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Islamic Entrepreneurship Character Education in the Digital Era: Strategy for Creating Sharia-Based Entrepreneurs

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	Islamic entrepreneurial character education in the digital era is important along with the development of technology and the challenges entrepreneurs face in maintaining business ethics. This study aims to analyze Islamic character education strategies that can be applied in sharia-based entrepreneurship, especially in the digital world. With a literature study approach, this study examines the concept of Islamic entrepreneurship, values such as honesty, trustworthiness, blessings, responsibility, and justice, as well as the influence of technology on business practices. The research findings show that Islamic character education is very important in forming entrepreneurs who are not only competent, but also ethical, with a focus on Islamic values that are the basis for making business decisions. Although challenges such as global competition and rapid technological developments continue to grow, these values are an important foundation in facing these challenges. The use of digital technology, such as e-learning and sharia fintech, also has an important role in supporting the development of more efficient and inclusive Islamic entrepreneurship.

1. Introduction

In the rapidly developing digital era, entrepreneurship has undergone a massive transformation. The development of information and communication technology (ICT) has created a wider space for business actors to access global markets, introduce products, and innovate more efficiently and effectively. In Indonesia, the sharia-based

entrepreneurship sector is also growing, along with increasing public awareness of the importance of running a business by Islamic principles, such as honesty, justice, and blessings (Mundakir & Fadillah, 2020). However, amidst this progress, many young entrepreneurs do not fully understand the importance of Islamic character education in forming integrity and professionalism in the business world. Therefore, Islamic entrepreneurial character education is needed to produce entrepreneurs who are not only financially successful, but also have noble morals.

The growing phenomenon of Islamic entrepreneurship in the digital era brings its challenges for business actors. Although digital technology opens many opportunities, entrepreneurs are often trapped in unfair competition, fraud, or exploitation that harms others. Therefore, character education based on Islamic values such as trustworthiness, honesty, and responsibility are very important to be implemented in building superior entrepreneurial character (Samsudin, 2021). In this context, Islamic character education is not just a theory, but must be implemented in real life in the daily lives of entrepreneurs. The digital era provides a great opportunity to spread these values through various online platforms, social media, and mobile applications.

This study has significant novelty, considering that although there have been many studies on Islamic entrepreneurship and the digital era, very few have examined in depth how Islamic character education can be integrated into sharia-based entrepreneurship in the digital world. Previous studies have focused more on sharia business models or the application of technology in the business sector but have not highlighted how in-depth character education can be an important foundation in creating ethical and responsible entrepreneurs (Suri, 2020). Therefore, this study aims to fill this gap by examining how Islamic character education can be applied in sharia-based entrepreneurship, as well as what strategies can be used to create successful and integrated Islamic entrepreneurs.

The importance of this research lies in the strategic role of entrepreneurship in the Indonesian economy, especially among the increasingly digitally literate younger generation. With the increasing number of digital platforms and sharia-based applications developing, there is great potential for young entrepreneurs to achieve success. However, without a strong character foundation, this success can easily be replaced by values that are not in accordance with Islamic teachings, such as greed and dishonesty. Therefore, through this research, it is hoped that an effective strategy can be found to integrate Islamic values into digital-based entrepreneurship education, which

will provide long-term benefits for the development of entrepreneurship in Indonesia (Azizah & Hidayah, 2022).

This research is expected to provide real contributions to the development of entrepreneurship education in Indonesia, especially in compiling a curriculum based on Islamic values. In addition, the results of this study can also be a reference for educational institutions, governments, and industry players in designing policies that support Islamic entrepreneurship in the digital era. In the long term, the implementation of Islamic character education in entrepreneurship will contribute to the creation of entrepreneurs who are not only successful in business, but also play a role in building a more just, prosperous, and blessed society.

