

Work ethic: Religious and cultural values that encourage independence and the spirit of migration

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Abstract: The work ethic of the Madurese people is influenced by religious and cultural values, encouraging hard work, independence, and the spirit of wandering to achieve prosperity. Previous studies have shown that the high work ethic of Sukarara craftsmen is influenced by culture, religion, and self-actualization, but the results are limited to the local context. This study will reveal the unique work ethic of the Madurese people, rooted in cultural and religious values, creating a tenacious and adaptive attitude to achieve success amidst challenges. This qualitative research design uses in-depth interviews and ATLAS.ti for analysis, involving six informants with diverse backgrounds, to understand the work ethic of Madurese entrepreneurs. This study involved interviews with six Madurese entrepreneurs, highlighting their work ethic and income. The results show variations in income, with a strong work ethic as a key factor for success. The Sankey diagram illustrates the relationship between work ethic, social support, and positive attitudes. Madurese cultural values, such as persistence and responsibility, support the entrepreneurial spirit. The Theory of Planned Behavior shows the importance of attitudes, social norms, and perceived control in shaping work ethic. Cultural values and social support are crucial in shaping the work ethic of Madurese entrepreneurs. Further research needs to explore other variables that influence entrepreneurial success.

Keywords: Independence, Persistence, Social support, Success, Work ethic, Work ethic.

1. Introduction

The work ethic in Madurese (Sopuasari, 2023). Work ethic is not just a collection of behaviors, but rather a manifestation of deep belief that reflects religious and cultural values that motivate individuals to strive hard to achieve prosperity. (Liswandi & Maf in Islamic teachings, which require its followers to work hard and serve wholeheartedly. (Bosnjak et al., 2020; Haddad et al., 2021). Madurese people, with unique characteristics, have a high spirit of adventure and independence, encouraging them to migrate to seek opportunities outside their home island. This courage and perseverance are not only influenced by less fertile geographical conditions, but also by social norms that value hard work as a means to achieve success. (Rifai, 2007; Shiddiq et al., 2022). In many cases, they believe that working outside Madura will pave the way to better success. In addition, the practice of consulting with religious figures before making important decisions shows that religion and work ethic are intertwined, forming a moral foundation that guides their economic activities. (Karweti, 2010).

Work ethic is a crucial factor that drives people to work hard and never give up, regardless of the challenges they face. Belief and faith serve as the main drivers in creating a strong work spirit, which underlies every decision and action in an effort to achieve success. Madurese society shows a very clear work ethic, where many individuals choose to migrate in search of better opportunities outside their island. (Cleveland et al., 2013). This reflects their independence and courage in overcoming resource limitations in their home areas. However, negative cultural phenomena, such as resignation and inability to adapt to change, still exist and need to be addressed. (Al-Shamali et al., 2021). This study is important because it will explore the Madurese cultural values that underlie the work ethic of the community,

especially entrepreneurs. By understanding characteristics such as tenacity, resilience, and responsibility, this study provides deep insight into how these values influence work behavior and motivation. In this context, work ethic not only functions to achieve economic goals, but also becomes a spiritual and social manifestation that reflects cultural identity.

Studies(El Badriati et al., 2022), shows that songket craftsmen in Sukarara demonstrate high work ethics, motivated by self-actualization, culture, and religion, increasing family income. Findings(Liswandi & Mapuasari, 2023), increasing understanding of Pancasila, strengthening integrity, and feeling more capable of applying Pancasila values in everyday life. Findings(Scottish Water, 2020), bohemian work ethic, but autonomy is often a trap that reduces artistic risk and economic security. Findings(Al-Shamali et al., 2021), affect change commitment and organizational deviation differently, showing a significant impact on employee attitudes in the Islamic banking sector. The findings(Hidalgo-Crespo & Amaya-Rivas, 2024), attitudes and subjective norms have a significant effect on green consumer behavior intentions, but intentions do not affect recycling behavior. The study(Ferine et al., 2021), conflict negatively affects employee performance, while leadership, organizational culture, and work ethics contribute positively to improved performance. The study(Forquesato, 2016), in societies with a widespread work ethic, firms tend to choose complementary production processes, where work efforts complement each other and increase overall productivity. Conversely, in societies with a narrow spread of work ethic, firms are more likely to choose separate production processes. Findings(Mohammad et al., 2016), indicating that Islamic work ethics will influence the strength of the relationship between distributive and procedural justice. The findings(Cleveland et al., 2013), showing differences in the impact of cultural globalization on ethnic identity across religious groups. The findings(Kurmanaliyeva et al., 2014), showing a religious attitude is expected to be an important budget-increasing factor and has the potential to be more profitable than traditional exports.

