



# Pesantren and The Potency of Creative Economics

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This study aims to see the development of research on the topic of "Pesantren and Creative Economic" and research plans that can be carried out based on journals published on the theme. This research uses a qualitative method with a bibliometric analysis approach. The data used is secondary data with the theme "Pesantren and Creative Economic" which comes from the Dimension database with a total of 44 journal articles. Then, the data is processed and analyzed using the VosViewer application with the aim of knowing the bibliometric map of research development "Pesantren and Creative Economic" in the world. The results of the study found that there were 5 clusters with the most used words being school, student, activity, program, field, economy, and trainin. Then, the topics of research paths related to Pesantren and Creative Economic are Creative Economic Innovation in Pesantren, Pesantren support halal tourism, Creative leadership style in pesantren, The role of Kyai in Pesantren Economic, and Creative product development by santri.

**OPEN ACCESS**      **Keywords: Pesantren; Creative Economy; Research Map; Bibliometric**

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## INTRODUCTION

Pondok pesantren, refers to traditional Islamic boarding schools in Indonesia. These institutions function as places of education where students, known as santri, live and study Islamic teachings under the guidance of a religious leader called kiai. The term "pesantren" is derived from "santri," denoting a place for students, while "pondok" translates to hut or dormitory, emphasizing the communal living aspect of these schools (Assa'idi, 2021; Setiawan et al., 2016). Historically, pesantren have evolved from earlier madrasas, which were essentially day schools focused on religious education. Over time, pesantren have integrated religious and general education into their curriculum, adapting to modern educational needs while maintaining their core Islamic teachings (Assa'idi, 2021; Nurkhin et al., 2024). Pesantren play an important role in shaping the cultural and religious identity of Indonesian Muslims, acting as centers of education and community development (Hakim, 2023; Ningsih et al., 2023).

However, today pesantren do not only focus on religious education but also contribute to the local economy through various initiatives aimed at community empowerment and economic independence. Many pesantren are involved in entrepreneurial ventures that include agricultural production, handicrafts, and small-scale industries. These activities provide income for the school and create employment opportunities for the local community. Research from Widiati & Hidayat (2023) and Devid (2024) states, pesantren have developed businesses in sectors such as agriculture and trade, utilizing their physical assets such as land and buildings to generate income.

In addition, pesantren serve as community development centers by empowering the local population through training and employment opportunities. This empowerment helps reduce poverty and unemployment in the surrounding areas. By fostering skills among students and community members, pesantren contribute to the overall economic resilience of their region (Devid, 2024; Mi'raj et al., 2023). This explains that pesantren can act as a catalyst for economic growth by motivating entrepreneurship among students and community members (Agusti et al., 2019; Shubhi et al., 2024). On the other hand, by establishing self-managed business units, pesantren reduce their dependence on external sources of funding. This shift towards self-reliance helps ensure the sustainability of educational programs while promoting

economic independence within the community. The development of these business units often involves collaboration between students and local entrepreneurs, which facilitates knowledge transfer and skills development (Nasution et al., 2024; Shubhi et al., 2024).

Furthermore, the importance of the role of pesantren in the economic aspect makes pesantren increasingly develop their economic independence, especially in the creative economy. The creative economy in the pesantren environment is a multifaceted development that combines religious education with entrepreneurial skills, which fosters economic empowerment and character building among santri. This approach is increasingly relevant in the context of the digital age and the need for skilled human resources. The development of a creative economy within pesantren is also crucial for several reasons, including enhancing students' entrepreneurial skills, fostering economic independence, and aligning educational practices with contemporary economic demands as well as contributing to the broader socioeconomic landscape.

The creative economy model also emphasizes community empowerment through skills development and resource utilization. Pesantren can act as a catalyst for local economic growth by providing training and support for entrepreneurship within their communities. By fostering partnerships with local businesses and organizations, pesantren can create a supportive ecosystem that encourages innovation and collaboration (Asri, 2022; Ulum & Perdana, 2022). This community-oriented approach increases the impact of education beyond the classroom, contributing to broader social welfare.

Therefore, it is important to see the extent of the current development of *Pesantren and Creative Economy* through research, and one method that can be used to see the development of research is bibliometrics using VosViewer. The method is able to create and display author journal maps and research paths based on co-citation data or keyword maps based on co-incidence data.

