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# Development of Islamic Entrepreneurial Spirit Among UINSU Students by Utilizing Digital Technology

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## Article Info

## ABSTRACT

Developing an Islamic entrepreneurial spirit among UINSU students is an important step in creating a generation that is creative, competitive, and based on Islamic principles. The use of digital technology in developing an Islamic entrepreneurial spirit among UINSU students offers various opportunities and challenges. Digital technology is an effective means of building an entrepreneurial ecosystem that is inclusive, innovative, and oriented towards Islamic values. This research uses literacy methods. The use of this method is a person's ability to process and understand information when carrying out the reading and writing process. Thus, entrepreneurship can grow within a framework that is in accordance with Islamic teachings. In addition, the use of digital technology such as e-commerce platforms and Sharia financial applications can provide easier access for Islamic business actors to participate in the global economy. This not only expands market reach but also increases competitiveness sustainably. Another aspect that is no less important is Islamic entrepreneurship education through digital platforms.

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## INTRODUCTION

Islamic entrepreneurship is becoming increasingly relevant in the face of the dynamics of modern times filled with digital technology. One of the potential groups to develop the spirit of Islamic entrepreneurship is students, especially within UIN North Sumatra (UINSU). Students as agents of change have a strategic role in spreading Islamic entrepreneurial values through the application of digital technology.

Therefore, the development of Islamic entrepreneurship among UINSU students is an important step toward creating a generation that is creative, competitive, and based on Islamic principles. The use of digital technology in developing the spirit of Islamic entrepreneurship among UINSU students offers various opportunities and challenges. Digital technology is an effective means of building an inclusive, innovative, and Islamic values-oriented entrepreneurial ecosystem.

Through the use of digital technology, students can access information quickly, establish connections with industry players, and develop sustainable business ideas. The successful application of digital technology in developing the spirit of Islamic entrepreneurship among UINSU students also depends on awareness of Islamic values every step of the way. By combining entrepreneurial

principles and Islamic teachings, students are expected not only to become materially successful business people but also agents of change who contribute positively to society and the surrounding environment.

The main objective of this study is to explore and analyze how the use of digital technology can strengthen the development of Islamic entrepreneurial spirit among UINSU students. Through an interdisciplinary approach between entrepreneurship and digital technology, it is hoped that this research can contribute to formulating effective strategies to develop the spirit of Islamic entrepreneurship among UINSU students.

The conclusion of this research is expected to be the foundation for the development of relevant education and training programs, as well as motivate UINSU students to take an active role in integrating Islamic values in the business world supported by digital technology. Thus, a generation of students can be realized who are not only technologically competent, but also have a strong entrepreneurial spirit with the foundation of Islamic values as the main guide in every step of the way.

The development of Islamic entrepreneurship among UINSU students can be improved through the use of digital technology, such as e-learning platforms to provide entrepreneurship courses based on Islamic principles. In addition, mobile applications can be used to facilitate collaboration between students and Islamic economy stakeholders. Being an entrepreneur is indeed a job that tends to be risky and faces a lot of obstacles so many people are not interested in becoming an entrepreneur or many people have tried to become entrepreneurs but failed and immediately stopped trying.

So here the main characteristic of an entrepreneur is that you must never give up, be responsible, and always dare to try new things because many stories come from successful entrepreneurs and businessmen who say that "failure is the beginning of success" and "mistakes are proof that we have tried" so that here it should be if someone starts a business but experiences failure, Losses, and other bad things it would be better if the person can evaluate themselves and evaluate the mistakes that have been made then try and keep trying again until it reaches the desired point.

Digital technology is an inevitable context of development and has had many positive impacts on human life and also provides many challenges. Technology today can be used in all aspects of human life, both for communicating, shopping, and doing business in the context of entrepreneurship so that it should be in entrepreneurship, it must be able to utilize digital technology because it is able to have many positive influences on the business being run, such as in promoting businesses to attract consumers, looking for business ideas and innovations, and many other positive impacts.

In the world of lectures, students tend to be taught more to do tasks to train skills on the job and more about office jobs and indeed there are not so many courses that teach students to become an entrepreneur but these entrepreneurial abilities can be obtained by students by attending many workshops, seminars, training, and implementing knowledge related to entrepreneurship well.

**RESEARCH METHOD**

This study used literacy methods. The use of this method is a person's ability to process and understand information when carrying out the process of reading and writing. The concept of literacy is understood as a set of abilities to process information, far above the ability to analyze and understand reading material. Concretely it can analyze and describe this information so that it becomes an accurate study according to existing facts.

