallet. Likewise, observations are made of daily religious activities carried out. The interview was conducted with the perpetrators (breeders) who had been in the business. The informants (breeders) are chosen based on the reason that they have sufficient knowledge and experience traces so far, including the time period to pursue their efforts. The information needed is information about how to pursue a business, including the success obtained so far. As information or supporting data, a literature study was conducted to find similar studies in order to strengthen field findings.

Data have been obtained with grouped according to their tendencies to facilitate analysis. The next step is to carry out data reduction by making abstractions about the mindset on religious life of the swiftlet nest farmers including before and after breeding swiftlet nests in Bone Regency. Next, the writer makes an interpretation of the data then is written down.

Results

Form of Business Success in the Perspective of the Wallet Bird's Nest Wallet

According to H. Hatas representing that small or lower level cluster businesses, he admitted that he could only earn Rp. 33,000,000 (thirty-three million rupiah) per quarter, if you want it averaged, you can only get a wallet bird's nest on average Rp. 11,000,000 (eleven million rupiah) per month. Because the business is only about three years old (interview in Bone, March 16, 2020). According to H. H in 2018, the price of Rp. 16,000,000 (sixteen million) per 1 kg, in 2019 the price is Rp. 14,000,000.-(fourteen million rupiahs) sometimes underneath it, he carried out the swallow's nest harvest not every month. However, it is faithfully quarterly (three months), why is the harvest done every quarterly because if every month we go up in a cage taking a swallow's nest. It looks like swallows also feel disturbed, especially if there are new hatches and could be new ones hatch it if the big child will move and look for another place. Furthermore, H. Katang said that when we talk about the volume of grams of swallow's nest, indeed every month or every quarter there is an increase. However, if we talk about income it is difficult to predict because the price of swallow's nest fluctuates, indeed, if you want to be income bounded, it can reach Rp. 25,000,000 (twenty five million rupiah) only. (interview in Bone, March 17, 2020). While, the top-level cluster business was represented by H. Bustan said that his swallow business could reach Rp.

125,000,000 (one hundred twenty-five million rupiah) per quarter or even more because there are five buildings / cages of swallow nests he has (interview in Bone, March 18, 2020).

H. Hattas revealed that he only had 1 bird's nest building that was successful even though it had not been maximized, and only planned to build it again. According to him, the temporary swallow's nest building is estimated to cost around Rp. 200,000,000,-(two hundred million rupiahs), even the building is very simple compared to the building of someone else's bird's nest business (interview in Bone, March 16, 2020).

According to H. Katang, there are 3 buildings of swallow nests, two of which have succeeded, although not yet fully maximized and one that has just begun to enter swifties. Then, some also have begun to nest, but have never been harvested (interview in Bone, 17 March 2020). Whereas H. Bustan already has 5 swiftlet nests, but 2 of them share the results with others, because other people have a location. H. Bustan has the capital to build swiftlet nests, so the results are shared according to the agreement. Before succeeding, a joint agreement was made to avoid undesirable things (interview in Bone, 18 March 2020).

According to H. Gafir, said that humans should not stand idly by, humans must try, while people try not necessarily succeed, especially if there is no effort. Furthermore, Gafir, the swallow's nest business is a promising business for the future because we only spend capital once, only when we build a swallow's nest building. After the swallow building is completed, it means that we have tried and endeavored to the maximum, then we live to rely on God Almighty. Because the swallow is not fed every day as in the case with other livestock, such as geese and chickens. After he pursued the swiftlet nest business, not only did the swallow bird building grow, but also the number of dwellings, as well as cars, including several land lots that had been purchased (interview in Bone, March 19, 2020).

H. Katang said that the swallow's nest business is a business that can be said to be reasonable and does not make sense. Said to not make sense because swallow we never hold directly and cannot be directed to enter the cage. Because swallow is a loose bird, we only make predictions how to get in and nest in the built sound. It said to make sense because there are results that are harvested. Furthermore H. Katang that after pursuing the swallow's nest business not only increased the swallow's nest building including cars, which used to be only one but now there are 3 cars, one for himself, one for his wife, and one for his child. H. Katang is in accordance with his recognition that he only has one child and is already married (interview in Bone, 17 March 2020).

