

## CRISIS NAVIGATION IN BUSINESS (LESSONS FROM THE MANAGEMENT OF PROPHET NUH AS)



**Sri Wahyuni<sup>1</sup>**

**Universitas Islam Negeri Sumatera Utara, Medan, Indonesia**  
[rumahyunikreatif@gmail.com](mailto:rumahyunikreatif@gmail.com)

**Ari Asriadi<sup>2</sup>**

**Universitas Islam Negeri Sumatera Utara, Medan, Indonesia**  
[Ari.asriadi@yahoo.co.id](mailto:Ari.asriadi@yahoo.co.id)

**Hendri Tanjung<sup>3</sup>**

**Universitas Ibnu Khaldun, Bogor, Indonesia**  
[hendri.tanjung@gmail.com](mailto:hendri.tanjung@gmail.com)

**Nur Ahmadi Bi Rahmani<sup>4</sup>**

**Universitas Islam Negeri Sumatera Utara, Medan, Indonesia**  
[nurahmadibr@gmail.com](mailto:nurahmadibr@gmail.com)

---

### Abstract

This study aims to analyze the crisis in the story of Prophet Nuh AS and apply it to context management crisis in modern business. The bibliographic method is used as the base methodology and involves the selection sources and literature Trusted For understanding implications of management crisis from the perspective various discipline knowledge. Approach bibliography possible analysis comprehensive and systematic to the story of Prophet Nuh AS. Identification crisis in modern business includes crisis financial, reputational, operational, and legal. The impact involves loss of capital, damage image, and sanctions law. Comparison with the story of Prophet Nuh AS shows similarity signs initial, impact potential, and action initial taken. Research result describe that crisis in second context test patience, mental resilience, and need strong leadership. Management lessons from the story of Prophet Nuh AS includes focus on process, quality more from quantity, planning maturity, and management good organization. Study This give outlook about Prophet Nuh AS business planning and strategy, incl vision period long, management risk, communication effectiveness, perseverance, and leadership strong. In conclusion, research This highlighting importance respond crisis with precise, identify opportunity in challenges, and take advantage experience historical for enrich management crisis modern business. Lessons from the story of Prophet Nuh AS can be become guidelines valuable for practitioner business in face dynamics and uncertainty environment business contemporary.

**Keywords:** Business, Management of Prophet Nuh AS, Navigation Crisis

## INTRODUCTION

The story of Prophet Nuh AS is a narrative that is rich in meaning in the context of the Islamic religion (Safri, 2022) . One of his most striking episodes was when he was faced with a major flood crisis. This flood is considered one of the largest natural disasters in human history that threatens the survival of all living things on the earth's surface. In this stressful situation, Prophet Nuh AS had to take extraordinary action by deciding to build a giant ship to save himself, his family and various animal species from this disaster (Thohir & Sidiq, 2021). This action required careful planning, efficient coordination, and adequate resources to carry out such a monumental rescue project. The story of Prophet Noah AS is relevant in the context of modern business because it contains many valuable lessons about crisis management (Al Eid & Arnout, 2020). One of the key lessons is the importance of rapid crisis identification and appropriate response. Prophet Nuh AS, as a leader in a critical situation, must be able to recognize the threat of major flooding well before taking significant action (Jusriadi & Syafaruddin, 2021). In business, quickly identifying an impending crisis or challenge is key to avoiding worse consequences.

Apart from that, this story also illustrates the importance of strong leadership in overcoming a crisis. Prophet Nuh AS was not only a ship builder, but also a leader who led his community through very difficult situations (Wiley, 2019). His ability to lead, organize and inspire others is a key aspect in dealing with modern business crises. Effective leadership can help an organization to maintain stability, implement crisis plans well, and achieve success in facing the challenges it faces. Finally, the story of Prophet Nuh AS also emphasizes the importance of careful planning and preparation in overcoming crises (Sutono, 2020). The construction of giant ships is the result of careful planning, which includes design, procurement of resources, and team coordination. In business, careful planning and good preparation can help organizations to better deal with crises, mitigate negative impacts, and minimize losses. Thus, the story of Prophet Nuh AS provides inspiration and valuable lessons about crisis management that can be applied in the complex and changing context of modern business.

