



Managing Blessings Dr.(H.C) Drs.H. Darsono

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Abstract: In the VUCA era, of course, the management that we have known and understood so far sometimes often finds difficult steep paths, even with Covid 19 causing the collapse of big businesses that have existed so far, companies like Matahari and Giant have to accept a bitter reality that has not been imagined. In the world of educational institutions and campuses there are also many who have to stop and even sell to other parties. However, in contrast to Dr.(H.C) Drs.H.Darsono, Manager of UNPAM who is the Chairman of the Sasmita Jaya Foundation, it is increasingly shining, it is proven that UNPAM built the UNSUT (Sutomo University) campus in Serang with a project value of 2 trillion. This paper aims to find the secret answers to success owned by Dr.(H.C) Drs.H.Darsono. Blessing management carried out by him is no longer as Out of the box but No Box. The indicator is (1). Feeling Enjoyment and Doing Good deeds (2). Consistent in Kindness, (3). Feeling Longing for Allah, (4). Always Patience Facing Tests.

Keywords : Managing success, unexpected fortune, Dr.(H.C) Drs.H. Darsono

INTRODUCTION

The name of the Pamulang University Campus was initially not in the spotlight of many people, there was even a "play" that the UNPAM Campus had an extension of the Cheapest University, actually, there was nothing wrong with that name, because when compared to other campuses throughout Indonesia in one of the lists of campuses UNPAM is the cheapest, but the question is whether a cheap campus is cheap or is there a special way to manage a cheap campus but not cheap, not carelessly. The author himself is now continuing his Master in Management and entering semester III, from his own experience it turns out that the UNPAM campus prioritizes intellectual quality based on Brain Memory and muscle Memory.

Intellectual lectures at UNPAM, even though they are carried out virtually, assignments and lecture lessons are arranged neatly and well in E-Learning, each student gets weekly assignments, in e-learning lecturers at UNPAM have provided digital material every week accompanied by additional journals and online discussion rooms Every student usually spends time every Monday answering e-learning lectures, on Wednesdays he also adds comments because fellow students give each other different discussions and opinions. Every Saturday when the student lecture schedule is ready with discussion material that has been understood 5 days before. This is why UNPAM does Omni learning by doing intellectual Brand memory and Muscle Memory.



If UNPAM is only limited to "Brain Memory", then what is done is online lectures on the day they are held, so not all students are easy and comfortable taking online lectures, but UNPAM also provides opportunities for students to make new habits online learning through e-learning. A friend who was over 47 years old when attending college said that at first, he was not sure he would be able to take virtual lectures at UNPAM, but in the end due to self-accustoming which was continuously trained throughout the semester his 'Muscle memory' eventually got used to it so that students with any background will be able to attend lectures here.

As it is known that the Chairman of the Sasmita Jaya Foundation who is the Owner of the UNPAM campus Dr.(H.C) Drs.H. Darsono built UNPAM with the noble belief that everyone has the opportunity to change their lives through the world of Education. The children of scavengers, public transportation drivers, motorcycle taxi drivers and honorary teachers and Koran teachers in the village can and deserve the opportunity to study S1 at UNPAM. This is what is mentioned in The7Awareness, UNPAM has a good CV, not a CV in the sense of a Curriculum Vitae but in this case it has the meaning of "Character and Value".

Character and value are 2 important things that are still needed in every era, people who have character will be difficult for others to imitate, because character is formed by good habits and is repeated over 21 days, when habits are repeated without breaking even after 3 years it will be easy to form a character. While habits themselves are formed by daring to perform great acts, every act even ordinary when performed repeatedly gives birth to miraculous powers. Often they are not among the smart people in the class but they are people whose lives are full of luck. Actions themselves start from the mind, when a person is accustomed to negative thoughts it will be easy to blame the situation and himself, feel less cared for and feel less worthy compared to others.

The character will bring destiny to someone, if someone has a noble and good character then it will encourage him to become a person who is full of compassion and love, this is metaphorically like this "if we have 100,000 money then the money falls and gets dirty, then it will still be useful and it behaves when it is going to be used. It's different if we have monopoly play money, even though it's guarded, ironed so it's good but it's still useless." This confirms as in 21 days to be transhuman that a superior character will relate to the 21 days of continuous training.