Existing research suggests that in identifying limitations that hinder the generalization of results to broader contexts. The focus on Sukarara Village suggests that findings may be highly specific and may not be applicable to areas with different social or economic contexts. (Annamalah et al., 2023; Idrus et al., 2019). The limitations of the online format in data collection reduce the quality of direct interaction and observation, which is important for understanding the implementation of cultural values.(Hidalgo-Crespo & Amaya-Rivas, 2024). In addition, challenges in measuring variables such as autonomy and artistic risk may affect the accuracy of the results, especially in subjective contexts. External variables, such as government policies and economic conditions, may also influence incentive decisions and technology choices that may not be fully controlled for. Ethnic identity and religiosity may not be fully captured, which may affect the results. The limitations of the study on the Islamic banking sector in Kuwait suggest that the results may not necessarily cover the broader context.(Ferine et al., 2021). Therefore, expanding the scope of research to include relevant variables and more in-depth data collection methods is essential. Further research can explore the potential of Madurese work ethic and its impact in facing global challenges by considering the complexity of the existing culture.

This study offers the potential of analyzing Madurese society that has a unique work ethic, rooted in deep cultural values. The phrase "Oreng Madhura ta' tako' mate, tape tako' kalaparan" reflects an attitude of resignation to death but fear of starvation. This shows that hard work is considered an individual's responsibility to avoid poverty. This hard-working character, driven by harsh geographical conditions and independence, forms a tenacious attitude and is not picky about work. A real example is seen in individuals who start their careers from cigarette sellers to successful entrepreneurs, reflecting a journey full of sacrifice and hard work. In the context of Planned Behavior theory, this work ethic arises from strong internal beliefs. Madurese people believe in their ability to work hard, supported by religious values and traditions that emphasize discipline and perseverance. Moreover, motivation increases when outside the community, creating a drive to prove themselves. The experience of Madurese migrants in difficult situations shows that even under pressure, they are able to rise and build a new life. The cultural and religious values that are rooted in Madurese society will form a strong work ethic, and inspire innovation and adaptation in facing the challenges of the times.

This study aims to analyze the work ethic of Madurese entrepreneurs based on the Theory of Planned Behavior, by considering cultural values, social support, and obstacles faced in achieving

success. This study also uses the Theory of Planned Behavior (TPB) to analyze the influence of attitudes, subjective norms, and perceived behavioral control on work ethic. (Kumalasari et al., 2024; Küttim et al., 2014). The results of this research will be able to provide guidance for the development of economic and social policies, as well as strategies for empowering the Madurese community. In addition, this understanding can help in creating a more inclusive and sustainable business model, taking into account strong local cultural values. Thus, this research will not only contribute to academic literature, but also to better business practices and community development.

2. Research Methodology

2.1. Design

Qualitative research design aims to understand social phenomena from the subject's perspective, using methods such as in-depth interviews, observation, and group discussions. (Yin, 2016). In this process, researchers collect rich data through purposive sampling techniques to gain in-depth insights. The advantages of qualitative analysis with ATLAS.ti lie in efficient data organization, ease of coding and categorizing, and data visualization capabilities. ATLAS.ti enables in-depth analysis of various types of media, facilitates collaboration between researchers, and produces more structured and valid findings, supporting a better understanding of the phenomena studied. (Recuero-Virto & Valilla Arróspide, 2024).

2.2. Research Informants

In this study, six informants were selectively selected to provide in-depth insights regarding the work ethic of Madurese entrepreneurs. (Thin et al., 2024). The selection of informants was based on the diversity of their age, geographic location, and income, reflecting various experiences in running a business. The six informants were Misnari (23 years old) from Saronggi, Sumenep, chosen because he represents a successful young generation with an income of 690 million per month. His relatively young age provides a fresh perspective on work ethic and ambition. Toni (29 years old) from Batang-Batang, Sumenep, with an income of 660 million, was chosen to show variation in age and location, and to show that hard work consistently produces success. Rian from Talango, Sumenep, with an income of 810 million per month, was chosen because he has the highest income among other informants, providing insight into the work ethic that is able to reach the peak of success. Ahmad (30 years old) from Galis, Pamekasan, with an income of 140 million, provides a different perspective in terms of middle income, but still reflects high perseverance. Andika Putra (31 years old) from Proppo, Pamekasan, with an income of 120 million, was chosen to show that although not all entrepreneurs achieve large incomes, passion and hard work remain the core of their success. Ahmad (40 years old) from Pasean, Pamekasan, with an income of 270 million, was chosen because of his more mature experience in business, providing a perspective from entrepreneurs who have been in the business world for a longer time. These six informants were chosen because they were able to represent variations in age, experience, and success, which helped provide a more comprehensive picture of the work ethic of Madurese entrepreneurs.