Some of the studies that examined related to *Pesantren and Creative Economic* are Nuraini (2022) reviewed the literature on pesantren and entrepreneurship by examining research trends and future directions. This research explains that the implementation of entrepreneurship education requires an appropriate ecosystem, and one of the institutions that can implement this education for students is pesantren. This study concluded four research clusters, namely Pesantren Entrepreneurship Education and

Curriculum, Pesantren Entrepreneurship Model, Research Methods on Pesantren and Entrepreneurship, and Pesantren and Community Development.

Al Hasyim (2019) studied the development of the creative industry in Tebuireng Islamic boarding school. This research explains, Film, short films, and animation are one of the subsectors in the creative industry which is considered important for the development of Indonesia's creative economy. Islamic boarding schools have the opportunity to be involved in it. Kopi Ireng (Tebuireng Photography Community) inspired Tebuireng students to establish a production house, namely Maksi (Tebuireng Production House). Kopi Ireng has won many competitions while Maksi has produced two films, Binar and Sakinah. Both Kopi Ireng and Maksi are efforts to regenerate the progress of the film industry in Indonesia, especially in pesantren. Both Kopi Ireng and Maksi believe that movies are a way to spread da'wah and authentic Indonesian culture in the era of the industrial revolution 4.0.

Bawono (2018) examined how pesantren influence creative economic development in the community, focusing on traditional values, technological resources, and the role of ustadz and kyai. The study, conducted in Java and Yogyakarta, found that these factors have a positive and significant impact on the creative economy of pesantren, so it needs to be studied further. Hannan (2019) explored the economic development of pesantren, particularly in Pamekasan, Madura, by analyzing santripreneurship rooted in local wisdom. This research highlights various creative economic activities, such as batik crafts and sharia-based initiatives, which aim to increase economic independence and sustainability within the Miftahul Ulum pesantren.

Zayanie et al (2019) examined the role of the Bank Wakaf Mikro (BWM) in empowering the creative economy in Pesantren Buntet, highlighting its positive impact on the local community's access to microfinance. The research findings show that although BWM has facilitated economic opportunities, there is still a need for increased funding and product variety to better meet customer demand. Malik et al (2019) analyzed the innovative and creative behavior of pesantren communities on Lombok Island, aiming to increase their participation in the economic and business sectors. The research highlighted their response to social change and the need for ideal economic patterns.

This research was conducted to complement existing research and fill the void of previous research and to expand the literature related to *Pesantren and*

*Creative Economic* through the research path. Specifically, the purpose of this research is to see the development of "*Pesantren and Creative Economic*" research published by journals with this theme and see future research opportunities by formulating a research agenda.

## METHOD

In this study, various scientific journal publications related to the theme "*Pesantren and Creative Economic*" around the world were used as data sources. Data is collected by searching for journal publications indexed in the Dimension database using the keywords "*Pesantren and Creative Economic*". After that, scientific articles or journals that are relevant to the research theme will be selected based on the publication data that has been collected. Journals equipped with DOI are the criteria in the screening process and data processing using software. There are 44 journal articles published from within the research theme "*Pesantren and Creative Economic*". The development of publication trends related to the research topic was analyzed using VOSviewer software, which can generate bibliometric maps and allow for more detailed analysis.

In order to build the map, VOSviewer uses the abbreviation VOS which refers to Visualizing Similarity. In previous studies, the VOS mapping technique has been used to obtain bibliometric visualizations which are then analyzed. Furthermore, VOSviewer is able to create and display author journal maps based on co-citation data or keyword maps based on co-incidence data. Therefore, this research will analyze journal maps related to "*Pesantren and Creative Economic*", including author maps, and keywords which are then analyzed for research paths that can be carried out in the future through clusters on *keyword mapping*.

This research uses a descriptive qualitative approach with meta-analysis and descriptive statistical literature study based on 44 journal publications that discuss the theme of "*Pesantren and Creative Economic*". Meta-analysis is a method that integrates previous research related to a particular topic to evaluate the results of existing studies. Furthermore, the qualitative method used in this research is also referred to as a constructive method, where the data collected in the research process will be constructed into themes that are easier to understand and meaningful. The sampling technique used in this research is purposive non-probability sampling method, which aims to fulfill certain information in accordance with the desired research objectives.