H. Hattas said that the swallow's nest business is a business that makes us closer to God, because the bird is a loose bird. Therefore, we must pray more to the creator by drawing closer to God because we have built the building. Apparently according to Hattas, if we try to

draw closer to God with much gratitude, God will add His blessing. Especially, if you always put your trust in God, Allah will find a way out and provide adequacy to his servants. After he pursued the swallow's nest businessman, the assets / other items increased from the swallow's nest livestock, had bought a 40-acre paddy field and bought two female cows. By buying a plot of rice by working on it himself, he no longer buys rice for his daily needs with his family. Likewise, cow that I bought after being kept as well as possible for a few months and both cows had given birth, so he already has 4 cows (interview in Bone, March 16, 2020).

H. Janabe said that with the swallow's nest business, it could be used to finance his children for educational expenses including himself. Because H. Janabe recently also completed the Postgraduate program in Pascasarajana at IAIN Bone using costs from the swallow's nest. Likewise, being able to build a house and buy a car at a price that immediately repaid. Any business of the swallow's nest, he had time to make the pilgrimage Plus along with his family (interview in Bone, 15 March 2020).

H. Gafir stated that the swallow's nest business is not only seen in terms of its economy. However, with the swallow's nest business is very helpful to educate his family. Because with this business can pay for their children to continue their education to a higher level. Likewise, cars and homes are added to the blessings of the swallow's nest business. In fact, not only that, he can perform Umrah worship and help people who need help, especially those who are not able to, because it turns out people who like to give alms, Allah who facilitates and maintains his good servant (interview in Bone, March 19, 2020).

According to the swallow's nest business, Hj. Satria is very helpful for her children's education costs, not only the cost of education but also includes being able to buy a car and build a new bird's nest building. Likewise, being able to carry out the Hajj Plus in 2019 together with her husband using PT. Restindo for the blessings of the swallow's nest business. First, I was invited to perform the pilgrimage by the Main Director of PT. Restindo (H. Muh. Aras Genda), I am also doubtful and full of doubts. Because if the regular Hajj in Bone registry could only depart ten years after registering prospective pilgrims.

However, persuasion and explanation from H.Muh Aras Genda said that if the pilgrimage does not go (in 2019) all the money is returned and we will make a mutual agreement first, then sign it. After the neighbors listened to the information I wanted to do the Hajj plus and would depart that year, they lacked confidence because four months before my new departure registered. There was a neighbor who came to my house giving advice by saying be careful because now. There are many con artists, but I only said that if I was called by God to go to Hajj this year, I would have to go with my husband. Even though, there were still doubts but there was an agreement became my grip (Interview in Bone, 20 March 2020).

A form of business success in the perspective of wallet nest breeders, at least reflected in the exposure of H. Bustan (37 years). He said that a successful business is when finance is able to increase. However, there is also offset by the increasing nominal amount of alms. Alms which used to only reach relatives, neighbors, and needy in the form of nominal money. It can reach out to religious activities through the contribution of facilities and infrastructures, as well as sacrifice and other social activities (Interview, Bone 14 August 2018). Similar to what was conveyed by H. Bustan, that Muh. Aziz (45 years) said the additional income is a form of business success. This can certainly be used as a basis, because the wallet's own bird's nest business requires a long period of time to reap material results. Any effort for perseverance and strengthened on a religious basis, sustenance can be obtained from the bird's nest wallet business.

Correspondingly, the success of a business can be seen by the interrelationship between the strength of religion and business or endeavor by an entrepreneur. According to H. Hattas (61 years), success is when the business gets religious interference through its God. It can be obtained through prayer as a strong belief in religious beliefs, which is accompanied by other worship; pray and read Qur'an. So, Allah can protect the business from bankruptcy. Success of the business, a wallet bird business according to Aziz no longer need much food. But, any prepare the place, temperature, humidity to control the building. For this reason, Hattas as an entrepreneur said the importance of a religious foundation, which he saw as an indicator of business success. However, this cannot be released with the efforts of a businessman, according to Aziz, people need to try and work hard, so Allah will give lower grace.

Factors Underlying the Belief in the Relationship between Religion and Business Success in the Perspective of Wallet Nest Breeders

A factor underlying the relationship between religion and wallet bird nest business, which is the trust of farmers with Islamic guidance. This can be founded in the Qur'an regarding any advice for endeavors. Clearly, an explanation of this is founded in QS. Al-Israa verse 19 as follows:

Translation:

"And whoever desires afterlife and endeavors that direction in earnest while he is a believer, they are those whose business is well rewarded."