2.3. Research Instrument

In qualitative research, the instruments used include in-depth interviews, questionnaires, and ATLAS.ti analysis software. In-depth interviews allow researchers to explore respondents' experiences and views in detail, using open-ended questions that encourage respondents to share their stories. (Forquesato, 2016). This process produces rich data, providing deep insights into the meaning behind individual experiences. In addition, questionnaires are used to collect more structured data. (Albi Anggito, 2018). With a combination of open and closed questions, questionnaires help capture general perspectives as well as nuanced details from respondents. Systematic recording through questionnaires allows researchers to compare and categorize answers from different respondents, creating a comprehensive picture of the issue being studied. (Mohammad et al., 2016). Once the data is collected, ATLAS.ti plays a vital role in the analysis. This software is to simplify the process of organizing, coding, and analyzing qualitative data efficiently. Visualization features such as networks and diagrams make it easier to understand the complex relationships between themes. By integrating interviews,

questionnaires, and ATLAS.ti, this study produces an in-depth and valid analysis, providing comprehensive insights into the phenomenon under study.

2.4. Research Procedures

In qualitative data analysis, the use of software such as ATLAS.ti can be very helpful in managing and analyzing interview transcripts. This process consists of four main stages: data fragmentation, coding, network building, and integration. First, the raw data is broken down into small meaningful units. This allows the researcher to capture more specific information. Second, each unit is assigned a code that represents a particular theme or concept.(Suryabrata, 2014). This code serves to identify and group information that is relevant to the research question or hypothesis. The third stage is building a network, where researchers create a visual representation of the relationships between codes. The node-and-link diagram feature is used to illustrate these relationships more clearly. This visualization is very useful for identifying patterns and interactions that may not be visible in textual analysis alone. The final step is integration, where all codes and networks are analyzed holistically to produce final findings with visualizations that summarize the results of the analysis and present them in a more understandable way. This process helps researchers to find deeper insights from the data that has been analyzed. The first step in the analysis process is decontextualization, which involves taking relevant information from its original context by creating a codebook and coding certain segments of the transcript. This aims to allow researchers to focus on aspects that are important and relevant to the study. After that, each unit of data is coded based on its content. Various coding techniques such as open coding, axial coding, and selective coding. In this study, we analyzed the transcripts of six informants who shared their experiences as small business owners. We created a codebook and coded segments of the transcripts. After that, we built a network of codes and relationships using the node-and-link feature. Finally, we analyzed all codes and networks holistically to produce final findings that reflect the insights gained from the data

3. Results and Discussion

3.1. Results

3.1.1. Interview Activities in Research

Based on the interview results, this study was conducted through a series of interviews with 6 informants in several different locations and times. The following are the details of the implementation. On Friday, June 7, 2024, interviews were conducted with five entrepreneurs in East Java. Researchers began looking for informants since Thursday, June 6, 2024, and after ensuring their willingness, the interviews took place the next day. Interviews conducted by researchers included several entrepreneurs from various regions in Madura, who provided a diverse picture of their work ethic and income. From these interviews, six main informants were selected based on their background and income.

Misnari (23 years old) from Saronggi, Sumenep, a young entrepreneur with an income of 690 million per month. As a young entrepreneur, Misnari shows a strong work ethic and enthusiasm in achieving success at a relatively young age. Toni (29 years old) from Batang-Batang, Sumenep, with an income of 660 million per month. Toni represents an entrepreneur who is slightly older than Misnari but still has high productivity and an inspiring work spirit. Rian from Talango, Sumenep, with an income of 810 million per month, is one of the informants with the highest income in the interview. Rian illustrates how enthusiasm and a strong work ethic can provide significant financial results. Ahmad (30 years old) from Galis, Pamekasan, who earns 140 million per month, shows variation in income, but still reflects the hard work spirit that is characteristic of Madurese entrepreneurs. Andika Putra (31 years old) from Proppo, Pamekasan, with an income of 120 million per month, describes entrepreneurs from the Pamekasan area who also have a strong work ethic even though their income is not as large as other informants. Ahmad (40 years old) from Pasean, Pamekasan, with an income of 270 million per month, provides a different perspective in terms of age and experience, and how work ethic is maintained to maintain success. Through these six informants, there is variation in income, but enthusiasm and work ethic remain important foundations for their success.