21 days of practicing to be above average human beings is the beginning of positive character formation, this is not easy, because from the start practicing unconditional happiness for 21 days is what gives birth to despair in carrying it out, but those who are not tired and full of enthusiasm in carrying out the 21-day exercise program will form a positive character. When a person's character has merged into one, it will give birth to automatic nerves that will reflect a person's reflexes. Character itself can be called a set of traits that are always admired as signs of kindness, virtue and moral maturity of a person. Etymologically, the term character originates from the Latin character, which means character, character, psychological characteristics, character, personality and morals.

The definition of Character according to W.B. Saunders, (1977: 126) states that character is a real and asynchronous trait shown by the individual, many attributes that can be observed in the individual. Wyne said that character is marking how to focus on how to apply the value of kindness in the form of action or behavior. Therefore someone who behaves untrustworthy, cruel, or greedy is said to be a person of bad character, while a person who behaves honestly and is happy to help is said to be a person of noble character. So the term character is closely related to the personality of a person. The definition of character according to the Deknas Language center means "innate, heart, soul, personality, character, behavior, personality, nature, character, temperament, character". As for character, it means personality, behavior, character, and character.

There is no easy way to achieve character, from great character will lead someone to success. You need to work hard and maintain the spirit within yourself to stay afloat until you reach the top goal. Here are some of the characteristics of successful people that you must be able to master, as reported by All Women Stalk, namely (1). Discipline, you can never achieve success just by being lazy. Discipline is key. While it's not easy, you should be able

to apply it to yourself one way or another. Many things have to be sacrificed and it takes extra patience to become a steady person full of discipline, (2). Always think positively, There will always be light at the end of the dark tunnel. Embed this proverb in your mind, so that all the difficulties you experience can be overcome easily. God will not give difficulties without a way out. Be assured that in every problem you face, there will always be lessons that can further shape your successful character.

The third is the character (3). Be patient. To cook instant noodles, you also need a process. From this little thing, you can learn that nothing in this world is truly instantaneous. The success that has been obtained by the great people in the world always starts from scratch. Enjoy all the processes that go through, and remember that happiness can be found in the process. (4) is proud of one's abilities. The difference between being proud of oneself and being arrogant is indeed very thin. However, you should always be able to distinguish between them, to be able to push yourself to do even better. Not everyone can achieve what they already have, and make it self-motivated (5). Minimize ego, Everyone is basically selfish. This attitude is needed to survive in this world. However, an ego that is indulged just like that will actually destroy you. Therefore, think about other interests before you make a decision (6). There will always be knowledge to be learned in this world, even until the end of your life. Never close yourself to changes and other people's advice, because who knows from these 2 things you will get valuable life lessons.

The last part is (7). Integrity. If we pay attention that corruption, collusion, and nepotism can occur in this world because the perpetrators do not have integrity in whatever they do. Dishonest shortcut choices will always be present, but high integrity will prevent you from doing these kinds of bad things. When someone has a character that will become like a "magnet of fortune", Robert T. Kiyosaki said that in terms of money there are only 2 types, the first is lack of money and the second is excess money. The character possessed by Dr.(H.C) Drs.H. Darsono seems to be in a position where it looks like he has too much money. By building the country through education at UNPAM non-stop even when almost all business activities stopped due to the Pandemic.

In addition to the next character is Value, giving more value to others so that they become better. Someone who has 'value' because in him there is a feeling of unconditional happiness. At the NAQOY Center, they are trained on how every participant who takes part in the training learns to be happy unconditionally, even though the reality of life is under a heavy burden, the feeling of happiness should not be lost. It turns out that humans who have unconditional happiness will think about how to give to others, not demand others to make themselves happy. It is undeniable that Dr.(H.C) Drs.H. Darsono is to have both noble Character and Value.