**RESULTS AND DISCUSSION**

Entrepreneurship is the activity or process of creating, developing, and managing a business or business initiative to make a profit. It involves risk-taking, innovation, as well as the ability to identify and capitalize on business opportunities. Entrepreneurship also includes the ability to manage resources, build networks, and overcome challenges to achieve business success and growth.

Higher education at UINSU provides an ideal platform to develop the spirit of Islamic entrepreneurship among students. Through the use of digital technology, we can expand its scope and impact. Digital technology allows for wider access to information about the principles of Islamic entrepreneurship. Students can access online resources, webinars, and e-learning platforms that focus on entrepreneurial aspects of Islamic values.

The use of digital technology has a significant impact on various aspects of life, including in the context of business, education, communication, and everyday life. In entrepreneurship utilizing technology for E-Commerce Business Digital technology advancements have enabled the rapid growth of e-commerce, making it easier for consumers to shop online and opening up new business opportunities. Then Digital Marketing so that Companies can utilize digital marketing through social media, search engines, and online advertising to reach a wider audience and increase the visibility of products or services.

Technology-based entrepreneurship training can enable UINSU students to develop sustainable business ideas. Online platforms can provide business simulations and case studies of Islamic entrepreneurship, building practical skills as well as conceptual knowledge. The use of social media and online platforms to promote Islamic entrepreneurship at UINSU can create networks and communities that support the exchange of ideas and business collaboration. It can also strengthen Islamic entrepreneurial identity and inspire other students.

Through digital innovations such as mobile applications and e-commerce platforms that integrate the principles of Islamic economics, UINSU students can design businesses by utilizing the latest technology. This not only increases efficiency but also conforms to Islamic moral and ethical values. Thus, the development of Islamic entrepreneurship among UINSU students through the use of digital technology not only opens business opportunities but also creates a generation of educated and ethical leaders in the world of entrepreneurship.

The development of Islamic entrepreneurship among UINSU (State Islamic University of North Sumatra) students by utilizing digital technology can be a strategic step to prepare the younger generation to face challenges in the increasingly complex business world. Here are some steps you can take to achieve that goal:

1. Islamic Entrepreneurship Education:- Design a curriculum that integrates the principles of Islamic entrepreneurship in related courses. - Use digital technology to provide online learning modules, webinars, and other digital resources that support an understanding of Islamic entrepreneurship.
2. Training and Workshops: - Hold regular trainings and workshops that focus on developing entrepreneurial skills, including the use of digital technology for business. - Engage successful and experienced business practitioners, especially those with an Islamic entrepreneurial background.
3. Business Incubator:- Set up an on-campus business incubator that supports students in developing their business ideas. - Use digital platforms to facilitate collaboration, share ideas, and provide support between batches of students.
4. Digital Entrepreneurship Platform:- Build an online platform that allows students to sell their products or services, taking into account Islamic business principles. - Provide training on e-commerce, digital marketing, and business management through the platform.
5. Mentorship:- Provide mentorship programs involving successful Muslim entrepreneurs. - Facilitate communication between mentors and students through applications or online platforms.
6. Entrepreneurial Community:- Build an entrepreneurial community on campus that can facilitate the exchange of ideas, experiences, and support among students. - Use social media and online groups to expand reach and participation in the community.
7. Business Competition: - Hold a business competition that encourages innovation and creativity of students in developing businesses based on Islamic entrepreneurial principles. - Use digital technology to facilitate registration, presentation, and evaluation of competitions.
8. Sharia Investment Opportunities: - Educate students about Islamic investment and how to utilize digital technology to engage them in investments that are by Islamic principles.

9.  Monitoring and Evaluation: - Conduct regular monitoring and evaluation to measure the effectiveness of these programs. - Use data and feedback to continuously improve and adjust Islamic entrepreneurship development strategies.

By combining the principles of Islamic entrepreneurship and digital technology, it is hoped that UINSU students can become a generation that can innovate and contribute positively to the business world through Islamic values. Islamic entrepreneurship, as a concept that combines religious values with business aspects, faces the demands of the times to continue to develop and be relevant. The use of digital technology is an important key in strengthening and advancing the spirit of Islamic entrepreneurship in the modern era.

Digital Education Resources:
Digital technology allows students and aspiring Islamic entrepreneurs to access educational resources more easily and widely. The online platform provides courses, seminars, and Islamic entrepreneurship learning materials that can be accessed anytime and anywhere. It helps in developing an in-depth understanding of business principles that are in line with Islamic values.