3.1.2. Sankey Diagram Theory Planned Behavior Based on Interview Dominance Keywords

This Sankey diagram illustrates the relationships in the Theory of Planned Behavior (TPB), highlighting how a strong work ethic, support from family and friends, and a positive attitude toward obstacles contribute to entrepreneurial success.

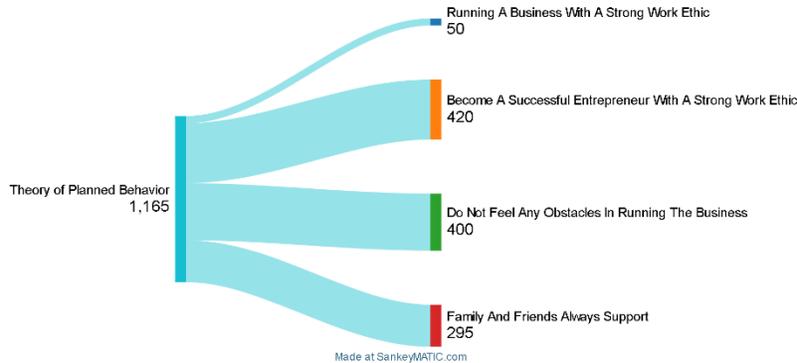


Figure 1. Sankey diagram.

A good work ethic is the foundation for running a business, influencing the intentions and behavior of entrepreneurs. Social support from those closest to them strengthens self-confidence and motivation, while the belief that there are no obstacles means that individuals feel they have high control over their business journey. All of these factors are interrelated and play an important role in achieving entrepreneurial goals Figure 1.

3.1.3. Madurese People's Work Ethic Based on the Theory of Planned Behavior

The most prominent Madurese cultural values in their work ethic are tenacity, resilience, and never giving up. For Madurese entrepreneurs, working is not just to earn a living, but also to prove themselves and achieve success. They do not give up easily when facing obstacles and always try to find solutions to every problem.

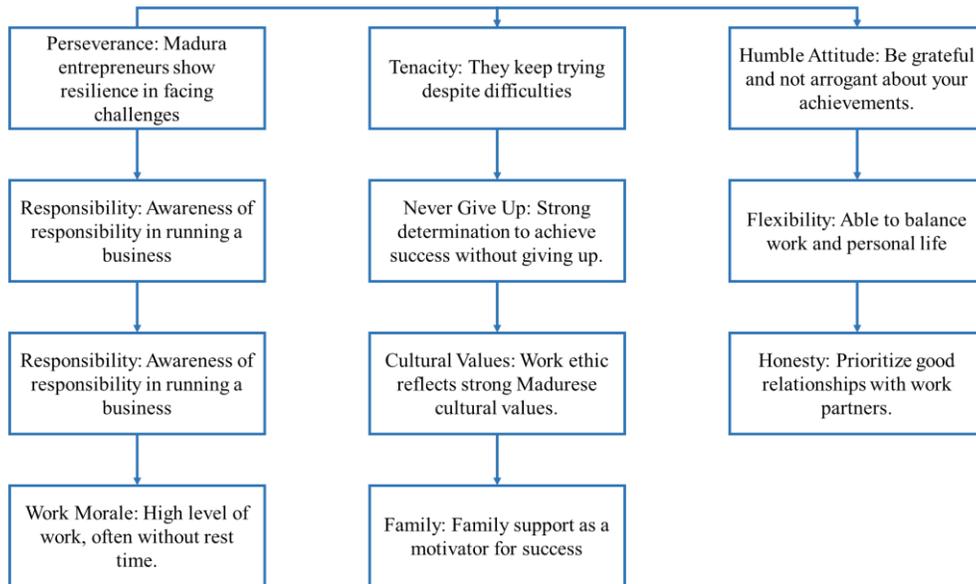


Figure 2. The relationship between cultural value coding and the work ethic of Madurese society.

The work ethic of Madurese entrepreneurs reflects strong cultural values, especially in terms of responsibility and work spirit. For a Madurese entrepreneur, working is not only about earning a living, but also about maintaining a pure intention so that the results obtained are halal and blessed Figure 2. High enthusiasm is their characteristic, as reflected in their uncertain and often long working hours. They can work from morning to night, and if necessary, will return to work the next morning without a long break. The motivation to work hard is also influenced by the desire to help others, especially in providing employment to others (Interview Generalization of Informants 1,2,3, 2024).

