

## KAJIAN KARAKTER GUSJIGANG (BAGUS, NGAJI, DAN DAGANG) DALAM PEMBERDAYAAN PESANTREN DI KABUPATEN KUDUS

Oleh:

Yuancinofa Mega D.K

17/412044/GE/08562

### INTISARI

Gusjigang berasal dari tiga singkatan kata, yaitu bagus, ngaji, dan dagang. Kata “Gus” artinya adalah bagus laku (sifat moral) sehingga setiap manusia diarahkan untuk memiliki penampilan serta akhlak yang baik. Kata “Ji” merupakan “Ngaji” yang berarti sebagai orang beragama Islam harus pintar mengaji untuk memperdalam ilmu-ilmu agama. Kata “Gang” yaitu dagang berarti pandai berdagang atau berwirausaha. Gusjigang merupakan karakter yang ditanamkan oleh Kanjeng Sunan Kudus kepada masyarakat Kudus. Penelitian ini bertujuan untuk (1) mengetahui karakteristik pondok pesantren di Kabupaten Kudus dan (2) menganalisis peran karakter Gusjigang dalam pemberdayaan pondok pesantren di Kabupaten Kudus.

Penelitian dilakukan pada 86 pesantren yang ada di Kabupaten Kudus. Pondok pesantren dipilih sebagai lokasi kajian karena merupakan objek yang dapat merepresentasikan kondisi keberadaan budaya Gusjigang. Penelitian dilakukan menggunakan jenis penelitian kuantitatif dengan pengambilan data melalui wawancara terstruktur.

Hasil penelitian mengungkapkan bahwa keberadaan Gusjigang memiliki pola spasial yang menyebar dengan jumlah pondok pesantren yang mengajarkan dan menerapkan wirausaha relatif sedikit. Penerapan Gusjigang dominan diajarkan di semua pondok pesantren pada aspek bagus akhlak dan pinter ngaji. Gusjigang memiliki dampak yang baik bagi internal maupun eksternal pondok. Santri lebih unggul dan lebih banyak memiliki kemampuan dan keterampilan baik *hardskill* dan *softskill* yang berguna untuk bekal santri di masa depan.

**Kata Kunci:** Gusjigang, Pondok Pesantren, Pemberdayaan

***THE STUDY OF GUSJIGANG'S CHARACTER (GOOD, NGAJI, AND  
TRADE) ON EMPOWERMENT OF ISLAMIC BOARDING SCHOOLS IN  
KUDUS DISTRICT***

***BY:***

Yuancinofa Mega D.K

17/412044/GE/08562

***ABSTACT***

*Gusjigang comes from three abbreviations, namely good, ngaji, and trade. The word "Gus" means good behavior (moral nature) so that every human being is directed to have a good appearance and character. The word "Ji" is "Ngaji" which means that as a Muslim, you must be smart in reading the Koran to deepen religious knowledge. The word "Gang" which means trade means good at trading or entrepreneurship. Gusjigang is a character instilled by Kanjeng Sunan Kudus to the Kudus community. This study aims to (1) determine the characteristics of Islamic boarding schools in Kudus Regency and (3) analyze the role of Gusjigang's character in empowering Islamic boarding schools in Kudus Regency.*

*The study was conducted in 86 Islamic boarding schools in Kudus Regency. The Islamic boarding school was chosen as the study location because it is an object that can represent the condition of the existence of the Gusjigang culture. The research was conducted using a quantitative research type with data collection through structured interviews.*

*The results of the study reveal that the existence of Gusjigang has a spatial pattern that spreads with a relatively small number of Islamic boarding schools that teach and implement entrepreneurship. The application of Gusjigang is dominantly taught in all Islamic boarding schools on the aspects of good morals and good at reading the Koran. Gusjigang has a good impact on the internal and external of the cottage. Santri are superior and have more abilities and skills, both hard skills and soft skills which are useful for the provision of students in the future.*

***Keywords:*** *Gusjigang, Islamic Boarding School, Empowerment*