Bibliometric analysis is widely applied in studies in various scientific fields. In the field of economics, for example, bibliometric studies can be seen in [Laila et al., \(2021\)](#), [As-Salaḥiyah et al., \(2021\)](#), [Nasution et al., \(2022\)](#), and [Puspita \(2023\)](#). Meanwhile in the field of management, studies using a bibliometric approach can be found in [Antonio et al., \(2020\)](#), [Al-Qital et al., \(2022\)](#), [Ula & Devi \(2021\)](#), and [As-Salaḥiyah et al., \(2023\)](#). As for the legal field, the application of bibliometric studies can be seen in studies conducted by [Antonio et al., \(2021\)](#), [Fitria et al., \(2022\)](#), and [Maulida & Ali \(2023\)](#).

Other examples of studies using bibliometric methods include accounting studies ([Taqi et al., 2021](#); [Rusydiana et al., 2020](#); [Taqi et al., 2022](#); [Firmansyah & Rusydiana, 2021](#)), finance ([Srisusilawati et al., 2021](#); [As-salaḥiyah et al., 2022](#); [Maulida, 2023](#)), marketing ([Rusydiana et al., 2023](#); [Ula & Avedta, 2023](#); [Putri & Irfany, 2023](#); [Sari & Maysyaroh, 2022](#); [Rusydiana et al.,](#)

[2021](#) ; [Nuraini, 2022](#)), social finance ([Nuraini, 2021](#); [Niswah, 2022](#)) and studies related to the halal industry ([Izza, 2021](#); [Nekha & Kartikawati, 2022](#); [Rahardjo, 2023](#); [Al Qital, 2022](#)). The tools most widely used in bibliometric studies are VosViewer ([Ula & Ikhwan, 2022](#); [Avedta, 2023](#); [Sanrego & Taufiq, 2023](#); [Riani, 2021](#)) and the Biblioshiny-R application ([Gunawan & Herman, 2022](#); [Nuraini & Jazil, 2023](#); [Puspita et al., 2023](#); [Ikhwan, 2021](#)).

## RESULT AND DISCUSSION

### Research Map

The figure below describes the trend of keywords that appear in research on the theme "*Pesantren and Creative Economic*" and the larger shape is the most used word in journal publications with the theme "*Pesantren and Creative Economic*".