Hendri Tanjung highlighted several aspects of management that can be applied in modern business based on the story of the Prophet Nuh AS. One of them is thorough long-

term planning. He emphasized that Prophet Nuh AS received a revelation about the coming of a great flood long before it occurred, which shows the importance of careful long-term planning to face the great challenges of the future. In addition, Tanjung highlighted the strategy of Prophet Nuh AS in building large ships as a solution to the upcoming crisis, underlining the importance of innovation and creativity in dealing with business problems (Didin Hafidhuddin & Hendri Tanjung, 2016).

Tanjung also emphasized mental resilience and steadfastness in the story of Prophet Nuh AS. According to him, mental resilience and determination are important aspects in management. Prophet Nuh AS showed extraordinary patience and steadfastness when faced with great challenges and rejection from his community (Didin Hafidhuddin, 2020). This illustrates the importance of maintaining focus and determination in the face of difficult business obstacles. In Hendri Tanjung's essence, management that can be learned from the story of Prophet Nuh AS includes aspects of long-term planning, innovation in finding solutions, as well as mental resilience and determination in facing challenges. This view provides an interesting perspective on how the lessons from the story of the Prophet Nuh AS can be applied in the context of modern business management.

Purpose of the article This underlines the essence of the writing, which is an in-depth exploration of the management lessons that can be gained from the narrative about Prophet Noah AS in facing the major flood crisis. The main purpose from article This is to analyze various aspects of the story of Prophet Nuh AS and identify management elements that can be applied in the context of modern business. With thus, article This mean to contribute to the understanding of how lessons learned from the experience of religious history can be used as practical guidance in managing crises in the dynamic world of business. This article elaborates the story of Prophet Nuh AS by identifying key events relevant to crisis management. In this context, we will highlight how Nabi Nuh AS strategically responded to the threat of major flooding, including planning and implementing ship construction in response to the crisis. Additionally, we will also explore the important role of patience and perseverance in overcoming ongoing challenges.

This article also makes an effort explain connection between Prophet Nuh AS's experience in a business context. We will illustrate how the management principles that can

be identified from the story, such as careful planning and effective leadership, can be applied to business crisis management. By approaching this story as a historical case study, we aim to understand how business leaders can leverage past experiences to make wise decisions in crisis situations. Then, articles This in a way No direct highlighting relevance practical from the lessons that can be taken from the story of Prophet Noah AS in business crisis management. We will explain how leaders and entrepreneurs can apply these principles in the modern business context, including how to identify and manage crises, develop effective plans, and lead teams through difficult situations. Contribution article This is provides an in-depth view of how historical religious values can be a source of inspiration and learning for management crisis business.

## **REVIEW OF LITERATURE**

### **Historical Urgency of Prophet Noah AS**

Prophet Noah is one of them figure central in immortalized religious history in various holy books, incl in Old Testament (known as the Bible) with Noah's name, as well in the Koran with the same name. In the Book of Genesis in the Bible, the Prophet Noah is described as figure chosen by God for warned his people about impending destruction come because wickedness. In the Qur'an, the story of the Prophet Noah is told in Surah Nuh (71<sup>st</sup> Surah) as God's sent messenger to his people for exclaimed they return to faith and abandonment error. The people of the Prophet Noah, in the book of Genesis, are mentioned as " Patriat Khan," which can be interpreted as grandma ancestors previous or previous. In the Qur'an, they called as " *abaikum awwalun* " in Surah Ash- Saffat (37<sup>th</sup> Surah) verse 126, which also describes they as previous people. Equality between the story of the Prophet Noah in the Bible and Al-Qur'an shows consistency in delivery message religion that focuses on purification and commemoration to crime as well as emphasis will obedience to Allah (Nafi'Hasbi et al., 2022).

