

Kapital simbolik menurut pierre bourdieu dan kegiatan wirausaha: Studi kasus bisnis MQ Corporation Pondok Pesantren Daarut Tauhid Gegerkalong Girang Bandung

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Abstrak

MQ Corporation is one of phenomenal business institutions led by a prominent Muslim preacher KH Abdullah Gymnastiar, familiarly called Aa Gym. However, many have neglected the existence of MQ Corporation as an outstanding business institution and paid more attention on Aa Gym's religious preaching. There is no specific academic research on the phenomenon of MQ Corporation in sociological perspective.

This thesis, therefore, constitutes an attempt to highlight MQ Corporation into the analysis of symbolic capital, a theoretical framework developed by French sociologist, Pierre Bourdieu. Throughout this theory, the research assumes that development of MQ Corporation is high-correlated with symbolic capital, namely mass recognition. At first, this wide mass recognition obtained by Aa Gym as the central figure and it afterward affects on his business units.

Additionally, this research attempts to explore how that symbolic capital obtained, how it benefits the owner, and how it maintained. This research furthermore predicts the future of MQ Corporation in case the deflation of symbolic capital as regards the rise and fall of Aa Gym's popularity whose personal brand is much greater than MQ corporation's corporate brand.

This research concludes that development of MQ Corporation is very much correlated with the symbolic capital of Aa Gym. Therefore, the development of MQ Corporation correlated highly with the maintenance of symbolic capital as well as the invention of qualified products as any other commercial activity.

This research finds that deterioration of Aa Gym's popularity would influence MC business units. Those units which depends much on the figure of Aa Gyim would be hard to develop whenever his popularity declines. While those which do not depend on his figure and able to invent their products well and innovatively would continue to exist.