2. Literature Review

The Concept of Islamic Character Education in the Business World

Islamic character education in the context of entrepreneurship focuses on strengthening moral values derived from Islamic teachings, which can be applied in various aspects of life, including the business world. One of the main values that is very relevant in the world of entrepreneurship is justice. In Islam, justice is a basic principle that must be applied in all activities, including in business. For example, the Prophet Muhammad in his hadith emphasized the importance of justice in business transactions, where each party must receive their rights without exploitation or fraud (Al-Qur'an, 2: 282). In the modern business world, this value of justice is reflected in practices such as fair profit sharing between owners and employees, and transparency in all financial transactions. By prioritizing justice, Islamic entrepreneurship can create a healthy and sustainable business environment.

In addition to justice, blessing is another important value that must be applied in sharia-based businesses. Blessing in Islamic business means obtaining good and lawful results, as well as providing benefits to others and the surrounding environment. The Prophet Muhammad SAW taught that seeking lawful and blessed sustenance is the main goal in doing business (Al-Qur'an, 2: 261). The concept of blessing in business also involves actions such as giving alms from the results of the business, ensuring that the products or services offered do not harm consumers, and avoiding usury practices. Blessing in business is not only measured from a financial perspective, but also from a social perspective, where the business can bring benefits to society and the community at large.

Furthermore, resilience in the face of trials is also a very important Islamic character value in the business world. In every entrepreneurial journey, entrepreneurs are often faced with challenges, failures, or tests that can test their mentality and determination. In the Qur'an, Allah teaches that every trial or test that comes to a person is part of His destiny, and those who are patient and trustful will be given a better reward (Qur'an, 94: 5-6). Resilience in the face of these trials includes an attitude of not giving up easily, learning from failure, and remaining steadfast to Islamic principles even in difficult situations. This mental resilience is very important for entrepreneurs to continue to innovate, develop, and survive in a business world full of dynamics and competition.

Character education theory also supports the application of Islamic values in entrepreneurship. According to Thomas Lickona, who is known for his theory of character education, character development involves teaching important moral values such as honesty, responsibility, and respect (Lickona, 1991). Lickona argues that effective character education teaches not only about these values, but also how they can be applied in everyday life. In the context of entrepreneurship, this means that Islamic character education must be taught in a practical way, such as through case studies of successful and credible Islamic entrepreneurs.

In addition, Al-Ghazali, a great figure in Islamic thought, taught that every action taken by a Muslim must be based on good intentions and true goals. In his book Ihya' Ulum al-Din, Al-Ghazali emphasized the importance of improving the heart and intentions in every activity, including doing business (Al-Ghazali, 2005). This leads to the formation of entrepreneurial character that is not only oriented towards material gain, but also towards noble goals, such as providing benefits to humanity and achieving blessings in life. Islamic character education that involves sincere intentions and good goals will produce entrepreneurs who are not only successful, but also have a positive impact on society.

The application of Islamic values in entrepreneurship is also supported by the theory of constructivism in education, which assumes that learning is an active process involving real experiences and self-reflection. In this context, Islamic character education in entrepreneurship must involve direct experiences, such as learning through business practices that prioritize sharia principles. For example, entrepreneurs can be taught to face ethical dilemmas in business by referring to Islamic values, and encouraging them to innovate in a way that is halal and in accordance with religious guidance (Piaget, 1970).

This approach not only teaches theory, but also involves practices that shape character in real terms.

Sharia-Based Entrepreneurship

Sharia-based entrepreneurship refers to business practices carried out in accordance with Islamic principles, which include avoiding elements prohibited in Islam such as usury, gharar (uncertainty), and maysir (gambling), as well as prioritizing fairness, transparency, and blessings in every transaction. In Indonesia, the sharia entrepreneurship sector is growing rapidly along with the increasing public awareness of the importance of products and services that comply with Islamic principles. One real example of sharia-based entrepreneurship is the halal business, which includes various industries such as food, cosmetics, and other products that comply with Islamic law. According to data from the Indonesia Halal Industry Development (IHID), the Indonesian halal market is estimated to reach more than USD 200 billion by 2025, indicating great potential for local entrepreneurs to develop sustainable halal businesses (Sari, 2021).