Information about the life of the Prophet Noah can mapped from corner look history. First, according to Abul Ebiyatan Muri in in his book, the Prophet Noah is predicted life about 4000 years before AD. With refers to the present day, approx This put

his life about 6000 years. Then, in the Al-Quran records, the age of the Prophet Noah is mentioned about 950 years old. If applied to civilization at that time, with assumption One civilization range about 1000 years, p This show that around six generation has passed at that time. Source second from Al Maghlish, also strengthens similar numbers, about 4000 years before AD. Imagine, at that time, 4000 years before AD, a picture of the world only Can estimated from remains material what is possible remaining, give shadow to world conditions at that time (Nafi' Hasbi, 2022).

The fate of the Prophet Noah shows relationship as great-grandson from the Prophet Idris AS, with the lineage of Nuh Bin Lama' Bin Mutawasilah Bin Idris. In the order of the prophets, Prophet Noah is in position fourth, temporary in order apostle, he occupy position third. Position This confirm the connection and spiritual heritage possessed by the Prophet Noah from an honorable lineage from Prophet Idris AS, strengthening continuity mission prophethood and the messages carried by them in history of religion.

The story of the Prophet Noah highlights not quite enough answer a messenger divine, struggle hard in spread teachings of monotheism, and confrontation with Disobedient his people are reluctant follow God's guidance. In both holy books the story flood big lifted as incident important that becomes punishment on iniquity humans at that time, while the Prophet Noah and his loyal followers saved through intervention divine. Similarity theme and narrative between the Bible and the Qur'an in the story of the Prophet Noah became part important from understanding religious history and moral values taught by stories the. *Takwil* and interpretation to the story of the Prophet Noah in the Bible and Al-Qur'an is interesting attention of religious scholars. Although There is similarity in substance story, there are also differences in story details as well as focus delivery message. For example, in the Bible, story about development the ark by the Prophet Noah detailed described, temporary in the Qur'an, emphasis given more to the moral message and da'wah conveyed by the Prophet Noah to his people.

Importance the story of the Prophet Noah as Allah's messenger is also reflected in the values contained therein. Story the patience, courage and loyalty of the Prophet Noah as well obedience and steadfastness his followers give example about faithfulness to religious teachings and obedience to God's command. This also shows God's strength and grace

protect His faithful servants although faced with a big test. Apart from that, there is also the story of the Prophet Noah reflection will justice divine. In both the Bible and the Qur'an, destruction is given by Allah form justice on disobedience and wickedness people who have reminded and given chance for repent However still in iniquity. This matter give lesson that in system nature of trust monotheistic, God is considered as an entity that punishes and rewards love Darling in accordance with deed man. The story of Prophet Noah is not only considered as narrative religious history, but also has meaning deep symbolic. Flood big that became incident key in story This often interpreted as metaphor on renewal or spiritual awakening within life man (Hasbi et al., 2023).

### **Patience and Perseverance of Prophet Nuh AS**

The patience and perseverance shown by Prophet Nuh AS in story flood big is outstanding example normal from highly valued traits in Islam and have relevance deep in context business and modern life (Didin Hafidhuddin & Hendri Tanjung, 2016). Prophet Nuh AS showed extraordinary patience normal during the development process monumental ship, building foundation patience this teach that in business , esp in face big challenge , patience is quality key For reach success period long (NZ Abidin & Khairuldin, 2018) . Apart from that , the perseverance of Prophet Nuh AS was deep face resistance and rejection from its people during over the years is also very inspiring (Rosidin, 2017). He No Once gave up on his mission although faced with various obstacles and opposition. In business perseverance is factor key difference between success and failure Perseverance in chase goal and pass obstacle is a very valuable trait for leader and entrepreneur. Story this also teaches about firmness confidence Prophet Nuh AS had no belief shaken in revelation and mission given by Allah SWT ( Kartawan & Marlina, 2020). In business, confidence in vision and mission organization is element important For motivating team and achieve objective period long (Latifah & Surabaya, 2020).

Mental toughness is also a factor very important aspect in story this Prophet Nuh AS was faced with great pressure and extraordinary challenges unimaginable, but he capable guard resilience his mentality. Ability For still calm and focused in difficult situation is an indispensable quality in business, esp in face crisis.