The enthusiasm of the workers also encourages entrepreneurs to continue working harder. In addition, for Madurese entrepreneurs, family is also an important factor that drives them to succeed. With many family members who have migrated and succeeded, entrepreneurs feel encouraged to follow in the same footsteps. In managing the results of their business, they tend not to save money for too long. Most of the income is usually reinvested in the form of goods or business capital. However, over time, some entrepreneurs began to save some of their work results, even though in small amounts. The balance between work and personal life is achieved through togetherness with family. For many entrepreneurs, when there is no urgent work, time is spent with grandchildren or doing leisure activities such as traveling. The philosophy of life that influences the way they work is discipline, hard work, and keeping themselves away from bank debt, preferring interest-free loan sources (Interview Generalization of Informants 4,5,6, 2024).

The work ethic of Madurese entrepreneurs is influenced by strong cultural values, especially the belief that work is part of worship. Madurese entrepreneurs are known to be diligent and patient, even though the business they run is small and the results are mediocre, they remain diligent and do not give up. Honesty and trust are the main pillars in running a business, because good relationships with business partners are considered very important. They are also able to balance work and personal life, showing flexibility in facing challenges. Their philosophy of life is simple: work hard with full responsibility and always be grateful for the sustenance received (Interview Generalization of Informants 4,5,6, 2024).

Madurese entrepreneurs have a positive attitude towards the results of their work. They are grateful for every achievement they have achieved, no matter how small. For them, every success is the fruit of their hard work and perseverance. However, they are also not arrogant about their success. They are always humble and appreciate the process they have gone through to reach that point. This attitude is in line with Madurese cultural values that uphold gratitude and humility. The work ethic of Madurese entrepreneurs who are persistent, tenacious, and never give up is based on strong cultural values. These values are instilled from an early age and passed down from generation to generation. This work ethic, along with other cultural values such as family spirit, honesty, and discipline, has been the key to the success of many Madurese entrepreneurs in various fields.

3.1.4. Madurese People's Work Ethic Based on the Theory of Planned Behavior

Madurese entrepreneurs demonstrate unique characteristics that combine religious values, local culture, and a strong work ethic in running their businesses. They base their business activities on the values of Pancasila, especially in their relationship with God, whom they believe to be the source of all blessings and success. This belief is reflected in their consistent practice of praying and relying on God's guidance in making business decisions. In addition, Madurese entrepreneurs uphold religious values, such as honesty and trust, as the main foundation in their interactions with employees, customers, and business partners. They treat all parties well and prioritize social responsibility, including in helping to improve the standard of living of the surrounding community. In building a strong Madurese entrepreneur community, they actively collaborate with fellow entrepreneurs, both from within and outside their community. In dealing with conflicts or disputes, Madurese entrepreneurs demonstrate a firm stance against violations of the ethical values they embrace, such as honesty and integrity. Although they do not always explicitly emphasize environmentally responsible business practices, they demonstrate awareness of cleanliness and environmental governance around their business premises. Overall, their life philosophy that prioritizes simplicity, honesty, and patience is the main pillar in the

way they run their business, which not only reflects Madurese cultural identity but also universal values applied in the context of modern business Figure 3.