One successful example of sharia-based entrepreneurship is sharia fintech startups, such as Tokopedia Syariah and Kredivo Syariah, which provide digital financial services based on sharia principles. Tokopedia, as one of the largest marketplaces in Indonesia, launched the Tokopedia Syariah feature that allows users to purchase halal products that meet sharia standards. Kredivo Syariah, on the other hand, offers interest-free loans that are in accordance with sharia principles, avoid usury and comply with Islamic provisions related to debts. This case study shows how technology and digitalization can expand access to sharia-based services and make it easier for consumers to transact in a halal manner (Sukmana & Hidayah, 2022).

In addition, the halal e-commerce industry has also experienced significant growth, with Hijup as one example of a startup that has achieved great success. Hijup is an e-commerce platform that focuses on Muslim fashion by prioritizing products that comply with sharia principles, such as modest clothing that not only follows trends but also complies with religious guidance. Hijup's success shows that the halal fashion market in Indonesia has great potential, and with the integration of technology, sharia-based entrepreneurship can access wider and more digitally connected consumers (Ramadhan & Mustika, 2021).

The development of sharia entrepreneurship is also very visible in the halal tourism industry, which offers tour packages that comply with sharia principles. One company that has developed this business is Hajj & Umrah Travel, which provides hajj and umrah

pilgrimage packages with facilities that comply with sharia standards. This company not only offers travel packages, but also other services such as sharia insurance, halal accommodation, and food that is guaranteed to be halal. This phenomenon shows that sharia-based entrepreneurship is not only limited to daily consumer products, but also extends to other sectors related to the spiritual and cultural life of the community (Muzakki, 2020).

Overall, sharia-based entrepreneurship is increasingly gaining a significant place in the Indonesian economy. From halal food, fashion, fintech, to tourism, sharia-based startups and businesses have proven themselves to be important players that can compete in the global market. This shows that sharia principles, which not only cover religious aspects but also high business ethics, can be a strong foundation for building sustainable businesses and provide benefits not only for business owners, but also for society at large (Hadi, 2019).

The Digital Era in Islamic Entrepreneurship

The development of digital technology has had a major impact on the transformation of the entrepreneurial sector, including sharia-based entrepreneurship. One form of digital technology implementation that supports sharia business is sharia fintech. Sharia fintech provides financial solutions that are in accordance with sharia principles, such as avoiding usury (interest), gharar (uncertainty), and maysir (gambling). Digital technology allows business actors to access financial services in an easier and faster way, without having to engage in practices that are not in accordance with Islamic teachings. For example, a sharia peer-to-peer (P2P) lending platform that connects lenders with borrowers without involving interest, but uses valid contracts according to sharia such as mudharabah or musyarakah (Sari, 2021). The existence of sharia fintech provides great opportunities for sharia entrepreneurs to obtain capital without violating Islamic principles, as well as facilitating the process of financial transactions in the digital world.

In addition to fintech, the halal marketplace is also growing rapidly as more and more consumers seek products that meet sharia standards. In Indonesia, a number of halal e-commerce platforms such as Hijup and Shafa have become successful examples of how digitalization can support sharia businesses. Hijup, which is a Muslim fashion e-commerce platform, offers modest products that comply with sharia principles and is a gathering place for entrepreneurs who want to develop halal fashion businesses. Digitalization in this area allows entrepreneurs to reach a wider market and increase the

visibility of halal products to global consumers who are increasingly aware of the importance of products that comply with religious teachings. This is in line with findings reported by the Islamic Economy Report (2020) which shows that the global halal e-commerce sector is expected to reach USD 2.7 trillion by 2025, reflecting a very large market potential.