This, also becomes a foothold for someone to run a business. An existing belief cannot be separated from influence between the community in encouraging someone and practice religious teachings. Religion and business are two interrelated things. Before owning a business, a dzikir was not as much as when he had a bird wallet business. Likewise with his

attitude, which was sometimes not sincere, now sincere without being asked with the intention solely because of God. H. Janabe said:

I believe that with sincere intentions the business will be smooth, abundant fortune, wealth becomes halal, and full of blessings. Even with sincere intentions, trying to swallow bird's nest business can change the nature of vengeful to become pemaah, the stingy to be generous, from emotions to patience, jealousy to mutual respect. So, some families feel harmonious and worship becomes smooth, as is the case with dzikir (Interview, Bone 7 August 2018).

In addition to guidance that encourages a servant to endeavor, Islam also asks adherents to have good morals. Precious behavior is to behave according to Islamic guidance. For example, someone is forbidden to have bad attitudes such as jealousy, jealousy, stingy, and others. In Islamic teachings, it is the right attitude with highly emphasized to be manifested in all aspects of life, including in business or business. The attitude in question, for example, is perfect worship, charity, and diligence in giving alms, as well as various other good behavior. The findings of these good attitudes, their justification can be found in Islam. Associated with the relationship between behavior or noble character with success in the business world, one of the breeders of bird's nest wallet stated:

"Angry and vengeful attitude is very influential on the success of swiftlet because the provision comes from purity of heart, righteous deeds. If you have the nature of envy, jealousy, revenge, prejudice, then the fortune will be far away. Swallow is a very sensitive bird whose name is even swallow bugis saying "manu-manu walli". Means it doesn't feel comfortable in buildings when there are bad things like envy, envy, if a household is always in conflict it affects the development of its nest "(Interview, Hj. Aisyah, Bone 17 August 2018).

The same thing was also expressed by H. Muh. Gafir (49), another Burng wallet nest trader, revealed his experience while working on this breeding business. According to him:

"Raising a bird's nest wallet must have a clean heart. If they filled with emotions, revenge, jealousy, envy, and prejudice, the number of nest productivity and wallet bird populations will increasingly decline "(Interview, Bone, July 17, 2018).

What was revealed by the informant above shown that there is a close relationship between religious guidance and behavior in pursuing the profession as a breeder. They believed that his profession is part of worship, so in carrying out it even the day must always be far from bad behavior. Between religious guidance and attitude or behavior have a mutually supportive relationship. Religious guidance becomes the foundation of breeders in pursuing their profession in the hope that success will always be given through these efforts.

A More Successful Business Strategy

Bird's nest wallet has several ways to achieve the success of their business. First, maintained attitudes and behavior in the family. Breeding swallow's nests we must avoid commotion in the household, we must get along well and peacefully, not only in the household, but including neighbors. There must be no hatred, let alone hate, envy, and prejudice against others. This understanding is the basis for supporting the success for business. One informant, a breeder of a bird's nest wallet, stated:

"Swallow birds are nicknamed manu-manu walli meaning that sensitive birds, that are good at reading situations. So, they do not survive when there is a fight between husband and wife, parents-in-law, their children in conflicting family conditions. It bad thinking has an impact on the development of swallows, so the amount of productivity for nest and bird population is increasingly, then decreasing "(Interview, Bone 17 July 2018).

Second, get closer to God. This is through religious practices such as reading verses of Qur'an and reproducing the remembrance. With the practice of religious teachings, swiftlet nest breeders also have an influence on changes in breeders' attitudes both related to worship and behavior. This is as expressed by Hj. Satria that:

"Every night I read Surah al-Waqiah, Surah Yasin, and al-Mulk and read the morning and evening recitation. According to him, diligently reading the Qur'an, it is believed that Allah always adds wealth, the soul becomes peaceful and even the practice will facilitate sustenance, because fortune is not only a treasure from swallow's nest income, but includes all of God's gifts. There are forms such as age, health, safety, tranquility, peace, compassion among relatives, neighbors, and peace of heart all including the provision of God "(Interview, Bone 17 June 2018).