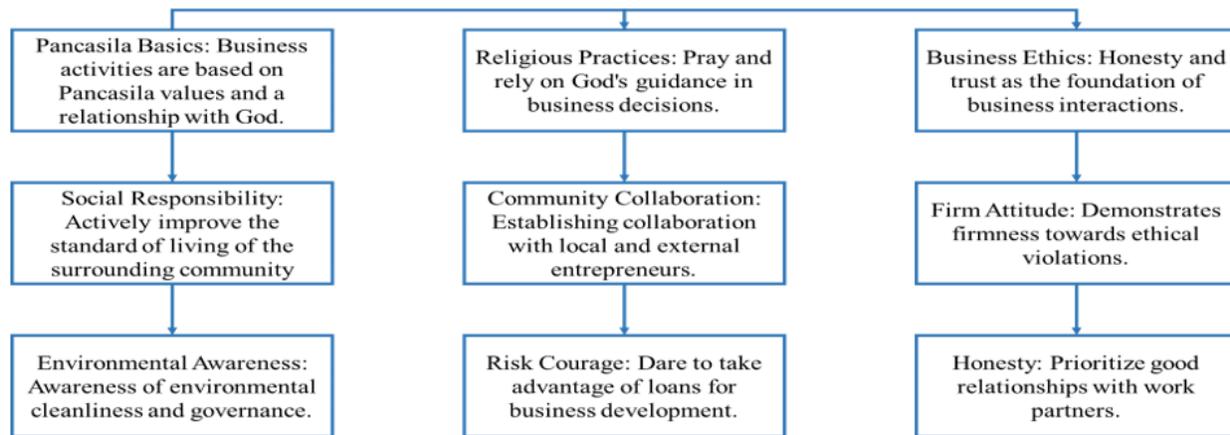


Figure 3. Relationship of coding work ethics by Madurese society based on theory of planned behavior.

The work ethic of Madurese entrepreneurs has unique characteristics that are rooted in traditional culture and values. Working for a Madurese entrepreneur is not only about achieving material goals, but also includes sincerity and courage ('reckless') in facing challenges. Madurese entrepreneurs believe that success in business is not only determined by skills and hard work, but also by the blessings of parents and teachers. This attitude reflects an appreciation for spiritual values and strong social relationships. For example, one Madurese entrepreneur explained that in running his business, he always dares to take risks, including by continuing to utilize bank loans. The loans are used to develop the business even though it is full of financial challenges. In fact, after paying off the loan, this entrepreneur will take a new loan to maintain the flow of capital in his business. This attitude reflects the philosophy of courage that is firmly held by Madurese entrepreneurs. In addition, the motivation to be independent and free from dependence on others is a strong driving force for Madurese entrepreneurs. Many of them start their careers by working for others to learn and gain experience, then try to set up their own businesses. Although initially full of difficulties, such as having to borrow money or living in rented houses, courage and determination to succeed are the main drivers. In running a business, Madurese entrepreneurs also face various challenges, especially related to the high cost of moving their business premises. Despite these obstacles, they remain persistent in maintaining their business and continue to strive for success. Their philosophy of life, which focuses on the courage to try and not give up, is a major factor in maintaining a strong spirit and work ethic (Generalization Interview of Informants 1,2,3, 2024). Work ethic is one of the important factors in a person's success, especially in the business world. When viewed through the lens of the Theory of Planned Behavior, a person's work ethic is influenced by three main factors: attitude toward behavior, subjective norms, and perceived behavioral control. In this context, a strong work ethic is a reflection of a person's belief in the benefits of hard work and dedication, as well as the influence of social support and obstacles faced (Informant Generalization Interview 4,5,6, 2024).

Social pressure to become a successful entrepreneur often comes from family, friends, and society. This pressure can motivate hard work, but it can also be a burden that disrupts the balance of life. In addition, entrepreneurs with a strong work ethic still face obstacles, such as limited resources, operational costs, competition, and regulations. Mental obstacles, such as stress and fatigue, are also often felt due to heavy responsibilities. Therefore, in addition to having a strong work ethic, entrepreneurs need to be able to overcome external and internal pressures to achieve sustainable success (Interview Generalization of Informants 4,5,6, 2024).

A strong work ethic provides many benefits for individuals who are trying to run a business or work diligently. First, someone with a good work ethic tends to be more committed to the goals they want to achieve. High perseverance and dedication make individuals more disciplined, not easily give up, and able to overcome various challenges that arise. For example, entrepreneurs who have a strong work ethic will be better able to face financial crises, seek new opportunities, and develop their businesses even when the situation is difficult. In addition, a strong work ethic can increase productivity and work quality. Entrepreneurs who work with full responsibility and commitment will be better able to complete work on time, even exceeding expectations. They also tend to be innovative and creative in finding solutions to problems that arise. This attitude makes it easier for them to gain the trust of customers, business partners, and investors. In the long term, a strong work ethic also contributes to increased income and business stability. In exploring the relationship of these values to work ethic using the Theory of Planned Behavior (TPB) approach, we can see how this theory influences an individual's perceptions and actions regarding hard work, commitment, and outcomes in the context of various life situations. The TPB presents a framework that illustrates that the intention to perform a behavior (in this case, having a strong work ethic) is influenced by three main factors: attitude toward the behavior, subjective norms (i.e., the influence of others), and perceived behavioral control (the individual's perception of their ability to perform the behavior). When someone has a strong work ethic, as reflected in the examples provided, they tend to have a positive attitude toward hard work, seeing it as the key to achieving financial goals such as paying off debt, saving money, or growing a business. They also tend to perceive strong support from family and friends as a factor that strengthens their intention to work hard and succeed.