Digital technology also allows sharia business actors to optimize digital marketing and expand their market reach. Social media and other digital platforms provide entrepreneurs with the opportunity to promote their products or services to a wider audience without requiring large marketing costs. For example, halal product entrepreneurs can use Instagram, Facebook, or TikTok to build brand awareness and conduct direct selling to consumers who care about halal products. Sharia-based digital marketing also prioritizes transparency, honesty, and ethics in business communication, which are the characteristics of sharia-based entrepreneurship (Sukmana & Hidayah, 2022). The use of this technology, in addition to expanding the market, also educates consumers about the importance of choosing products that are in accordance with Islamic values.

The existence of sharia e-wallets also makes a major contribution to supporting sharia entrepreneurship in the digital era. One popular example is Gopay Syariah, which is presented by Gojek to meet the needs of digital transactions in accordance with sharia principles. Sharia e-wallets allow consumers to make payments electronically without involving usury elements. In addition, these e-wallets are often equipped with features that support transaction activities in an easier and safer way, such as purchasing halal products, paying zakat, and social donations. This not only makes it easier for sharia business actors to make transactions, but also provides an easier payment alternative that is in accordance with Islamic principles (Hadi, 2019).

In a broader context, digitalization also makes it easier for business actors to utilize data and analytics in managing their businesses. Sharia entrepreneurs can now use technology to analyze the market, understand consumer behavior, and plan more targeted marketing strategies. For example, through the use of big data and machine learning, companies can adapt their products or services to the needs of the growing halal market. The application of this technology not only increases operational efficiency but also allows sharia entrepreneurs to continue to innovate in meeting the demands of increasingly intelligent and digital-savvy consumers (Muzakki, 2020)

3. Research Method

This study adopts a literature study method to collect and analyze information relevant to the topic of sharia-based entrepreneurship, Islamic character education, and the application of digital technology in the business world. The literature study method was chosen because it allows researchers to gain a comprehensive understanding of the phenomenon being studied by utilizing existing sources, such as journal articles, books, research reports, and other publications. This method is very appropriate for the purpose of the study which aims to explore the concept and strategy of Islamic character education that can be applied in sharia-based entrepreneurship, as well as to understand how the digital era affects the practice of entrepreneurship (Booth, Papaioannou, & Sutton, 2012).

The literature study process was carried out by searching and selecting relevant literature from various academic sources, including leading journal databases such as Google Scholar, JSTOR, and Scopus, as well as other sources such as textbooks and industry reports. Researchers searched for literature that discussed sharia entrepreneurship, Islamic character principles, and the application of digital technology in sharia businesses, such as sharia fintech and halal marketplaces. By analyzing these various literatures, researchers can identify theories and models that can be applied in the context of sharia entrepreneurship, as well as Islamic character education strategies that are in accordance with the challenges in the digital era. This literature analysis is also useful for identifying existing research gaps, so that it can contribute to the development of further literature on this topic (Webster & Watson, 2002).

The literature study method also allows researchers to examine various case studies or concrete examples of Islamic entrepreneurship that have been successfully implemented in various countries or industries. This provides a practical overview of how Islamic principles are applied in the modern business world, as well as how digital technology can be utilized to support the development of Islamic business. Researchers then compile the findings from the existing literature in the form of a structured narrative, which will later help answer the formulation of research problems and provide strategic recommendations for the implementation of Islamic character education in Islamic-based entrepreneurship (Pritchard & Wilson, 2007).

4. Result and Discussion

The Urgency of Islamic Character Education in the Digital Era

Islamic character education plays an important role in shaping a strong entrepreneurial mentality and ethics amidst the challenges of the modern business world, especially in the digital era. In the context of entrepreneurship, Islamic character teaches values such as honesty, amanah (trust), justice, and responsibility, which are essential to survive and thrive in an increasingly competitive market. For example, entrepreneurship that is carried out with the principle of amanah will build mutually beneficial and sustainable relationships with customers, business partners, and employees. Conversely, entrepreneurship that is based on values that are not in accordance with Islamic principles, such as fraud or manipulation, can damage the company's reputation and credibility in the long term (Al-Qaradawi, 2010). In the digital world, where interactions between business actors are often carried out through online platforms that cannot always verify a person's identity or good intentions, Islamic character values are a very important foundation for building a business based on trust and transparency.