From the beginning, the character of the UNPAM campus could not be separated from the leadership overseen by H. Darsono, leadership that was not only "out of the box" but more precisely "no box" leadership, management leadership was not limited to effectiveness but what was pursued was a blessing. In Arabic, "blessing" comes from the word "barokah" which means favor. In other terms or forms of words in Arabic, it is also called Mubarak and "tabaruk". Imam Al-Ghazali also discusses the meaning of the word blessing, which means an increase in goodness. The scholars also translate the meaning of the word blessing as everything that is abundant, both from a spiritual or material aspect. This includes love, peace, comfort, time, age, etc.(Naqoy, N ., & Rusilowati, U. (2021).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

In everyday life, it is clear that we often hear the words blessing and barakah. But, does anyone think that blessing and barakah have the same meaning or significance? Or vice versa, blessing, and blessing are two words that have different meanings? Blessing or barokah in the Qur'an and Sunnah is the lasting goodness, sometimes it can also be interpreted as an increase in goodness or ziyadatul khoir, and it can even mean both. According to Imam Nawawi, the origin of the meaning of blessing or barakah is a lot of good and lasting. The scholars also explained that blessings or blessings are everything abundant and abundant, including material and spiritual blessings, security, tranquility, health, wealth,



and so on. For example, when there is someone who does a practice or work, then he will increase in goodness. It can be said that blessings or blessings are the positive impacts of what you do. Of course, the impact that occurs with the permission and power of Allah SWT.

Including the presence of the Al-Quran in human life, it is mentioned in the Al-Quran letter Shaad verse 29, "This (Al-Quran) is a book that We have sent down to you, full of blessings so that they pay attention to its verses and so that people who have a mind gets a lesson." In another verse, the word blessing is also mentioned. "If the people of these lands had believed and were pious, We would have surely bestowed upon them blessings from the heavens and the earth." (QS. Al-A'raf: 96).

From the Al-Quran (Al-A'raf: 96) a lesson can be drawn that blessing is the fulfillment of all the material blessings needed by humans. Allah has prepared the heavens and the earth to become sources of blessings for His servants. There are several indicators of leadership that go beyond the effectiveness of achieving glory which impacts happiness in this world and the hereafter. The characteristics of managing blessings in the view of the Al-Quran are:

Feeling Enjoyment and Doing Good deeds

"Whoever Allah wills will give him guidance, surely He will expand his chest for (embracing the religion of) Islam" (QS: Al-An'am: 125)

In this verse, it is explained that one of the blessings of life from Allah is to experience the pleasures of Faith and Islam as well as the enjoyment of worship. Of course, without feeling pressured, heavy, or feeling bad at running it. For example, when carrying out alms. Then we will feel the virtue of alms and its benefits in life. So it's light to carry out.

The "No Box" leadership carried out by Dr.(H.C) Drs.H. Darsono in running UNPAM was built from the start always getting ease of operation, even during the Covid 19 Pandemic the physical development of the UNPAM campus in Viktor Serpong, South Tangerang, looked magnificent, and enchanting. No less extraordinary is the construction of the Sutomo University campus in Serang, even with a 2 T budget. Carrying out campus development by managing the blessings of sustenance which ultimately come from various "unexpected" financial sources. In one of my interviews with H. Darsono at his residence, it was explained that in a "double disruption" situation, his silent asset, in the form of land in the Serang area, was then offered to be made into a special industrial area so that land prices skyrocketed.

There are always ways of unexpected sustenance for those who manage their business not only for material interests (profits). There is a much bigger and stronger motivation than just financial gain, namely happiness in helping people achieve a better quality of life. In addition to his lead character, he always gives added value to others, including parents who have always thought that it would be impossible for their children's education to reach the university level, all of which were broken by Dr.(H.C) Drs.H. Darsono "values". There are thousands of parents who feel happy when their children graduate, from what was previously "impossible" to "possible". **Consistent in Kindness**

"And how did you (until) become disbelievers, even though Allah's verses were recited to you, and His Messenger (Muhammad) was among you? Whoever adheres to Allah's (religion), then indeed, he is guided to the straight path " (Surah Ali Imron: 101)

Consistent in goodness means we continue to hold fast to God's commandments under any circumstances. People whose lives are full of blessings will carry out this goodness consistently until the end of their lives. Even though there was a lot of pressure, it didn't make him lose his enthusiasm and optimism. During the Pandemic, the pressure actually turned into an unexpected leap in business and business, taking the term "Minute Awareness" that pressure has 2 choices, the first is to sink to lose and the second to rise to the surface to become a winner.