Third, it was build good relationships with others, so any good relations with fellow human beings such as family harmony. A good relationship will have a good impact on the business. Such belief was expressed by an informant named by H. Muh. Endorse that:

"Breeding swallow bird nests must have a clean heart to make the residents of the house get along better, harmoniously, arising affection between fellow humans and a gentle attitude between people, creating happiness. We must do good because it has an impact on the development of the bird's nest wallet business"(Interview, 17 July 2018).

Peace in the family and social environment is believed to have an influence on the wallet itself, which basically does not have an owner like a pet bird.

The above description provides that an explanation about practice of Islamic teachings has an influence on changes in the attitude of farmers. The realization of good personal / individual and family and harmonious social relations are considered to support the success of the business. This has become a strong impetus from the breeders to be able to unite rationality, which is based more on the problem of economic fulfillment, with religious that relies more on Islamic teachings. In summary, the informant's statement above can be concluded that by (1) practicing Islamic teachings seriously (endeavor) and followed by hard work will give maximum results and get closer to God.

Discussion

The Success of a Business Venture is Related to Obedience to Religious Orders

Observing attitudes of the swallow's nest business players in Bone Regency, South Sulawesi Province, there is a tendency that indicates the involvement of other elements in the success of the occupied businesses. The success of business people is not only due to venture capital, but also the influence of religion. In this case, in pursuing their business, they are inseparable from reality as adherents of Islam. Islam is not only used as a basis for belief and fulfill all forms of worship mahdah, but also always associated with the problems of worldly life. There is a belief between them that through the practice of Islam, will have an impact on the success of other activities such as swallow bird nest business practices. In the practice of life, they practice Islam as a whole so any motivation to do business, which is also always high. Thus, the relationship is built is not single, so it is not only related to his nature as a servant and he must worship God, but the inspiration of Islam into all activities undertaken.

The success can achieved in a tangible form of obedience in carrying out the commands of religion (Islam). In the case of alms for example, besides giving alms is a religious guidance, it is also a medium for building good relations with others. The belief that more charity, which is obtained becomes the main basis in pursuing business. Charity does indeed reduce property, but basically it actually increases the wealth owned. The combination of Islamic teachings with the spirit of doing business is an important force in realizing business success. In this case, the influence of religion is very strong and becomes the foundation of activity. Pray, which is a part of religious guidance combined with endeavor / effort, so a birth of life practices based on religious values.

The success of a business is not only seen from the economic achievements, but can also be seen from religious aspects. Religious attitude and trying not to stand alone because both are united in one activity. Business or occupied is believed to be part of worship. Likewise, the pursued effort is a medium to draw closer to God who needs balance in everything. Religion (Islam) itself strongly recommends finding two form of happiness; the world and the hereafter. In addition to looking for financial profits, business people seek profit hereafter, so

as to create a balance between the world and the hereafter in business practices. Various religious behaviors such as zakat, alms, prayer, and other worship become part of the business so that the spirit of religion can also be found in business practices.

A Success for Business is Closely Related to the Suggestion of Religion (Islam) Especially Concerning the Command to Strive Hard and Noble Character

Islam, in addition to teaching its people to always be noble and to avoid deeds, which is also encouraged to work hard. Through hard work, any effort will get maximum results, means that some results are very dependent on the process in this case the effort is carried out. Islam teaches mankind to strive to change their lives. This is a command from Allah in the Qur'an, as He said "Surely Allah will not change the fate of a people, so they will change it" (Surah al-Rad: 11). This verse in passing, gives an explanation that the 'fate' of human beings is very dependent on their own efforts. Raising a bird's nest wallet is one of the instruments in changing that fate. However, this effort must be followed by hard work as one of its main tools.

In addition to hard work, in the Qur'an there is also a suggestion to try hard, as stated in the QS. Al-Insyiqaq [84]: 6 "People, verily you have worked earnestly towards your God, then surely you will meet Him". Religious advice provides opportunities for humans (breeders) to not only carry out their routines, but also increase their confidence in the success of businesses that are occupied and getting quality. An affirmation of the verse also shown that there is an influence of religious teachings to encourage humans and to improve their quality and standard of living, through serious efforts. So, religious teachings can provide motivation and encouragement to humanity and to achieve it, especially in economic progress.