On the other hand, market competition in the digital world is getting tighter, with many new players emerging all the time. In this situation, an entrepreneur who is based on Islamic character can be wiser in facing various challenges that come. For example, by prioritizing fairness in business transactions, entrepreneurs will be able to attract consumers who are looking for products or services that not only meet their needs, but also comply with good moral and ethical principles. Islamic character teaches that business should not only be oriented towards material profit, but also provide social benefits and justice for all parties involved (Mohammad, 2016). Thus, a strong entrepreneurial character based on Islamic values can help business actors survive in increasingly sharp and unhealthy competition.

Business ethics is also an aspect that is often overlooked in the digital world, especially when technology provides convenience in conducting transactions and marketing products. However, the technology that provides this convenience also opens up opportunities for unethical business practices, such as product counterfeiting, misuse of consumer data, or even online fraud. Therefore, it is important for Islamic character education to emphasize the importance of integrity and business ethics. For example, in the context of e-commerce or digital platforms, entrepreneurs who adhere to Islamic principles will always ensure that the products sold are in accordance with the promises

made to consumers, and avoid manipulative practices such as false advertising or selling non-halal products (Amin, 2019). Islamic character education, by instilling these values from an early age, will create entrepreneurs who are not only oriented towards financial gain, but also towards sustainability and social welfare.

In addition, the digital era also brings new challenges related to openness of information and easy access to data. In this increasingly transparent world, entrepreneurs who are educated with Islamic character education are better prepared to face the risks that arise from the spread of inaccurate or detrimental information. Islamic character teaches to always act carefully and considerately, so that entrepreneurs can avoid spreading false or detrimental information to other parties, be it consumers, business partners, or even competitors. This attitude creates entrepreneurs who are not only smart in utilizing technology, but also wise in using the information available in the digital world (Zahra, 2018). Thus, Islamic character education serves as a foundation for building entrepreneurs who can survive the various challenges that come from technological advances and rapid market transformation.

Finally, the mental resilience of entrepreneurs is a very vital aspect in running a business in the digital era. The fast-paced and risky business world often gives rise to failure, both financial failure and failure in building a reputation. Islamic character teaches the importance of patience and resilience in facing trials and tribulations. In the context of entrepreneurship, this means that entrepreneurs who are based on Islamic values will be better able to survive failure and learn from mistakes, rather than giving up easily or taking unethical shortcuts. This attitude of patience and resignation provides mental strength to continue to innovate and develop even though faced with various challenges in the very dynamic digital market (Hassan, 2020). Therefore, Islamic character education not only forms entrepreneurs who are business savvy, but also those who are mentally and emotionally resilient in facing life's trials.

Islamic Entrepreneurship Character Education Strategy

In the context of Islamic entrepreneurship education in the digital era, technology plays a very important role in disseminating Islamic values that are relevant to the business world. Digital platforms such as e-learning, webinars, and social media offer opportunities to bring the principles of sharia entrepreneurship closer to young entrepreneurs and aspiring entrepreneurs. One form of implementation that can be done is through online sharia-based entrepreneurship courses. Several platforms, such as

Coursera and Udemy, offer courses that discuss entrepreneurship with an approach that focuses on ethics and sharia principles. Although these platforms do not fully focus on Islamic entrepreneurship, the potential to introduce sharia-based entrepreneurship-related materials in them is enormous. Therefore, it is important to develop a platform that specifically integrates sharia principles in entrepreneurship, to provide deeper knowledge to Muslim entrepreneurs around the world (Aziz, 2019).

