

Gusjigang: An Economic Independency of Citizens in Indonesia

Wawan Shokib Rondli¹, Endang Danial², Sapriya³
{wawan.shokib@umk.ac.id¹, endangdanial@upi.edu², sapriya@upi.edu³}

¹Universitas Muria Kudus, Gondangmanis Bae Po Box 53 Bae Kudus, Indonesia

^{2,3}Universitas Pendidikan Indonesia, Jalan Dr. Setiabudhi Nomor 229 Bandung 40154, Indonesia

Abstract. This study has the main objective of conducting an investigation into the benefits of gusjigang for the community (traders) in Kudus. The researchers used the case study method to uncover the reality of gusjigang in Kudus society. The research findings reveal that gusjigang has benefits in the form of economic independence of citizens. Such independence is formed from benefits in a financial and non-financial perspective. The results of this study can be used as a reference for the development of citizenship education, especially the study of civic education on the domain of civic community education, and more specifically on the economic study of citizens. In addition, the development is adjusted to the local culture of each citizen to be more familiar with the culture

Keywords: Local Wisdom; Gusjigang; Economic Independency

1. Introduction

Gusjigang is an acronym of *bagus*, meaning good quality (of character), *ngaji* (learning) and *dagang*, related to commerce (entrepreneurship) [1]. People of Kudus believe that gusjigang is a philosophical teaching conveyed by the Sunan Kudus (syech Jafar Sodiq) [2]. Such teachings are supposed to be preserved as provision in life to improve self and economic qualities. In other words, *gusjigang* is a knowledge system that has become a living guideline for people of Kudus [3]. From this point, gusjigang can be interpreted as local wisdom since it is a philosophical teaching loaded with values to be used as guidelines and preserved. Local wisdom has two forms, namely tangible and intangible. Gusjigang is one of the intangible local wisdom because it is abstract in the form of philosophical teachings manifested in oral tradition for generations. Local wisdom is knowledge and understanding that is believed to have value that can be used to regulate the lives of local people in a wise and prudent manner, and they are preserved [4][5][6].

From the perspective of ethnopedagogy, local wisdom can be a source of innovation and skills that can be empowered for the welfare of society because there is ethnophilosophy [7]. Thus the local wisdom of Gusjigang can be used as one of the innovations and skills to guide the development of education. The implementation can be done in four ways, namely: conservation, restoration, adaptation, and discovery [8]. Local wisdom as a source of value education development has proven to be effective in shaping student character through civic education [9]. The formation of the character of independence in students can be carried out through various forms of activities both spiritually, knowledge transfer and skills training [10].

There have been many studies exploring the impact and influence of the local wisdom of *Gusjigang*, some of which have been linked to financial literacy and customer loyalty. *Gusjigang* has a significant impact on premarital financial literacy [11]. This proves that the concept of local wisdom *gusjigang* is a source of knowledge for Kudus people about premarital literacy.

In addition, service quality, customer satisfaction and *gusjigang* culture have a positive and significant impact on customer loyalty both partially and simultaneously [12]. Nevertheless *gusjigang* local wisdom will be examined again by accommodating what already exists in order to conduct an investigation of the benefits of *gusjigang* local wisdom as economic independence for the community (traders) in Kudus.

The main purpose of this research is to investigate the benefits of the local wisdom of the *gusjigang* for the community (traders) in Kudus. The method used by researchers is a case study to uncover the reality of *gusjigang* local wisdom in the Kudus community, with the hope that it will be able to uncover the benefits of the *gusjigang* local wisdom for the Kudus community (traders) on economic independence. The results of this study will be used as a reference for the development of civic education in the domain of civic community specifically in the civics economy study. In addition, the development can be adapted to the local culture of each citizen.

2. Research Methodology

This research is a qualitative descriptive study through the investigation of the local wisdom of *Gusjigang* and exploring its benefits for the community (traders) in Kudus. The study was conducted in Loram Kulon Village, Jati sub-district, Kudus Regency, Central Java Province, Indonesia. Respondents in this study were 12 people, consisting of 1 expert on local wisdom *gusjigang*, 1 community leader and the rest are traders. The data was obtained through interviews about the understanding of Kudus community (traders) on the concept of local wisdom *gusjigang*, combined with consistent observations of behavior both as individuals and the community, as well as documentation studies such as the results of previous research and publication of scientific papers relating to local wisdom *gusjigang*. The data that have been obtained are then analyzed qualitatively by its components consisting of data collection, data reduction, data presentation, and drawing conclusions[13].