The story of Prophet Nuh AS also shows this that patience and perseverance can bring success in the end after many years Work hard and accepting Difficult challenge , he Finally see results from his persistence when the ship become the only one safe place during flood large (Didin Hafidhuddin & Hendri Tanjung, 2016). In business, sometimes results from Work hard and patient Possible No quick visible, but with proper perseverance , success can achieved (Gustanto, 2021). Story this is also a reminder that patience and perseverance is qualities valued by Allah SWT. In Islam, patience is one of the a highly respected and promised trait reward big for those who can run it with well. This matter show that in business and life daily life patience and perseverance No only the traits that bring success material but also brings blessings and blessings in life individual.

## **RESEARCH METHOD**

Bibliographic method applied in study This become base underlying methodology approach analysis to the story of Prophet Nuh AS and its application in context management crisis modern business. This method involves selection and search sources reliable literature work academic, books, articles journals and views expert in various field, like management, leadership, and Islamic religious studies. Use these primary sources give strong foundation for research, confirm that analysis done based on deep and informed understanding. Approach bibliography help researcher for detail and analyze diverse existing perspectives in selected literature. With covers view from various discipline science research This can give corner comprehensive view related implications management possible crisis taken from the story of Prophet Nuh AS. Additionally, the method facilitates systematic synthesis from the information found, makes it possible preparation solid and consistent arguments based on framework conceptual that has been tested.

Use method The bibliography is also enriching linkages between Existing literature makes it possible identification patterns trends and findings key that appears from various source. With Thus method This No only give base powerful analysis, but also possible researcher for describe in a way comprehensive relevance the story of Prophet Nuh AS in manage crisis business in continuous context changing and dynamic. Overall usage method

bibliography in study This give strong foundation for explore and understand implications management crisis the story of Prophet Nuh AS in context modern business.

## **RESULTS AND DISCUSSION**

### **Identification Crisis in Business**

Draft crisis in business is profound and significant phenomenon in context modern companies and organizations (Jusriadi & Syafaruddin, 2021). Crisis can defined as sudden and unforeseen situations threatening suspect continuity operations, reputation , and even existence something entity business (Asra, 2021) . Crisis can appear in various form, incl failure system disaster nature problem law, or controversy involved public. Introduction draft crisis in business is important Because crisis can own serious and damaging impacts If No faced with right (Z. Abidin, 2021). One of characteristic main from crisis in business is uncertainty (Latifah & Surabaya, 2020). Crisis often come without warning and developing with quickly , cause chaotic and confusing situation (Wiley , 2019). Apart from that, the crisis also has potency for trigger series reaction chain that can worsen situation incl damage image company, loss customers, and even lost market confidence. Therefore, that is, deep understanding about crisis in business become key for plan, manage, and respond situation emergency with effective.

Additionally, concept crisis in business also highlights importance management risk and planning continuity business. Careful organization in identify potency crisis and have designing plan emergency as well as good response strategies will own superiority in overcome crisis with better. Introduction to draft crisis is stage beginning in build strong foundation for management risks and preparation face uncertainty in environment changing business. The crisis experienced by Prophet Nuh AS was deep story flood big and crisis in the modern business world have a number of interesting comparisons. Comparison This can give valuable insight about How human, fine in religious context as well business, face challenge big in face uncertainty and change deep well crisis in the story of Prophet Nuh AS and in the modern business world presents a challenge that is not expected. In the story of Prophet Nuh AS, flood big is disaster nature does not Possible predicted previously. Likewise, inside modern business, crisis often appear without warning like crisis global

finance or sudden pandemic. Uncertainty This emphasize importance readiness and quick response.

**Table1.**

**Comparison Crisis in the Story of Prophet Noah AS With Crisis in Modern Business**

<b>Aspect Comparison</b>	<b>Crisis in the Story of Prophet Noah AS</b>	<b>Crisis In Modern Business</b>
Types of Crisis	Flood menacingly large continuity life humans and animals	Crisis financial, crisis reputation, crisis operational, crisis law, etc.
Early Signs	Reception revelation about coming flood big resistance from public local	Decline revenue profits, bad policies, violations law, etc.
Impact Potential	Lost life human destruction animals and sources Power nature, resurrection return public	Loss of capital, damage image delay production, sanctions law, etc.
Initial Actions Taken	Planning period long building boat for rescue, communication with follower	Evaluation finance crisis, repair system operational, consulting law, etc.