Furthermore, webinars are one of the most effective tools in supporting the dissemination of Islamic entrepreneurship education online. Webinars allow participants to interact directly with experts or successful entrepreneurs in sharia entrepreneurship, so that they can gain more practical and applicable insights. One relevant example is the Muslim Entrepreneur Network (MEN), which regularly holds webinars discussing entrepreneurship topics with an Islamic approach. Through these webinars, young Muslim entrepreneurs are invited to understand sharia principles in business, such as the importance of fairness in transactions and the need to avoid usury, which is often a challenge in the conventional world of entrepreneurship. Therefore, the use of webinars can provide an opportunity for Muslim entrepreneurs to expand their networks, share experiences, and improve their knowledge and skills in managing businesses by Islamic values (Sulaiman, 2021).

Social media also plays a significant role in spreading Islamic values in entrepreneurship. Platforms such as Instagram, Facebook, and LinkedIn provide opportunities for entrepreneurs to share their experiences in running a business based on sharia principles, as well as offer tips and information related to Islamic entrepreneurship. One example of an application that has successfully utilized social media is Halal Products Development (HPD), a community that focuses on halal product development and sharia entrepreneurship. This community actively uses social media to disseminate information about halal entrepreneurship, which includes an understanding of how to apply sharia principles in the production and distribution of goods, as well as discussing business ethics in the context of the halal market (Abdullah, 2018).

In addition, social media also allows the formation of online communities for Muslim entrepreneurs who have similar goals, namely promoting Islamic principles in entrepreneurship. The Muslim Business Network (MBN) is an example of a community that uses social media to connect Muslim entrepreneurs around the world. Through this platform, members can discuss with each other the challenges they face in running a sharia-based business, as well as share information related to innovation, market

opportunities, and technology that can be used to develop their businesses. In this case, social media is not only a means of sharing information, but also strengthening social ties between Muslim entrepreneurs who have the same vision and mission in running a business according to sharia principles (Noor, 2020).

With the advancement of technology, digital platforms also provide greater accessibility and flexibility for entrepreneurs to obtain Islamic entrepreneurship education. Platforms such as EdX and Khan Academy provide a variety of online courses that can be tailored to the needs of Muslim entrepreneurs. The advantage of these platforms is the ease of access that allows anyone, anywhere, to learn without being limited by space and time. This makes Islamic entrepreneurship education more affordable and accessible to entrepreneurs from various backgrounds. In addition, the use of technology can also accelerate the process of entrepreneurship education, by allowing entrepreneurs to directly apply the principles they have learned in their daily business activities. Therefore, an Islamic entrepreneurship education strategy that utilizes digital technology can have a significant impact on the development of the sharia entrepreneurship sector in the future (Hassan, 2019).

Thus, the application of digital platforms in Islamic entrepreneurial character education not only supports the spread of Islamic values in the business world, but also contributes to the development of more inclusive and ethical sharia entrepreneurship. Digital technology allows Muslim entrepreneurs to more easily access knowledge, expand networks, and improve skills in running sharia-based businesses. Therefore, Islamic entrepreneurship education through digital platforms has great potential to produce entrepreneurs who are resilient, have integrity, and are able to survive in an increasingly competitive global market.

Challenges and Solutions

Islamic entrepreneurial character education in the digital era faces several challenges, both internal and external. The main internal challenge is the lack of deep understanding of sharia values among most prospective entrepreneurs, especially in integrating Islamic principles into daily business practices. Many young entrepreneurs are trapped in the temptation to achieve quick profits, without paying attention to aspects of business ethics that are upheld in Islamic teachings, such as justice, blessings, and honesty (Hafiz, 2021). The solution to overcome this challenge is to introduce sharia-based entrepreneurship education from an early age, both at formal and non-formal

education levels, to instill these values. One applicable step is to provide an Islamic entrepreneurship module or curriculum that is integrated into entrepreneurship education programs in universities and entrepreneurship training in non-formal institutions, which also involve Islamic business practitioners as teachers or mentors.

