

Developing Muslim Entrepreneurs Through Socialization of Sharia-Based Entrepreneurship

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ABSTRACT

This community service aims to build student competencies in facing the challenges of digital transformation and human resource development (HR) in the technological era. This activity is carried out through socialization and training that aims to increase students' understanding of the importance of digital literacy, technology skills, and the development of soft skills needed in the modern world of work. The methods used include counseling, interactive discussions, and hands-on practice on various aspects of digital transformation, such as the use of digital platforms, data management, and character and competency development relevant to current industry needs. The results of this activity show that the socialization and training provided can increase students' knowledge and awareness of digital transformation and the importance of developing adaptive and innovative human resources. Thus, this activity is expected to help students prepare to compete in the technological era and become a competent workforce ready to face change.

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INTRODUCTION

Entrepreneurship is one of the crucial pillars of a nation's economy. Amid increasingly fierce global competition, the emergence of new entrepreneurs is vital in driving economic growth, creating jobs, and reducing unemployment rates (Eckhardt, 2003). (Eckhardt, 2003). However, in Muslim societies, there are still challenges in developing entrepreneurial practices following Sharia principles. Shariah-based entrepreneurship focuses on financial gain and pays attention to moral

values, ethics, and social responsibility in line with Islamic teachings (Aldulaimi et al., 2003). (Aldulaimi et al., 2022; Kayed, 2006; Ratten et al., 2017).

Awareness of the importance of running a business under Sharia principles is still uneven among the public. Many entrepreneurs do not fully understand halal, haram, usury, and gharar when running their businesses. A deep understanding of Sharia-based entrepreneurship is needed so that the businesses run can be blessed and benefit the wider community. (Ariyadi, 2018; Beekun, 2006).. Therefore, intensive socialization and education efforts are needed to increase public knowledge and awareness about the importance of running a business under Sharia principles.

On the other hand, the development of Islamic economics is currently showing a positive trend, especially in countries with a majority Muslim population, including Indonesia. (Dinar Standard, 2022; Hidayat & Musari, 2022). The increasing interest in halal products and services reflects the vast opportunity for Muslim entrepreneurs to thrive in this industry. (Sofyan, 2023; Sofyan et al., 2023).. Therefore, it is crucial for the Muslim community, especially the younger generation, to be equipped with Shariah-based entrepreneurship knowledge and skills to capitalize on this opportunity and contribute to the growth of the Islamic economy.

The development of Muslim entrepreneurs who are oriented towards sharia values can also be a solution to the economic challenges faced by Muslims today, such as poverty, unemployment, and economic inequality (Ramadani et al., 2017). (Ramadani et al., 2017).. By building businesses based on the principles of justice, balance, and sustainability, Muslim entrepreneurs can become agents of change who can positively impact their communities (Chapra, 2003). (Chapra, 2003). Community service activities that prioritize the socialization of Sharia-based entrepreneurship are a concrete step in creating a generation of entrepreneurs with a vision and mission that aligns with Islamic values.

Therefore, a community service program that socializes Sharia-based entrepreneurship is relevant and necessary. This program is expected to provide a comprehensive understanding of the concept of entrepreneurship by Islamic principles and motivate the community to develop halal, ethical, and beneficial businesses. Thus, it is hoped that Muslim entrepreneurs will be born who are not only financially successful but also able to become role models in running businesses that are under Sharia values and make a positive contribution to the progress of society.

METHODS

This community service activity began with preparation by the implementation team from the Faculty of Economics and Islamic Business. After forming the team, the first step was to conduct a survey to determine the exact location of the activity and identify pressing problems that need to be addressed. SMA 1 Sidue, Toaya Village, was chosen as the location of the activity because it has excellent potential to develop entrepreneurial insights for students. This activity was carried out on October 30, 2023,

with the number of participants reaching 100 students who were very enthusiastic about participating in this program.

The implementation of the activity was divided into two main stages. The first stage delivered "Islamic Entrepreneurship" material by Noval, a lecturer at the Faculty of Economics and Islamic Business, Universitas Islam Negeri Datokarama Palu. The material was delivered through an interactive lecture method, and a summary of the material was given to the participants to facilitate understanding. The presentation aimed to give the students insight into Sharia-based entrepreneurship and how the principles can be applied in the business world. The second stage involved a discussion session, where participants were allowed to express their opinions, ask questions, and share experiences related to entrepreneurship. This discussion was also a moment for the presenters and participants to equalize perceptions and discuss various challenges students face in developing self-competence.

After all stages were completed, the activity ended with a joint evaluation, where the implementation team and the school reflected on the results of the activities that had been carried out. This evaluation aims to measure the extent to which participants understand the material delivered and how this activity can benefit the development of their competencies in Sharia-based entrepreneurship. Furthermore, the implementation team compiled a report on the results of the activity as a form of accountability for the community service program that had been carried out.