Comparison table above describe comparison between the crisis faced by Prophet Nuh AS was deep the story with crisis in modern business. In the story of Prophet Nuh AS, the crisis manifested in form flood menacingly large continuity life humans, animals and resources Power nature. Signs initially including reception revelation about coming disaster as well as resistance from public local to mission rescue. Impact potential is lost life humans damage to animals and resources Power nature, and potential resurrection return public in facing the crisis this, action initial taken involve planning period long development boat for rescue and effective communication with follower

In modern business, types crisis faced far more various, incl crisis financial crisis reputation, crisis operational, and crisis law among other. Signs beginning crisis business can covers decline revenue, declining profits, violations policy, or change potential law harm impact potential covers loss of capital, damage image company delays production, sanctions law and various problem others who can influence continuity business. In facing

the crisis modern business, action initial taken can covers evaluation finance, communications effective crisis with holder interests, improvements system operational consulting laws, and steps others with a purpose for manage crisis and minimize impact the negative. Although the context different, lesson learned management can take from the story of Prophet Nuh AS remains relevant in face challenge complex and varied business.

Crisis in second context This test patience and perseverance Prophet Nuh AS, in build boat giant during years shows level extraordinary patience normal. Likewise, in modern business, experienced company crisis often needs perseverance and mental resilience to overcome pressure and resistance. Success in face crisis often depending on ability for guard focus and determination in difficult situation. In second context therefore strong leadership is essential Prophet Nuh AS did not only as builder ship, but also a leader who guides his community through crisis. Likewise deep modern business, capable leaders lead and coordinate effort in face crisis is element key for continuity company.

Comparison This reflect that crisis, fine in religion as well business, yes become opportunity for growth and learning. Prophet Nuh AS and his family, together with various species animals, congratulations from flood big and get started return life they in business successful companies manage crisis can strengthen foundation they identify weaknesses and prepare self for challenges in the future Hendri Tanjung Dalam his perspective related inspired management from the story of Prophet Nuh AS identified various type possible crisis relevant in context business One of them is crisis planning period long. In his view, the story of Prophet Nuh AS teaches importance careful and far- reaching planning to front in anticipate possible crisis happen. As Prophet Nuh AS accepted revelation about flood big that would be coming , modern business also needs own careful planning For face possible uncertainty arise (Didin Hafidhuddin & Hendri Tanjung, 2016). Tanjung also highlights crisis innovation and solutions creative. In the story of Prophet Nuh AS, building a large ship on land is action innovative and revolutionary for its time. This matter emphasizes importance innovation in look for solution moment faced with a crisis in modern business. Face challenges , business need find solution creative as possible No thought previously (Didin Hafidhuddin & Hendri Tanjung, 2016).

Hendri Tanjung's views are related identification crisis in business from perspective management inspired by the story of the Prophet Nuh AS highlighted planning period length and innovation as factor key. This confirms that importance ready face uncertainty and having ability For find solution creative become part essential in manage crisis complex business (Didin Hafidhuddin & Hendri Tanjung, 2016). Importance recognizes crises and responding to them with Accuracy is vital in the modern business world. First of all , introduction early to crisis possible company For take action preventive or repair before crisis reach threatening level existence . Identification beginning can give time addition for company For plan effective coping and avoidance strategies escalation problem. With So, company can reduce impact negative and loss financially possible arise consequence crisis. Additionally, respond crisis with right is also element important in guard reputation and trust customer. In the era of digital information, news about crisis can spread with fast, and impactful Can damage image company in time short. Therefore it , has plan good response and well trained team For face situation emergency help company For control narration and giving accurate information to public . This can help minimize loss reputation and maintain trust customer, which is asset valuable in Modern business is very competitive. With thus, proper recognition and response to crisis No only impact on continuity business , but also play role key in guard connection with holder interests and ensure continuity period long .