This consistency is the inner voice of those who have found Covey's term in The 8th Habit: From Effectiveness to Greatness. 'calling of the heart, then no one is able to stop the goodness that continues to be carried out, like water that continues to flow from the top of the hill to the valleys in a village. Quoting The7Awareness's motivation is "Once I stick the iron needle, I abstain from pulling it back". This is what can be seen from the leadership of No Box H. Darsono, in the development of Pamulang University which is increasingly

showing its existence in society not only around Banten but also starting to penetrate the Sumatra and Kalimantan regions.

Feeling Longing for Allah

People whose lives are full of blessings realize that the blessings they can feel right now come from Allah SWT. For that, there is no other choice, that is piety and always longing for Allah is something that he always feels. Because they realize that humans will not get anything without God's help.

"Indeed, those who believe are those who, when the name of Allah is mentioned, their hearts tremble, and when His verses are recited, their faith increases (therefore), and only in Allah do they put their trust. (Namely) those who establish prayer and spend part of the sustenance that We give them. (QS Al-Anfal: 2-3)

Spiritual awareness of one's gratitude to Allah for all the pleasures of life is shown not only to build personal piety that is private but to build social piety whose goodness will provide wider benefits and be felt by many people. A person's spiritual awareness or religious awareness will be transformed in various businesses with the "Ihsan" approach, namely doing well even if it is not seen by humans, but he believes that there is not a single minute that God escapes His sight. So in running a business with the strength of "integrity". Carrying out No Box leadership at UNPAM by providing opportunities for lecturers and teams to innovate and limitless creativity is part of Unpam's progress.

Always be patient with exams

With the blessings of Allah SWT, it will be easy for these people to be patient in facing various tests. Either test in happiness or trouble. Everything is something they sincerely face. The meaning of blessings in life can indeed be different from each person. However, actually Allah always provides convenience and needs in our lives, whether we realize it or not. Hopefully, as humans, we will always be aware of it and be grateful at all times for the pleasures that are blessings in our lives.

"O you who believe, be patient and strengthen your patience and stay alert (on the border of your country) and fear Allah, so that you will be successful" (QS Ali Imran: 200)

To add to the blessings in life, alms can be one of the keys. Fortune, which is one of the blessings in this life, will increase its blessings if we share it with others in need. Unpam itself gives alms to students not to pay building fees when they enter college, even though students don't pay building fees, H. Darsono instead builds new buildings during this pandemic.

Seeing the UNPAM phenomenon with Dr.(H.C) Drs.H. Darsono leadership is in line with Stephen Covey's view in his book *The 7 Habits of Highly Effective People* gives us a sign of "out of the box" leadership by practicing to be an effective person, but before the age of 79 and finally dying (16 July 2012) he wrote a special book entitled *The 8th Habit: From Effectiveness to Greatness*. In one of his special sentences before he died, he said "Some of us spend a lot of time on what is immediately done, not on what is important to do." (Covey, 2005).

"No Box" leadership is a form of transformation from the previous "out of the box" leadership, when only "In the Box" leadership focuses on leadership at the level of how to carry out work according to S.O.P, the purpose of "In the Box" leadership is productivity, high productivity is the target of leadership at this level, in leadership at the "In the box" level we are still often faced with the duality of "bad & good, black & white, Yin & Yan". Thoughts still often influence him in making decisions so sometimes his mood can change depending on the mindset he is experiencing. In the first part of *The 7 Awareness aphorisms*, it is written that "Mind is both a good service and an evil master" (Yusuf, 2018).

Leaders at this first level will measure the success of performance from 2 things, namely "Productivity & Improvement". Carry out financial records in accordance with applicable regulations. In the world of HR, "In the box" leadership emphasizes employees working and working even harder. Sign of attendance is an important factor even though sometimes in this presence there are still results that have not been achieved. While the leadership level "Out of the box" measures the success of 2 things, namely Professionalism and Management. The more "expert" a person is, or not common (not the same) with other

people, shows himself to have unusual ways of thinking, we take an example, MSME traders in the culinary field, both sell culinary but themselves become more expert in certain culinary fields so that has "Differentiation" in its management. Both are in the same business, but their skills will make them appear different from the others.