Other external challenges come from the increasingly competitive market environment, especially with globalization and digitalization which have caused competition to become tighter and faster (Hasan & Ahmed, 2022). Sharia entrepreneurs must be able to adapt to technological developments and changing market trends. A solution that can be implemented is to hold technology-based training programs that can be accessed by sharia entrepreneurs throughout Indonesia, covering topics such as digital marketing, sharia-based e-commerce, and the use of digital platforms to improve operational efficiency. This training program can be organized by educational institutions or entrepreneurial organizations by involving practitioners and digitalization experts in the sharia business world. In addition, providing access to digital resources such as online courses or webinars that are tailored to sharia principles can also help entrepreneurs to be better prepared to face challenges in the digital business world.

Another external challenge is the lack of access for sharia entrepreneurs to capital that is in accordance with sharia principles. Many entrepreneurs have difficulty obtaining financing from conventional financial institutions that charge interest, while sharia financial institutions may not yet have the capacity to support larger-scale businesses. The solution is to encourage collaboration between educational institutions and the industrial world, to establish sharia-based business incubation centers that work with sharia financial institutions to provide wider access to capital that is in accordance with sharia principles. In addition, to expand their reach, sharia financial institutions can digitize their financial products, so that entrepreneurs can more easily access financing without being limited to a physical location. In addition, sharia entrepreneurs can also take advantage of sharia-based crowdfunding platforms that are starting to develop as an alternative source of funding.

In terms of developing the sharia entrepreneurship ecosystem, many entrepreneurs have difficulty finding mentors or guides who have a deep understanding of sharia-based entrepreneurship. As a solution, it is necessary to build a more solid and easily accessible sharia entrepreneurship community, both physically and digitally. This community can provide a space for sharia entrepreneurs to exchange experiences and knowledge, and provide support to each other in facing market challenges. A digital platform that

connects sharia entrepreneurs with competent mentors or guides in the sharia business world can be a very effective solution. For example, developing an application or online forum specifically for sharia entrepreneurs to access learning, mentoring, and a supportive professional network.

To overcome external challenges related to global competition and technological changes, sharia entrepreneurs need to be more innovative in their products and services. One solution that can be implemented is to encourage entrepreneurs to use digital platforms as a means to market their halal products to the international market. Sharia-based e-commerce can provide wider access for halal products to be known globally. In addition, it is important to organize a broader educational campaign on the advantages of ethical and sustainable sharia-based entrepreneurship, so that the global community better understands and supports sharia-based businesses. Governments, financial institutions, and educational institutions can work together to create an entrepreneurial ecosystem that supports innovation of halal products and services in the ever-growing digital market.

5. Conclusion

Islamic entrepreneurial character education in the digital era has a very important role in producing entrepreneurs who are not only competent but also ethical and responsible. Through the use of digital platforms such as e-learning, webinars, and social media, Islamic values can be more easily disseminated to young entrepreneurs and aspiring entrepreneurs. Sharia principles, such as honesty, justice, blessings, and responsibility, are a strong foundation for developing a strong entrepreneurial character amidst increasingly fierce global competition. The use of digital technology also opens up wider access for entrepreneurs to gain knowledge, expand networks, and improve skills in running a business by sharia principles. Thus, the integration of Islamic entrepreneurship education with digital platforms is not only beneficial for entrepreneurs, but also contributes to the growth of a more sustainable and inclusive sharia entrepreneurship sector.

The recommendations in this study include several strategic steps to strengthen Islamic entrepreneurship in the digital era. First, it is necessary to develop a sharia-based entrepreneurship learning platform in e-learning to provide a deeper understanding of Islamic entrepreneurship. Second, optimizing webinars and social media use can expand knowledge and strengthen the Muslim entrepreneurial community. Third, increasing digital literacy among Muslim entrepreneurs will enable them to utilize technology in

managing sharia-based businesses. Fourth, building a sharia entrepreneurship ecosystem that supports through policies, access to capital, and adequate facilities is very important. Finally, innovation in halal products and services that meet sharia standards and global market trends needs to be encouraged so that sharia businesses can develop more competitively in the international market. All of these steps aim to create a more advanced and sustainable Islamic entrepreneurship ecosystem.

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