### **Prophet Nuh AS Business Planning and Strategy**

Prophet Nuh AS faced crisis flood very big in the story . For overcome crisis here , he take steps concrete that reflects perseverance , patience , and extraordinary confidence usual (NZ Abidin & Khairuldin, 2018; Jusriadi & Syafaruddin, 2021):

1. The first step taken by Prophet Nuh AS was to receive the revelation and command of Allah SWT regarding the coming of the great flood and his task to build a giant ship. His belief in this revelation was a key step in facing this crisis, because it provided a strong moral and spiritual foundation.
2. Prophet Nuh AS then began building a very large ship with the help of several of his followers. The process of building this ship was a monumental task and required

extraordinary patience and perseverance. He and his followers worked hard for years to complete this project.

3. Apart from building the ship, Prophet Nuh AS also had to prepare food supplies and bring various types of animals on board for survival during the big flood. This involves careful planning and efficient management of resources.
4. Prophet Nuh AS also faced opposition and rejection from some of his people who did not believe his revelations and warnings. However, he remained steadfast in his beliefs and duties even though he faced resistance.
5. After the ship was completed and the great flood came, Prophet Nuh AS, his family, and various animal species that survived entered the ship. They then traveled through the flood, undergoing extraordinary tests of mental endurance.

Steps concrete taken by the Prophet Nuh AS in overcome crisis flood big reflect perseverance, patience, and strong belief in carry out tasks given by Allah SWT. Story This inspiring many people inside face challenge big in life them and show importance loyalty to deep spiritual values face crisis. In the story of Prophet Nuh AS, there are some relevant strategies and planning in context modern business. This strategy reflect principles management can applied For overcome crisis and reach success period long in the business world. Importance plan period long in business reflected in story. Prophet Nuh AS accepted order For build boat Far before coming flood big. This shows how importance own vision period sturdy length in face possible changes and crises arise. Companies with planning strategies period long strong own superiority in face uncertainty.

**Table 2.**

**Matrix Planning and Strategy of Prophet Noah AS**

<b>Element Strategy</b>	<b>Planning and Implementation in the Story of Prophet Noah AS</b>
Long Term Vision	Prophet Noah accepted revelation about coming flood big, which helps him formulate vision period long for save creature life.
Management Risk	Prophet Noah with carefully identify risk flood big and designing boat as solution management effective risk.

---

Communication Effective	Prophet Noah clear and systematic communicate with his followers about goals, plans, and roles they in build boat .
Perseverance in Implementation	Prophet Noah and his followers show perseverance outside normal during many years in build ship, illustrates importance perseverance in executing the strategy.
Strong Leadership	Prophet Noah did not only as constructor ship, but also as guiding leader his community through crisis flood big, confirmed importance strong leadership.
Patience and Mental Resilience	Prophet Noah showed patience outside normal in face resistance and rejection during many years, reflect importance patience and mental resilience within face crisis.

---

Next, management risk is component key in the story of Prophet Nuh AS. He with wise identify risk flood big and designing the right solution with build boat. In modern business, identification risk like market changes or problem operational is step important. Companies need own plan management effective risk for manage risks the third, story This emphasize importance effective communication. Prophet Nuh AS communicated with clear to his followers about goals and plans development boat. In the world of business, communication is appropriate to all holder interest is key in overcome crisis. Maintain transparency and deliver accurate information can help minimize uncertainty and build trust. Lastly persistence in operate plan is key success in the story of Prophet Nuh AS. He and his followers Work hard during many years for finish project boat them. In business, perseverance in reach goals and carrying out strategies are characteristic important. Perseverance help company still focus and persevere although face obstacle or difficult challenge in Hendri Tanjung's view, it is related with inspired management from the story of Prophet Nuh AS, there is a number of aspect relevant matters For applied in context management modern business. First, focus on the process at the core effective management . In the story of Prophet Nuh AS, attention is paid to the building process big ship For face flood big is key success (H. Tanjung, 2014). This matter reflect importance has a structured and directed process in business for reach desired goal.