Business (Raising) as a Media Draws Closer to God

Various efforts made by humans have a variety of motives. As religious people, belief in religious teachings as a guide and must be carried out is an obligation. Religion is used as the main support for followers of religion in acting, including in carrying out worship and worldly activities. The commands in religion (Islam) are very clear, for example about worship. Every worship will get a reply from God. Likewise in matters of world affairs, for example, trying to find a good (halal) income. Islam strongly emphasizes this, even in the QS. Al Jumu'ah: 9-10: "You who believe, when called upon to perform Friday prayers, then hasten to the remembrance of Allah and leave the buying and selling. That's better for you if you know. When the prayer has been performed, then you will scatter on the face of the earth; and seek the gift of God and remember God a lot, so you are lucky. " This verse are confirms that scattered on the face of earth and looking for gifts refers to trading / economic

activities. However, trading in question is carried out after the Friday prayers, means that between ritual worship and some effort to go hand in hand.

The explanation above shown that for people who believe, worship cannot be separated from other activities, especially those concerning meeting economic needs. Bird nest wallet breeders in carrying out business activities in addition to referring and guidance of religion, also rely on these activities on its position as a human being who must also establish relationships with other humans. The Islamic spirit is a foundation of business. Islamic values become the soul of the business, so business becomes a medium of worship. This reinforces his belief that religion cannot be separated from any activity. In fact, the success of one effort is supported by the 'intervention' of Islam in the process. Such beliefs manifest in many ways, other than in the hearts of farmers. The real form that can be seen is the change in religious attitudes and behavior in dealing with others.

As a means to get closer to God, the effort to raise a bird's nest wallet occupies an important position among them. Bird wallet is not breed like raising animals in general. The ownership of a wallet bird is also unclear. Because, the birds can fly are not owned by a clear owner. This obscurity of ownership also impacts on the strength of their belief that a wallet bird when visiting a nest (place) is a fortune . So, it cannot be predicted when and how it will come. Basically, this belief has a justification in the Qur'an, in this case related to the quality of one's piety. God's promises in the Qur'an regarding those who believe, for example, it is clearly stated that those who fear Allah, will be given a solution to the problem and will be given sustenance that comes unexpectedly. The beliefs are exist in themselves that cannot be separated from the practice of this Islamic teaching. Farmers believe that the better of worship, the more successful for business, which is run. This is also relevant to the explanation of QS. al-Hadid: 11, that "Whoever wants to lend to God a good loan, Allah will multiply (repay) the loan for him, and he will get a lot of reward".

The above description confirms that raising a bird's nest wallet is a medium in which there is an attempt to unify rationality (economy) with religious). The rationality of farmers is closely related to the effort done seriously, while religious is related to the practice of teachings, such integrated into their business practices. Moreover, the business of bird's nest wallet is not merely an activity that aims to look for material benefits, but also looks for non-material benefits, such as success in which there is religious involvement. The success he achieved was a form of 'appreciation' for God. Because business practices are not always only relied on interests and achievements of economic aspects, but also the practice of Islamic teachings correctly.

Conclusion

Economic activity is an effort made to meet needs at the same time. Economic practices such as those agreed by Nest Bird breeders shown that the relationship between belief and business success. Breeding practices have been more difficult to position are only part of economic activities, but a very strong relationship with the practice of Islam. Confidence in the success agreed not only through one effort, in this case hard work, but also received support from religion. Islam also provides a strong foundation for the economic practice of society with his belief in the religion that is adopted.

Various studios proved that success are more determined by the hard work of culprit, which are they only based on the raciality for a business. This paper also discovers more something broader than existing studies. The success of a business is not only caused by factors of hard work, but also supported by religious factors. Business people in pursuing their business always rely on their activities in the teachings of religion. Islam, which became a religion, made an important contribution to the success achieved. Wallet bird's nest breeders in carrying out their business combines rationality and religiosity, so their business style is very thick with religious practices that are more irrational in character.

Although, this paper shown findings that any different from previous studies, but there is still something that needs to be discussed by further researchers. This paper has not fully examined with the process of religious settlement in an effort to facilitate the preparation of understanding factors that wrong support. The perspective also used by course that has provided a strong foundation for discussion by using more complex multi-disciplines. Therefore, in the future it is necessary to focus on the discussion of any study requested while still combining sociological perspectives with religious views, so it can produce more objective studies.

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