However, for individuals with a weak work ethic, the challenges faced can lead to the risk of lack of financial success or even unemployment. Factors such as lack of motivation, negative attitudes towards hard work, or inability to overcome practical obstacles such as limited start-up capital can hinder their ability to run a business effectively. In addition, pressures from the social environment, such as family expectations or business competition pressures, can also influence their intentions and behaviors related to hard work and business development. In the TPB, it is important to understand that an individual's intention to act consistently with a strong work ethic is influenced by their perceptions of these factors, and how they evaluate the expected impact and benefits of their behavior on achieving the goals they want to achieve in the context of work and business.

4. Discussion

4.1. Cultural Values Towards the Work Ethic of Madurese Society

Oreng Madhura ta' tako' mate, tape tako' kalaparan (Madurese people are not afraid of death but are afraid of hunger) is an expression or proverb that explains the Madurese people's resigned attitude to death which they are not afraid of because death is the will of Allah. On the other hand, this statement also emphasizes that they are very afraid of hunger because hunger is caused by their actions which are not diligent and hard at work. One of the characteristics of Madurese culture that is very impressive to outsiders is indeed related to their diligence, sincerity, and willingness to work hard. It is widely acknowledged that Madurese people are hard workers who do not hesitate to work hard in seeking their sustenance (Rifai, 2007).

This condition is inseparable from the influence of geographical aspects and nutritional aspects in the area of origin, including being firm, tenacious, hardworking, and never being picky about jobs. As the informant's answer based on work experience before being successful like now, some sell cigarettes around, some become construction workers, some become taxi drivers, and some even start by looking for scrap metal while going around. They show a sense of seriousness in seeking sustenance to support themselves and their families, even working 24 hours. This attitude is in line with the famous Madurese proverb, "Kar-ngarkar colpe", which means "working hard" (Wiyata, 2013). This proverb is a reminder for Madurese entrepreneurs to always be persistent and never give up in achieving their goals.

The honor and self-esteem of Madurese people are highly regarded and are often used as a measure of whether or not their social role is recognized in their environment. Some are even willing to choose not to return home because they are unsuccessful in entrepreneurship outside Madura even though they

no longer have a job. In order to maintain their honor and self-esteem, successful Madurese entrepreneurs generally use their income to build magnificent houses in Madura, buy cars, gold and go on the hajj.

Cultural values make a significant contribution to the work ethic of Madurese entrepreneurs. Honesty, perseverance, discipline, mutual cooperation, responsibility, and self-esteem form the basis of a strong work ethic. These values not only support individual success but also the well-being and harmony of the community. By integrating these values, Madurese entrepreneurs have succeeded in maintaining a superior work ethic that is adaptive to changing times.

The culture of "Alon-alon sing is important for acting" does not apply to Madurese entrepreneurs. According to him, the way of working that requires not being rushed will produce very disappointing results. In their work, Madurese people should imitate termites, meaning that even though their work seems slow, the results are truly unexpected and very satisfying (Wiyata, 2013).

4.2. Madurese People's Work Ethic Based on the Theory of Planned Behavior

Ethos is an internal drive. However, this drive has gone through a process of construction and reconstruction during the person's social life. In fact, Islamic religious and cultural values have always been the basis for all aspects of their social life. (Wiyata, 2013), that is why, the work ethic of Madurese people is very close to the values of Islam and the culture of their ancestors, which are then linked to the current context, namely obedience to the law and national unity based on the values of Pancasila. The work ethic of Madurese people who are famous for their tenacity, discipline, and never give up can be studied based on their initial intention to behave. the concept commonly used in analyzing it is using the Theory of Planned Behavior (TPB). TPB is a psychological theory that explains a person's behavior based on factors Madurese people generally have high confidence in their ability to work hard. They have adequate skills and experience, as well as access to the resources needed to complete the job. This belief increases the behavioral control they feel, so they are more motivated to work hard.

The motivation to be more active and persistent in working increasingly emerges when Madurese people are outside their community environment (outside the Madura region). The reason is, when doing their work they feel ta' etangale or tak ekatela' oreng (not seen by relatives or neighbors). as experienced by The Greatest Showman (2013) during his research during the conflict between Dayak/Malay and Madurese, it was shown that Madurese migrants who were victims and accommodated in Pontianak Stadium as refugees showed a very high work ethic and tenacity in working, which at first their conditions were concerning because they only relied on assistance from the government and Non-Governmental Organizations (NGOs). However, after about three months of being refugees, "they were able to build kiosks in the refugee camp". some of them were even able to buy motor vehicles.