Then, Hendri Tanjung emphasized that quality own more power big than quantity . Prophet Nuh AS in the story No only choose many type animals that will saved , but more about quality selected species For form a balanced ecosystem within ship (H. Tanjung, 2014) . This matter relevant in management modern business where the focus is on quality product or service more important than simply produce in a way bulk. Next, Tanjung underlined careful planning as factor crucial in success. Prophet Nuh AS accepted revelation about coming flood big Far previously, which illustrates importance planning period careful length. In business, having careful planning help reduce risk, anticipate possible obstacles arise, and direct effort going to set goals. Finally, Hendri Tanjung highlighted importance management good organization. The story of Prophet Nuh AS shows How he leading and organizing the entire building process boat as well as rescue creature life This shows how importance effective leadership and structured management in reach objective together (Tanjung, 2014). In context business good organization form strong foundation for optimal performance and achievement objective in a way efficient. By Overall, strategy and planning are depicted in the story of Prophet Nuh AS can be become source inspiration for the modern business world with plan period long, manage risk with wise, communicate with effective and running plan with persistence, enterprise can face crisis with better and accomplished success period long.

### **Navigation Crisis in Business: Lessons from the Life of Prophet Nuh AS**

The story of Prophet Nuh AS in face crisis flood big give lesson relevant value in context navigation crisis in modern business. One of lessons learned taken is importance management strategic (Al Eid & Arnout, 2020). Prophet Nuh AS showed urgency planning period meticulous length , which becomes base strong in face crisis big (Wiley, 2019). In the business world, having vision period clear length and planning mature strategic become element key in overcome uncertainty and facing possible crisis appear When just. Next the story This describe importance management the right risk prophet Nuh AS in person carefully identify risk flood big and designing boat as solution management effective risk. In modern business, ability for identify, measure and manage risk with effective become fundamental factors in reduce potency impact negative during crisis management integration mature risk in practice business can become superiority significant

competitiveness. Effective communication also becomes attention important in story this. Prophet Nuh AS in person clear and systematic communicate with his followers about goals and plans development boat. In business, communication is transparent and focused on stakeholders' interests, both internal and external, holding role central in manage crisis. Proper communication can help reduce uncertainty, nurturing trust and guide organization through difficult situation.

Perseverance in operate plans also become lesson valuable. Prophet Nuh AS and his followers show extraordinary determination and perseverance normal during many years in build boat they in business, perseverance in execute strategy and achieve objective is a highly valued trait, esp moment faced with obstacles or complex challenges Success often need dedication and determination for operate plan with consistent. Lastly the story This reflect importance strong leadership in face crisis. Prophet Nuh AS did not only as constructor ship, but also as guiding leader his community through crisis the. In modern business, effective leadership is key in coordinate effort team, take the right decision, and keep continuity company during crisis. With ponder learning this, organization can prepare self-Better For overcome various challenge business and achieve success period long.

## **CONCLUSION**

The story of Prophet Nuh AS facing crisis flood big has given various lesson valuable in context business planning and strategy that can be done applied in modern business. In compiling vision period mature length, Prophet Nuh AS pointed out importance own clear goals in face uncertainty Success plan rescue creature The life initiated by Prophet Nuh AS also reflects this essence management appropriate risks, where identification accurate risks and appropriate solutions can reduce impact negative in situation crisis. Story this also confirms importance effective communication as foundation in manage crisis. Prophet Nuh AS in person systematic communicate with his followers build strong understanding about respective goals and roles. In modern business communication is transparent with holder internal and external interests become no foundation priceless price in overcome challenge. Perseverance and sustainability in operate plan, as shown by the Prophet Nuh AS and his followers to be a highly appreciated

factor in reach success period long. This reminds me us on the importance dedication and determination in face possible obstacles appear in journey business. Lastly, the story of Prophet Nuh AS highlights role strong leadership in overcome crisis. Prophet Nuh AS did not only as architect ship, but also as guiding leader his community pass crisis the in modern business effective leadership is element key in motivating team, create the right decision, and ensure continuity company during difficult times. In conclusion the story of Prophet Nuh AS provides a number lesson valuable that can be applied in the business world planning period long, management good risk, communication effective, perseverance in implementation, and strong leadership is elements key that can help organization face challenges and crises with more, headed success period long.