RESULTS AND DISCUSSION

The community service activity lasted 3 hours, starting from 09.00-12 WITA at the SMA 1 Sidue Mosque, and was attended by 100 students of SMA 1 Sidue. Based on gender, 35 were male (35%), and 65 were female (65%). The details can be seen in the following figure.

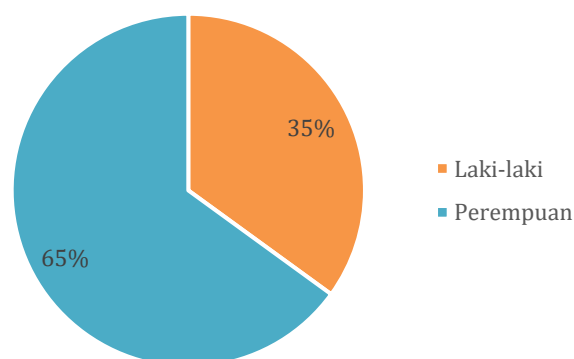


Figure 1. Characteristics of Participants by Gender

The material presented in this activity focused on "Islamic Entrepreneurship," an entrepreneurial approach that integrates Sharia principles into every aspect of business. In this presentation, the speaker explained that entrepreneurship not only aims for financial gain but must also pay attention to the ethical and moral values mandated in Islamic

teachings. It is essential to build a business that is not only profitable but also blessed and beneficial to society.

Next, the presenters explained the vital elements of Sharia-based entrepreneurship, including the halalness of products, transparency in transactions, and the principles of justice and social responsibility. Participants were encouraged to understand that running a Shariah-compliant business is not a burden but an opportunity to create broader value for the community. By understanding these principles, participants are expected to realize the importance of ethics in business and its impact on the sustainability of their business.

In this presentation, the presenters also used various illustrations and case studies to show real-life examples of Muslim entrepreneurs who have successfully applied Sharia principles in their businesses. Through concrete examples, participants were invited to reflect on how they could apply these concepts in their context, both as individuals looking to start a business and as part of a larger society. This approach aims to foster an entrepreneurial spirit among participants so that they can see the opportunities that exist around them.

In addition, this session also discussed the challenges entrepreneurs often face when running a Sharia-compliant business. Participants were allowed to share their experiences and ask the presenters about their problems. This discussion opened a space for participants to support each other and provide solutions to the problems faced, creating a collaborative atmosphere that is very beneficial for developing their competencies in the field of entrepreneurship.

At the end of the session, the speaker emphasized the importance of continuing to learn and develop oneself in Sharia-based entrepreneurship. With the proper knowledge and proactive attitude, the participants are expected to become entrepreneurs who are financially successful and can positively impact society. This material is expected to motivate the students to be confident and courageous in taking steps towards Sharia-compliant entrepreneurship to contribute to sustainable economic growth.



Figure 2. Atmosphere of activity implementation

The collaboration between the presenters and participants during this activity has run under the targets set previously. The participants in

this program came from diverse backgrounds, and all received material relevant to the problems they faced in the field. Thus, this program provided concrete solutions that were useful for the participants so that the main objectives of the activity could be achieved effectively.

The participants' enthusiasm during the implementation of the activity was very high. They actively participated in various sessions during discussions and question-and-answer sessions with the speakers. The interaction created a dynamic and collaborative learning atmosphere so that all participants could well absorb the material on "Islamic Entrepreneurship" presented. In addition, the participants also provided valuable feedback, which became an essential part of evaluating this activity and improving the program's quality in the future.

The success of this activity shows how vital the socialization of Sharia-based entrepreneurship is for the younger generation. Through the material presented and the discussions held, the participants gained theoretical understanding and practical insights that can be applied in everyday life. It is expected to motivate them to take steps towards entrepreneurship under Islamic values.

Thus, implementing this community service program has achieved its goal of fostering the spirit of entrepreneurship among students. The results of this activity are expected to encourage participants to continue learning and developing so that they can become entrepreneurs who are not only financially successful but also positively impact the wider community.

CONCLUSIONS

The community service activity lasted 3 hours at the SMA 1 Sidue Mosque, focusing on the material "Islamic Entrepreneurship," which integrates Sharia principles in business. Entrepreneurship is not only profit-oriented but must also consider ethics and morals to provide benefits to society. This activity successfully achieved its objectives of fostering the spirit of entrepreneurship among students and providing practical insights that can be applied in daily life, so it is hoped that participants can become successful entrepreneurs and positively impact society. Overall, this program also contributes to the development of knowledge and best practices in the field of community service and can be a reference for similar activities in the future.

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