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Management governance also has old ways that are renewed with new things, taking the term Research found there is a "Gap", there is an element of novelty, we take for example the online business war between the Shopee Marketplace and Bukalapak, both are kings of online business with products that may be the same but the management strategies of the two are different, Shopee, for example, spoils its buyers by providing free shipping, while Bukalapak provides trimmed prices so that it is close to "free".

Management is an important part of "out of the box" management, just like companies that actually found "leverage" of luck during the Pandemic, while most did the exact opposite. The aviation, tourism, and clothing businesses are a large part of the business experiencing heavy pressure for them only to use the "in the box" way of thinking, but their businesses are experiencing a resurgence of income when using old patterns in new ways, such as.

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METHODS

The research method uses qualitative, qualitative research where the role of the researcher is as a key instrument in collecting data and interpreting data. Data collection tools usually use direct observation. While the validity and reliability of data using triangulation using inductive methods, the results of qualitative research emphasize meaning rather than generalization. Bogdan and Taylor explained that qualitative research methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

The qualitative research that was carried out was a case study approach in terms of management that was unusual, because in general and overall management view, what was built by Dr.(H.C) Drs.H. Darsono is a tough step even to the impossible stage. As an example, when the Pandemic came to this country, UNPAM also received its effects, namely when UNPAM's income decreased by 50% due to the many parents of students being expelled from their jobs, but instead, UNPAM built a building in Serang with the name UNSUT Campus (Sutomo University). The study found that the management carried out by Dr.(H.C) Drs.H. Darsono is Blessing Management. The more people can enjoy the sustenance due to the strong impact of UNPAM, the greater the blessing felt.

RESULT AND DISCUSSION

Blessings are like snowballs, getting bigger day by day. Not the other way around, getting smaller day by day. This was experienced by a big brand who felt that his business did not find 'blessing', namely the Matahari Department store, when Shoppe, Bukalapak, Lazada went from small to big while Matahari opened an online bookstore, suddenly from big, so that it was finally defeated by change. This also often happens to business people who suddenly disappear from the business ecosystem. Robert T Kiyosaki also said in his

book "Rich Dad Poor Dad" that there is a quadrant where a person reaches the state of "No Money, No Time" (Kiyosaki, 2000).

Someone who manages a business with blessed capital gets the luckiest quadrant, namely "Much Money, Much Time", the more money and the more time they have. Rules of business and life are often contradictory, such as "Much Time, No Money", a person who has a lot of time for his family but often has absolutely nothing financially. On the other hand, when a person has a lot of money, the reality of life is that they don't have time. Kiyosaki's theory shows us that money and family life often do not support each other but repel each other. Uniquely, there is a quadrant that is owned by certain people who are not subject to the rules of finance and life laws, namely a lot of money and a lot of time.

In leadership "No Box" is no longer just limited to P-I-P-M (Productivity, Improvement, Professional, Management) but requires a new thing called C-I-E-L, which stands for Creativity, Innovation, Entrepreneurship, and Leadership. The indicator of No Box leadership is Creativity, just like opening a window, opening a window of opportunity to advance (window of opportunity), quoting The 7Awareness training called "Tadabbur", reading signs (verses of God) that are widespread throughout his existence. No Box Leadership does not have to find a "Big Miracle" but from simple, ordinary things and something that is a daily activity but can find a "Quantum life" that makes him self-transform (Sharma, 2000).

The second is Innovation, there are always updates made, against excessive comfort so that you feel enough and fail to make a breakthrough, in The 7Awareness there is a motto "From Good to Great", it is said that sometimes when someone wants to achieve "Great: great, above average" The problem is breaking the bond of comfort that goes too far, there are many stories in the past (history of yesterday) that make someone walk in place when shackled by a high sense of comfort. Doing new innovations means making a breakthrough with the risk of getting dissimilar from other people so that conflicts, being bullied, being blamed, and even being taken for granted is a natural thing as a process of real change (Kertajaya, 2017)

The third is entrepreneurship, it is more appropriate to have an entrepreneurial spirit, a person who has an entrepreneurial spirit quotes the book 21 Days to be Transhuman having the character of "thinking and having a big heart", apart from the 20 other characters described in the book, the second, an entrepreneur is having habits that do not the same as people in general, he has real perseverance, starting a business from scratch is natural, even when failure is found, he makes it a new way of learning to be successful. There is no formula for failure in entrepreneurship but there is delayed success, they are able to build a narrative that pleases them first.