## REFERENCES

- Abidin, NZ, & Khairuldin, WMKFW (2018). Pre-Flood Management from Islamic Perspective: Study on the Prophet Noah in the Al-Quran. *International Journal of Academic Research in Business and Social Sciences* , 8 (11), 922–931. <https://doi.org/10.6007/ijarbss/v8-i11/4969>
- Abidin, Z. (2021). *Economic Jihad* (Issue 1). PT Teen Rosdakarya.
- Al Eid, NA, & Arnout, BA (2020). Crisis and disaster management in the light of the Islamic approach: COVID-19 pandemic crisis as a model (a qualitative study using the grounded theory). *Journal of Public Affairs* , 20 (4), 45–57. <https://doi.org/10.1002/pa.2217>
- Asra, M. (2021). Management in Islam (Management Paradigm in al-Qur'an-ah-Sunnah). *Al Idarah* , 2 (2), 45–58.
- Didin Hafidhuddin, HT (2020). *Introduction to Sharia Management* . Rajawali Press.
- Gustanto, ES (2021). *The Effect of Implementing Sharia Management Principles on Consumer Perceptions (Study of BPRS in the Special Region of Yogyakarta)* . <https://dspace.uui.ac.id/handle/123456789/29690>
- Hasbi, M. Z. N., Munajat, M., & Qoyum, A. (2023). *Amwaluna : Jurnal Ekonomi dan Keuangan Syariah A Conceptual Framework of The Islamic Human Development Index ( I-HDI ) and its Relationship with Maqāṣid Al - Sharī ' ah*. 2019.
- Jusriadi, E., & Syafaruddin. (2021). *Introduction to Management (Conventional & Sharia Perspective)* .
- Kartawan, & Marlina, L. (2020). Human Resource Management. *LPPM Siliwangiangi University* , 53 (9), 1–260.
- Nafi' Hasbi, M. Z. (2022). the Need for Revitalizing Zakah Regulation Toward Productive Zakah. *Al'Adalah*, 25(2), 125–136. <https://doi.org/10.35719/aladalah.v25i2.302>

- Nafi'Hasbi, M. Z., Widayanti, I., & ... (2022). The Excellence of The Ummah Through The Integration of Islamic Philanthropy and Islamic Social Finance in Realizing Economic Independence. *The 4th International ...*  
<https://conference.metaskrip.com/index.php/icon-uce/article/view/49>
- Latifah, L., & Surabaya, UM (2020). *Sharia Business Model* (Issue June).
- Rosidine. (2017). Educational Leadership in the Koran (Library Study of Stories in the Koran. *Ta'limuna* , 6 (1), 1–14.
- Safri, M. (2022). Wisdom of the Story of Prophet Nuh AS in the Qur'an (An Intrinsic Review). *Undergraduate Journal of Cultural Studies* , 2 (3), 1–20.
- Sutono. (2020). Islamic Spiritual Entrepreneurship in Growing the Welfare of Coastal Communities (Study of Ujung Pangkah and Panceng Entrepreneurs, Gresik Regency). *Dissertations* , 1–391.
- Tanjung, Didin Hafidhuddin & Hendiri. (2003). *Sharia Management in Practice* . Human Echo.
- Tanjung, Didin Hafidhuddin & Hendri. (2016). *Management of Prophet Noah* .  
<https://www.youtube.com/watch?v=WuACJMroRI>
- Tanjung, H. (2014). *Sharia Management in the Practice of 9 Prophets and Apostles* . Elex Media Komputindo.
- Thohir, MM Bin, & Sidiq, MAH (2021). The Concept of the Prophet Noah's Da'wah in the Book of Tafsir Al-Qurtubi. *Journal of Islamic Da'wah and Communication* , 7 (1), 156–182.
- Wiley, J. (2019). *Strategic Project Management Plan for Noah's Ark Get the Strategic Edge Noah's Big Opportunity* .