3. Result and Discuss

3.1 Benefits of Gusjigang Local Wisdom as Economic Independency.

The implementation of the local wisdom *gusjigang* for the community (traders) in Kudus certainly has a goal to be achieved. The purpose of the implementation of local wisdom by the younger generation as a socio-cultural capital for the creation of peace and improving the welfare of the next generation [14]. Thus the implementation of local wisdom *gusjigang* has benefits for the community (traders) Kudus. The research findings revealed the benefits for the community (traders) in Kudus, namely independence - specifically - in the economic field of citizens. These benefits can be grouped in two points of view, namely: the benefits of *Gusjigang* local wisdom as independence in financial perspectives and the benefits of *Gusjigang* local wisdom as independence in non-financial perspectives.

1) *Benefits of Gusjigang Local Wisdom for Kudus Community (traders) as Independency in Financial Perspective.*

Becoming an entrepreneur is the livelihood of the people of Kudus. This choice is motivated by the local wisdom of Gusjigang [15]. As entrepreneurs they have a very important function - specifically - in the economic field (Praag, 2008). The benefit of entrepreneurs in an economic perspective is that there is an increase in income even to national economic development [16]. Increased income in the economy of the community (traders) in Kudus was obtained by implementing the gusjigang local wisdom values in managing the business as a trader. The gusjigang values include: honesty, tolerance, discipline, social care, curiosity, fond of reading, hard work, creative and independent [17]. The character values are internalized in the community (traders) in Kudus, which is manifested in running a business as a trader. From a financial point of view, the benefits of gusjigang local wisdom for Kudus traders are that they get financial wealth, in addition to getting personal satisfaction and fulfilling the necessities of life [18]. Thus the benefits of local wisdom gusjigang in a financial perspective are met economic needs in the family such as the cost of living; children's education costs; saving for the future; provide business capital for children; even to the implementation of the Hajj which for them is the highest achievement of worship. The benefits from the financial point of view in addition to being felt by the community individually can also contribute to regional progress. In the trade sector this has a contribution to the Gross Regional Domestic Product (GRDP) of 80.82 percent so that it becomes a pillar of the economy of Kudus Regency [19, p. 307]

2) *Benefits of Gusjigang Local Wisdom for Kudus Community (traders) as Independency in Non-Financial Perspective*

A very important finding about the benefits of the local wisdom gusjigang for the community (traders) Kudus as independence in a non-financial perspective, namely: the provision of employment and human resource development. Both are the benefits of the local wisdom gusjigang for the community (traders) Kudus in terms of independence, autonomy, work, increased market share and increased welfare which is the benefits of entrepreneurship from a non-financial perspective [16].

The first benefit of gusjigang's local wisdom for people (traders) of Kudus for the economic independency of citizens in a non-financial perspective was the provision of employment opportunities for the community. The availability of jobs was influenced by the number of companies / industries [20]. In 2017 there were industrial companies listed in Kudus [19]. Thus the availability of jobs for the people of Kudus will have an impact on reducing unemployment.

The second benefit of the local wisdom gusjigang for the people (traders) of Kudus in term of independency in a non-financial perspective was human resource development. The development of human resources was carried out by companies in Kudus through CSR (Corporate Social Responsibility) and creative industry entrepreneurs. Each has different goals, the guidance carried out by the company is aimed at the general public through education and training on entrepreneurship with the aim of the people having the knowledge and skills to become entrepreneurs. This was quite different from creative industry entrepreneurs, where the practice is more emphasized on the development of human resources. The target of human resource development carried out by creative entrepreneurs was their own employees. The goal was that these employees would have the knowledge, character of morality and performance and skills of the creative industry targets have to met. Initially, the

aim was setting the employees to be able to work in accordance with what was expected by creative industry entrepreneurs, then after a long time working they had the knowledge, attitudes and skills gained from direct education in the workforce. Then after getting their knowledge, attitudes and skills out of work to establish their own creative industries. The development of human resources can inspire the community to become entrepreneurs. This would in turn influence the people of Kudus to choose traders as their livelihood[20]. Thus the benefits of local wisdom gusjigang in a financial and non-financial perspective could shape the economic independency of Indonesian citizens, in this case the people (traders) of Kudus

4. Conclusion

Starting from the findings and results of the discussion it was revealed that the local wisdom of the gusjigang has the benefit of the economic independence of Indonesian citizens, in this case the people (traders) of Kudus. This independence was formed because the people of Kudus carried out the gusjigang values in conducting their business as traders. Thus, the local wisdom of Gusjigang was financially beneficial to meet economic needs such as living costs, children's education costs, saving money, providing financial capital for children even to the implementation of the pilgrimage (Haji) – the highest level if the religius practice - for the people of Kudus. While the benefits of a non-financial perspective are the availability of jobs and coaching to increase human resources.

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