Fourth is self-leadership, this is of course the most difficult is leading yourself, when leading others it will look easy because you can see how the response is back but when leading yourself, it requires a new way, namely what is called in The 7Awareness is "Silence", practice how to listen to voices heart to move forward and succeed. "No Box" leadership has a 3 T model, namely Tafakkur, Tadabbur, Tasyakkur (Naqoy, 2020).

The first part is Tafakkur (introspection), successful self-evaluation, the more frequent evaluations will minimize repeated mistakes. Every mistake that is repeated shows that a person is weak in self-evaluation. In the book 21 Days to be Transhuman it is explained that evaluating every day for 10 minutes in the 1 hour silence program is a superior habit that has special qualities. As the saying in The 7Awareness that successful people are ordinary people who have an extraordinary heart (Eswaran, 2016).

The second part is Tadabbur (extrospection), succeeding in making the environment and other people a motivation that eventually gives birth to opportunities for success. There are many windows of opportunity in the future starting from when we are able to open our eyes and learn with sincerity. The success of other people is a window of opportunity that can be studied and patterns of success can be found. It seems that No Box's leadership is able to read the "signs" around it to make itself successful above average.

While the third "T" is Tasyakkur, of course, No Box Leadership are people who are good at expressing their gratitude for succeeding in interpreting life from ordinary things, even trivial things. Being a collector of gratitude is a characteristic of No Box's leadership that is



evident, he feels ashamed if he fills life with ugliness and complaints and complaints. The success of those who have "No Box" leadership is being able to turn difficulties, pressures, and problems into a way of blessing in the future. UNPAM did the same thing, which actually opened its second campus in Serang and even carried out construction worth trillions during the Covid-19 Pandemic situation. Kiyosaki "has dozens of water pipes" that are constantly flowing, not just relying on one pipe. No Box Management is not like a top-down path, but can also use a circle pattern that can be started from any side. The same thing in modern organizations is Agile Organizations, an organizational pattern that is not only focused on Up and Down but everyone becomes a contributing force so that doing tasks is much shorter and more precise (Umi Rosulowati, 2021).

Rich And Blessed Life Tips

It is not easy to achieve a rich life position because there are many obstacles and obstacles that must be faced, both internal and external. However, that does not mean it cannot be attempted, because opportunities are open and God also recommends it. So, for anticipate various obstacles and obstacles as well as to minimize failure, from the author's experience there are two aspects that must be considered, namely:

Moral-Religious Aspects

The moral-religious aspects referred to are divine values or Islamic moral values as the inner basis. These values are very useful for strengthening beliefs, strengthening footing in steps, sharpening the direction to go, and making the determination. These values are explored and practiced through the following things :

1. **Have Strong Beliefs.** The most important source of belief is the religion one adheres to. This belief is able to strengthen the heart, make the determination, and ward off discordant voices (other people's opinions) that are not in line with the way that will be lived. Strong belief is a belief based on trust in Allah SWT. People who really believe that Allah is the Most Creator, Most Compassionate, Most Merciful, Most Rich, Most Wise, and Most Giver of Rizki will not hesitate in carrying out an activity related to earning a living. Earning a living (rezeki) because Allah believes it will be worth worship, Allah will provide guidance, Allah will provide a way, and Allah will also provide sustenance. Besides that, when you experience failure, a person who has faith in Allah will not give up, he will get up to try again and try again with the belief that trying to change fate is worship. In the end, if you succeed, you will be grateful and not arrogant, if you fail, you will remain patient and put your trust in Allah SWT. Whatever happens, will be believed to be the best according to Allah. (Yunus, 2019).

In Islamic teachings, there are many verses of the Koran related to this matter, one of which is found in QS Ali Imron (3): 159, which means "When you have made up your mind, then put your trust in Allah. Verily, Allah loves those who put their trust in Him." The meaning of resignation here must of course be followed up by choosing a path and making steady steps in pursuing goals, steps that are rational and realistic. The second thing, the moral aspect that is no less important is respect for parents, especially mother. There are sayings of the Prophet Muhammad. which essentially states that heaven is under the feet of mothers. One of the moral messages from this hadith is the strong belief that the pleasure of Allah depends on the pleasure of the mother. With regard to someone's efforts to achieve the goal of wanting to live rich, then the child asks for the blessing and the mother prays, God willing, the prayer will be granted by Allah SWT. (Candra & Neti, 2013).