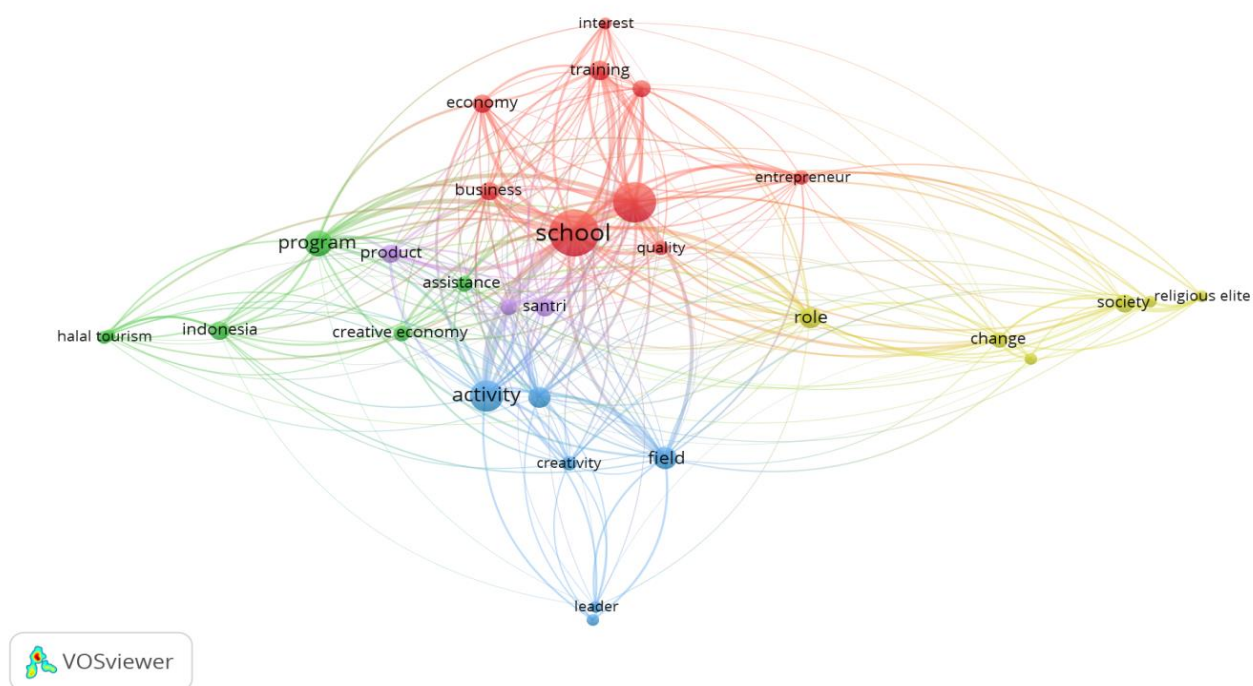


Figure 1. Research Map

As for the mapping, the keywords that appear most in the publication "*Pesantren and Creative Economic*" include school, student, activity, program, field, economy, and training which are then divided into 5 clusters, as follows:

#### Cluster 1: Creative Economic Innovation in Pesantren

This cluster has 9 keyword items, namely business, economy, entrepreneur, entrepreneurial spirit,

interest, quality, school, student, training. The topic "*Creative Economic Innovation in Pesantren*" discusses the application of creative economic innovation in the pesantren environment. This concept focuses on how pesantren can develop economic potential in a creative way and is based on culture and local wisdom, thus supporting the economic empowerment of santri (students) and the surrounding community. A number of studies relevant to this topic include [Bawono & Saerozi \(2022\)](#) analyzing factors that are significantly



correlated with the development of pesantren entrepreneurship models in Indonesia. The results showed that land area, labor, and number of teachers had a positive impact on the number of pesantren businesses. While the variables of the number of students and the existence of subsidies have a negative impact on the number of pesantren businesses.

Hannan (2019) examines the economic development of pesantren through the analysis of local wisdom-based santripreneurs. This research outlines a descriptive-narrative explanation of Madurese local wisdom values, and creative economic santripreneur activities in pesantren, such as batik crafts, pesantren supermarkets, and sharia-based pesantren (ikhtisab) as an economic development strategy at Miftahul Ulum pesantren, Pamekasan. In addition, this research also develops the pesantren economy in Madura, especially in the context of strengthening economic independence and sustainability.

Lestari & Anwar (2023) studied creative economy innovation in religious tourism in two villages in Ciamis Regency, focusing on its development around Islamic boarding schools. The research findings showed that although both villages faced challenges, Ciomas Village lacked supportive creative economy initiatives, while Jelat Village had a program but passive community involvement. Malik et al (2019) analyzed the innovative and creative behavior of pesantren communities on Lombok Island, aiming to increase their participation in the economic and business sectors. This research seeks to enrich the discourse on economic communities within pesantren, highlighting their response to social change and the need for ideal economic patterns.

## Cluster 2: Pesantren support on halal tourism

This cluster has 6 keyword items, namely assistance, creative economy, east java, halal tourism, indonesia, program. The topic "Pesantren Support Halal Tourism" discusses the role of Islamic boarding schools (pesantren) in supporting and developing the halal tourism sector in Indonesia. There are still quite a few studies that examine this topic. A number of relevant studies include Qomaro (2019) identifying the importance of the role of pesantren, socially and psychologically, as one of the main pillars of halal tourism development in Indonesia. The results showed that pesantrens must participate holistically and comprehensively in the Indonesian halal industry agenda so that with maximum management it makes a major contribution to the achievement of Indonesia's halal tourism internationalization program and the success of

the SDGs agenda in supporting sustainable tourism and job creation and supporting local culture and products by 2030.