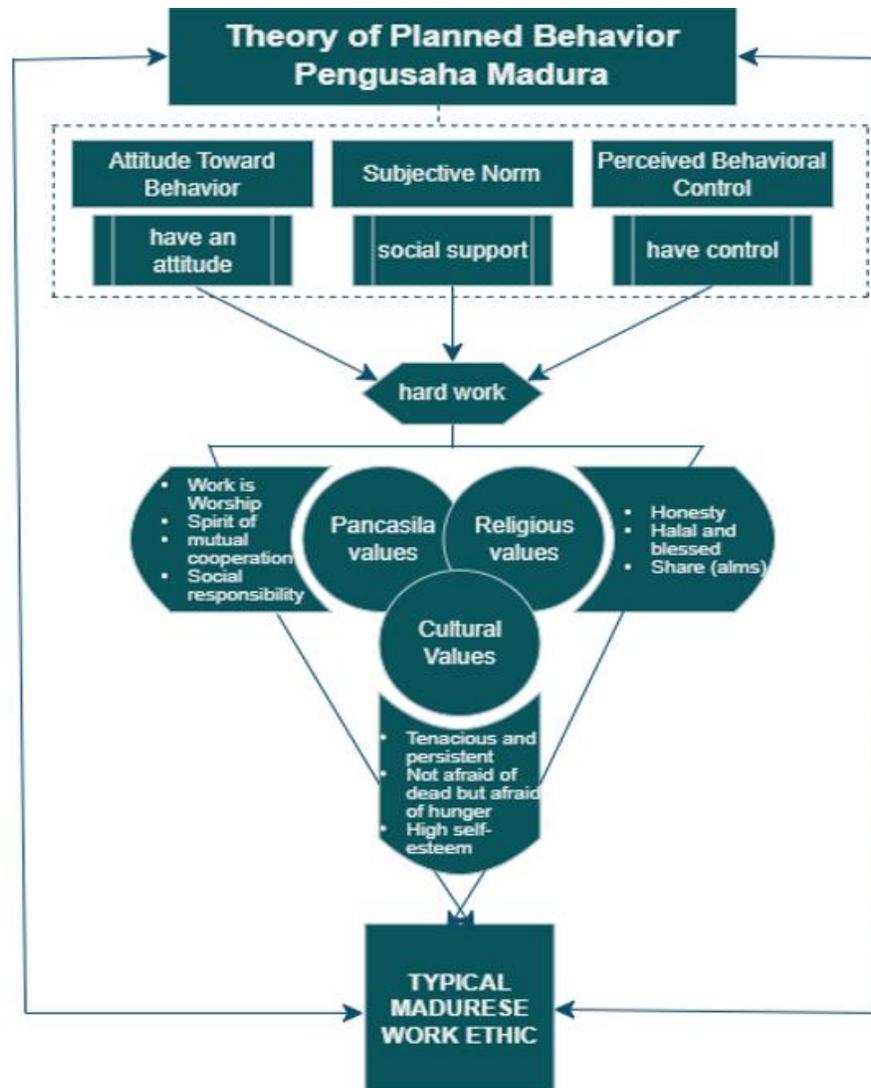


Figure 4.
Madurese entrepreneur work ethic model based on the theory of planned behavior.

5. Conclusion and Suggestions

This study revealed that the work ethic of Madurese entrepreneurs is strongly influenced by strong cultural values, family support, and confidence in facing challenges. Through interviews with six informants, it was revealed that despite variations in income, all informants showed high work enthusiasm. The relationship between work ethic and the Theory of Planned Behavior shows that positive attitudes, social norms, and self-control play an important role in entrepreneurial success. Values such as persistence, tenacity, and never giving up are the main drivers in their journey as entrepreneurs.

These findings demonstrate the importance of cultural values and social support in shaping the work ethic of Madurese entrepreneurs. For policy makers and entrepreneurship coaches, understanding the local cultural context can help design more effective programs to support entrepreneurs. Encouraging the strengthening of values such as tenacity and resilience can contribute to improving entrepreneurial performance, especially in areas with strong cultural backgrounds.

Further research could explore the influence of other variables, such as formal education and access to training, on work ethic and entrepreneurial success. In addition, a broader study with a larger and more diverse number of informants could provide deeper insights into the dynamics of work ethic in the Madurese entrepreneur community. Research could also investigate how social and economic changes affect cultural values and work ethic in a modern context.

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