2. **Respect for Parents/Mothers.** Respect parents wholeheartedly and wholeheartedly and believe that respecting the mother will bring blessings. The prayers of parents are very efficacious, even heaven is under the feet of the mother (Hadith), in the sense that Allah's blessing depends on the pleasure of people old, especially Mother. Also, believe that honoring your mother will expand your fortune.

Practical-Empirical Aspects

Another aspect that must be considered to realize the ideals is the practical-empirical aspect. The point is actions or operational steps that are closely related to entrepreneurial practices. The main capital for strengthening this step is things that are rational and real, in



the sense that they can be implemented in concrete steps that can be measured, including living simply and being fond of saving; having a side business, and love to share

1. Live a simple life and like to save. A simple life does not mean poverty, but has physical, material, and self-esteem strength and is able to adapt to the lives of simple people (Siregar, 2013). Simple life here is closely related to attitude and behavior and everything are calculated carefully. The simple life is very relevant to the lifestyle exemplified by Rosul. In practice, it takes sincerity, toughness, and patience to hold back desires that often appear as tempters or obstacles. So in dealing with this, especially in spending, it must be based on needs, not following desires. The simple lifestyle was adopted by many wise people, including their ancestors. In addition, there is one thing that must be underlined, namely the meaning of the simple.

That simplicity is reflected in an attitude of generosity, helpfulness, and not stinginess so living a simple life does not mean being miserable. One of the indicators of a simple life has been widely taught by the ancestors, as in the proverb "don't have a bigger peg than a pole", meaning that when spending your wealth you have to take into account it carefully. In this case, one must understand the difference between want and need. That is, expenses must be planned, and prioritized what is really needed to maintain reasonable survival. People who spend wealth to fulfill desires do not have a simple lifestyle but are actions filled with the seeds of bankruptcy. Thus, a simple life is not poor and miserable, but everything is planned and understated. If one lives in moderation, one will not display demonstrative behavior or deliberately show off one's possessions.

Saving is saving money in a box, post, bank, and so on (KBBI Online). The habit of saving starts with intention, while the intention to save is influenced by several factors, including religious, social, and cultural attitudes (Banowati and Soleh, 2018), understanding, and one's visionary attitude. Enjoying saving is a positive attitude, but it must be balanced with a wise attitude in purchasing, don't get caught up in buying behavior that is not fair, don't have faith other than believing in Allah, for example, don't believe in myths. (Sari and Nuzulia, 2014; Triyanto, 2015).

2. Side business The second practical-empirical aspect is having a side business, whatever profession you currently have. The side business in question is entrepreneurship which must be managed properly, as well as managing or running the current profession.
3. Likes to share. Likes to share is a commendable trait, so loved by Allah and liked by fellow human beings. There are many opportunities and many ways to channel the love of sharing, both obligatory, circumcised, and voluntary. For Muslims, the essence of sharing is included as the main worship in the pillars of Islam, namely zakat. By practicing the tips as stated above, the dream of a rich and blessed life, God willing, will be well achieved.

Giving and helping others has various benefits that can be obtained by those who run it. Not only bringing a myriad of rewards but the blessings of life and the pleasure of Allah SWT can be obtained. Similarly, people who are given, of course, will get the help needed for daily life.

Allah SWT explains in the letter Al-Baqarah verse 245:

"Who wants to give a loan to Allah, a good loan, Allah will multiply the payment to him with many times over." (QS. Al-Baqarah: 245).

The kindness to share can be contagious. Maybe donating some treasures looks trivial, but unknowingly it can inspire others to participate in perfecting the good we do. Others will be moved to do the same. Because actually by giving, it will not impoverish, but it will open up sustenance in the future. Allah SWT has promised this following His words in the Qur'an Surah Saba` which means:

"And whatever items you spend, then Allah will replace it and He is the best provider of sustenance." (Q.S. Saba verse 39).