Hasan et al (2022) explored the heritage of pesantren in the Madurese community as a whole as a potential development of halal tourism. Heritage in pesantren is a halal tourism potential by prioritizing religious values that have received less attention. Madura is better known as a base for pesantren that has grown rapidly from the past to the present and pesantren heritage is spiritual values that grow along with the civilization of Madurese society in particular. The results showed that the lack of understanding of halal tourist destinations and the low literacy of Madurese society as well as limited time in research are obstacles in the development of further tourism. Thus, the existence of formal education has provided many transformations towards pesantren education and has an impact on the availability of santri facilities.

Qomaro (2018) identified the important role of pesantren, both socially and psychologically, as one of the main pillars of halal tourism development in Indonesia. In addition to fashion, food, and finance trends, halal tourism is also one of the leading sectors in the world's halal industry. Halal tourism provides added value to the tourism industry in Indonesia. Pesantren, as one of the stakeholders in the pentahelix halal tourism industry, plays an important role in various matters, such as identifying halal tourism destinations, raising public awareness in food processing, selecting travel services and concepts, and determining payment methods for travel services. Pesantren should also be involved in the education process regarding Islamic business ethics, formal and non-formal training for halal tourism industry players, as well as residents in halal tourism areas regarding the concept and activity of daily sharia lifestyle.

Widagda (2020) describes the development of Halal Tourism at PPPA Raudhatul Jannah to improve community welfare and economic growth. The research highlights the boarding school's initiatives in providing tourism services, such as accommodation and Qur'anic learning, while also involving the local community in making sports equipment. The research also shows that increased tourist visits present both opportunities and challenges for the growth of halal tourism.

## Cluster 3: Creative leadership style in pesantren

This cluster has 6 keyword items, namely activity, creativity, field, leader, leadership style, value. The topic "Creative leadership style in pesantren"

discusses the application of innovative leadership styles in pesantren, focusing on how pesantren leaders can manage and develop the potential of this Islamic educational institution creatively to face the challenges of the times. Research on this topic is still very little found. Among the relevant research, [Indrawati \(2014\)](#) explores the leadership style of KH Abdul Ghofur as CEO of the Business sector at Sunan Drajat Islamic Boarding School. This study explains that KH Abdul Ghofur applies more inspiration and motivation than charismatic as part of the transformational leadership component in leading his business. However, inspiration and motivation become the basis in terms of leadership style, and inspiration management as KH Abdul Ghofur's leadership style stimulates enthusiasm and inspires among subordinates. He always says "use your intelligence" to build confidence, and persuades subordinates and evokes emotional acceptance. Finally, he uses his ability to influence subordinates beyond their expectations and self-interest.

[Nisa \(2019\)](#) the influence of leadership on work patterns at Pondok Pesantren Sunan Drajat Lamongan, focusing on the leadership style of the head of the economic sector. This study found that situational leadership style has a positive and significant effect on employee performance, as evidenced by regression analysis which shows a significant relationship between leadership style and economic performance.

#### Cluster 4: The role of Kyai in Pesantren Economic

This cluster has 6 keyword items, namely change, kyai, religious elite, role, sidogiri pesantren, society. The topic "The role of Kyai in Pesantren Economic" discusses the role of Kyai (leader or caregiver of pesantren) in managing and developing the pesantren economy. Kyai has a great influence in determining the direction of pesantren economic policies, including in the management of resources owned by pesantren, such as land, facilities, and labor (santri and teachers). In the economic context, Kyai often determines the development of businesses that can support the independence of pesantren, such as opening micro, small, and medium enterprises (MSMEs), and managing zakat, waqf, and infaq funds for the welfare of pesantren and the surrounding community. However, there are still quite a few studies that discuss this matter.

A number of studies relevant to the topics in this cluster include [Ilham et al \(2023\)](#) analyzing the role of kyai entrepreneurial leadership in achieving economic independence for pesantren in Indonesia. The study highlighted that many pesantren are still dependent on

community donations and external aid, with only a few showing strong economic independence, emphasizing the importance of entrepreneurial leadership style and human resource management in fostering independence. A similar study by [Supriyanto et al \(2022\)](#) explored the leadership role of kyai in developing business units of Islamic boarding schools and analyzed the contribution of kyai in economic institutions. The results showed that kyai have an important role in developing the pesantren business units.

[Alam \(2018\)](#) explains the role of Kyai in pesantren as a leader in managing the education system in it. Pesantren is a traditional Islamic educational institution and the oldest non-formal institution in Indonesia. In carrying out its role, pesantren makes many contributions in strengthening the culture of education, especially in building and caring for the Islamic identity itself. Some scholars prove the important role of pesantren in transferring Islamic knowledge and strengthening people's loyalty to Islamic principles. In addition, pesantren not only teach religion, but also encourage santri to participate in the progress of the world. All of this is inseparable from the role of Kyai as the owner and leader in managing the pesantren community. As an official subject, Kyai's leadership practices are highly expected in instilling education. A Kyai in pesantren plays many roles, such as educator and caregiver, community liaison, leader, and manager of the pesantren.

[Anjar & ZA \(2021\)](#) studied the Kiai strategy in the economic independence of pesantren. The results of the study identified that the role of kiai in the economic independence of pesantren is that kiai acts as a provider of ideas or ideas, shareholders, advisors, management controllers, motivators, and decision makers in various regulations in the business units managed. Then, the kiai strategy in building the economic independence of pesantren is by providing economic understanding to santri, empowering santri, organizing pesantren, building business units, and establishing cooperation with parties outside the pesantren and the support and trust given by the community around the pesantren such as becoming consumer members and investors, as well as employees in business units owned by pesantren.

[Fuad \(2022\)](#) analyzed the economic phenomenon of Pesantren Entrepreneur Al-Mawaddah Kudus with a Social Science approach to look deeply at the economic behavior of actors and related people in efforts to empower the community around the pesantren. The results of the study explained that the rationality of kiai in the process of community economic

empowerment was the main factor in the welfare gap between the pesantren and the community, thus limiting the main vision of empowerment. Then, the existence of Gusjigang as a noble value for the Kudus Community plays a role in providing psychological encouragement for rationalization. Kiai's social network in Shilat al-Rahim strengthens his ability to mobilize resources. Finally, Kiai makes spirituality a spiritual need and rationality a physical need.

#### Cluster 5: Creative product development by santri

This cluster has 3 keyword items, namely empowerment, product, santri. The topic "Creative product development by santri" discusses how students, especially those in educational environments such as pesantren or universities, can play a role in developing innovative creative products. This topic covers various aspects related to the product development process, from ideation, design, to implementation. The main focus is on how students can apply their skills to create products that not only meet market needs but also reflect their creativity and potential.

Very little research exploring the topic has been found. Among the relevant studies, Fitri (2021) explains the development of industrial creations and santri to realize a sharia-based economy. The results showed that industrialized santri and creative santri have a positive effect on the Islamic economy. In addition, entrepreneurship can give birth to santri who have skills in the fields of art, information technology, and social enterprises, which can implement the independence of the Islamic economy in pesantren.

El Rahman (2022) studied the empowerment of the quality of students' human resource assets in the siti khadijah student community of al-qodiri boarding school in jember in developing students' creativity and productivity. This research explains that santri in Islamic boarding schools seek knowledge and become agents of civilization in society. Therefore, santri are expected to be creative and innovative in everything, including developing skills in the field of economic business. This research also emphasizes that the empowerment carried out can develop the quality of santri in optimal creativity and productivity, the development of the quality of santri in the Siti Khadijah dormitory in terms of understanding and practice of making connecting masks optimally, the development of the quality of santri in aspects of understanding and practice of making traditional food in the form of skirt korok, cenil, lapis, lanon, and others optimally, and the development of quality in aspects of understanding the benefits of plants

and the practice of making traditional herbal medicines runs optimally.

## CONCLUSION

This research aims to find out the extent of the development of research on the theme of "Pesantren and Creative Economic" in the world. The results of the study show that the number of research publications related to "Pesantren and Creative Economic" there are 44 journal articles indexed by Dimension. Furthermore, in the development of research related to "Pesantren and Creative Economic" based on bibliometric keyword mapping, the most used keywords are school, student, activity, program, field, economy, and training. Based on the keywords that are often used, then grouped into 5 research map clusters with topics that discuss Creative Economic Innovation in Pesantren, Pesantren support halal tourism, Creative leadership style in pesantren, The role of Kyai in Pesantren Economic, and Creative product development by santri.

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