The more someone often shares and makes others happy, the more pipes of unexpected fortune. The saying goes that if you want riches and blessings (1). Has many flowing pipes (2). Multiply to make people smile, more and more can help people to be able

to get sustenance will make their smile the strongest and most beautiful self-happiness. In The7Awareness it is explained that our happiness is measured not by how much we receive but by how much we give happily.

Managing the blessings carried out by Dr.(H.C) Drs.H. Darsono is carried out by ordinary people but has an extraordinary heart, the power of intention to help the poor to get a proper education has been maintained until now, his past which is full of difficulties is made by him as 'One Minute Awareness" to unleash the potential that has been hidden all this time. The success he achieved began when he focused on providing opportunities for others to advance, there are many testimonies from UNPAM graduates who are now successful people and have come from tough backgrounds. They initially thought going to college was difficult and hard, but seeing the opportunity wide open to go to college with a fee of 200,000/month made the public transportation drivers and construction workers believe and courage to register their children for college with a dream that one day they (their children) would become private which is more useful.

UNPAM graduates well every month, thousands of alumni have spread to fill HR spaces in the world of industry and services. His name is increasingly known in line with UNPAM graduates who have made a real contribution, now not only in South Tangerang, in Serang Banten, UNSUT has been established which will provide opportunities for students, ustadz and farmers around Lebak, Pandeglang to get to know the world of a large campus , decent and well accredited but at a low cost . A managing a business that is different from the existing ones, this is not limited to ordinary management but management of the blessings of sustenance and life.

CONCLUSIONS

People who have found "One minute Awareness" will not delay, will not wait, and will not let opportunities disappear too long, for people who find One minute Awareness like Dr.(H.C) Drs.H. Darsono "time is a blessing", every time is a way to a blessing for himself by making many people turn out to be the best. In One minute Awareness is a Dream when Young Darsono finds pressure from his father, it actually makes him dare to have strong dreams to succeed. Pressure is precisely the wide door to the gate of dreams, every dream is wide open one by one. Like a coin, has two perceptions. The achievement that finally made H. Darsono get an honorary Doctorate degree at the UNY campus on Wednesday, March 28 2018 with promoter Prof. Suyatno, Ph.D.

The promoter concluded that UNY pays attention to Dr.(H.C) Drs.H. Darsono "has successfully contributed to humanity through education through the Sasmita Jaya Foundation which eventually gave birth to Pamulang University (UNPAM). There are many marginalized people who have had difficulty reaching the world of education but in the end, they succeeded in going to university so that it would provide opportunities for the children of farmers, scavengers, and motorcycle taxi drivers to experience college.

Leadership is related to power so that it becomes effective, this is where heart strength becomes an important factor when the heart is healthy then leadership becomes better by glorifying others through various patterns one of which is Education, this is what Dr.(H.C) Drs.H. Darsono "in carrying out his leadership in the Sasmita Jaya environment. (https://www.uny.ac.id/en/video_streaming/pengahan-gelar-doktor-honoris-causa-drs-h-darsono) . His success in leadership has earned him an honorary Doctorate, an achievement that is not merely ordinary but has been proven by real actions to save or help humanity.

Managing blessings finally led Dr.(H.C) Drs.H. Darsono to gain abundant knowledge together with lecturers at UNPAM in various comparative studies abroad. Among others are :

1. Australia at the Australian Catholic University Australia, Comparative Study of Learning Methodology in Higher Education (2016).
2. Queensland University Australia, Comparative Study of ICT Application in Higher Education (2016).
3. Monash University Australia, Comparative Study of Higher Education Service Integration Management (2016).

4. Chungnam National University South Korea, Higher Education Technopreneur Comparative Study (2015)
5. Soka University Japan, Comparative Study of Self-funded Higher Education Management, 2015
6. Asia University, Comparative Study of Culture-Based Learning Technology in Higher Education, 2015
7. Malaysia, Health education at Al-Islam Hospital Malaysia, 2013

In conclusion, it turns out that H. Darsono's success was able to maintain his commitment to managing blessings by paving the way for success for others. The more it makes people successful, progress, and develop, the more it will make them happy. An expression in The 7 Awareness that 'has got heaven before its time. Happiness and love have been obtained in this world and later in the hereafter will be a witness for his good deeds.

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