Technology-Based Interactive Training:
The utilization of mobile applications and interactive e-learning platforms can provide more effective training. Technology-based business simulations allow students to experience the challenges of the business world virtually by considering sharia aspects. Thus, they can hone management and decision-making skills based on Islamic values.

Digital Entrepreneurship Community:
Social media and online platforms facilitate the formation of Islamic entrepreneurial communities. Discussions, collaborations, and exchanges of ideas can take place globally, expanding networks and building solidarity among Muslim entrepreneurs. This creates the necessary support environment for business growth.

Ethical Promotion and Marketing:
Digital marketing allows Islamic entrepreneurs to promote their products and services taking into account Islamic ethical values. Websites, blogs, and social media campaigns can be used to convey messages that emphasize honesty, transparency, and social responsibility.

Sharia Technology Innovation:
The development of e-commerce applications and platforms that comply with Islamic economic principles is a progressive step. Sharia fintech, ethics-based financial services, and other innovations create business opportunities that are by Islamic principles. Technological innovation is the key to aligning business progress with religious values.

Positive impact on society:
The development of Islamic entrepreneurial spirit with digital technology is not only about individual success but also about making a positive impact on society. Businesses that grow by following Islamic principles can become agents of social change, providing innovative solutions that improve the conditions of society. By combining Islamic entrepreneurship and digital technology, a strong foundation can be built for a generation of Muslim entrepreneurs who are not only business-competent but also uphold religious values in every step of their business journey.
Technology is a means to realize the vision of sustainable and ethical entrepreneurship in the context of Islam. Entrepreneurship in an Islamic perspective includes moral values, ethics, and sharia principles that lead to the development of a just and sustainable society. Some relevant aspects of Islamic entrepreneurship include:

1. Intention and Purpose: Islamic entrepreneurship begins with a sincere intention, to seek the pleasure of Allah and benefit society.
2. Economic Justice: Islamic entrepreneurial principles emphasize economic justice, which includes equitable sharing of resources and economic empowerment to reduce social inequality.
3. Social Responsibility: Islamic entrepreneurship teaches the concept of ihsan, which is to give more than expected and have a positive impact on society.
4. Transparency and Honesty: Islamic entrepreneurship encourages transparency in business transactions and emphasizes the importance of honesty and integrity in every aspect of business.
5. Prohibition of Riba and Speculation: Islamic entrepreneurship avoids riba and speculative transactions that are contrary to the principles of Shariah.
6. Community Empowerment: Islamic entrepreneurship emphasizes cooperation and solidarity in the form of community empowerment, prioritizing common interests.
7. Innovation and Creativity: Islam encourages innovation and creativity in business as long as it is by the principles of sharia, creating added value for society.
8. Importance of Education: Islamic entrepreneurship emphasizes the importance of education and knowledge to guide entrepreneurial action wisely.

Through the application of these principles, entrepreneurship from an Islamic perspective is expected to make a positive contribution to economic development and community welfare holistically. Not only that, the development of Islamic entrepreneurial spirit by utilizing digital technology is a strategic step in facing the modern era. The use of this technology can be done through several aspects:

1. Education and Information: Encourage student access to online platforms that provide information on Islamic entrepreneurship. Organizing webinars, online courses, and digital resources to increase understanding of Islamic entrepreneurial principles.
2. Technology-Based Training: Develop specific e-learning applications or platforms to train Islamic entrepreneurial skills. Provide digital business simulations that describe business situations by sharia principles.
3. Networking and Collaboration: Encourage interaction through social media to build networks between Islamic entrepreneurs. Utilize online collaboration platforms to facilitate joint projects and the exchange of ideas.
4. Ethical Business Promotion: Utilizing social media and websites to promote business with Islamic ethical principles. Creating digital campaigns that emphasize moral values in business.
5. Mobile Applications and Sharia E-commerce: Encourage the use of mobile applications to facilitate business transactions by Islamic economic principles. Develop an e-commerce platform that complies with Sharia rules in the buying and selling process.
6. Technology Innovation for Islamic Solutions: Encouraging technological innovation by Islamic values, such as Islamic fintech and ethics-based financial solutions. Organizing technology innovation competitions with a focus on developing sharia-based products or services.

By integrating digital technology into business learning and practice, the development of the Islamic entrepreneurial spirit can become more relevant and competitive in the modern era. In the development of entrepreneurial skills, Islamic values can provide a strong ethical and moral foundation. Some relevant Islamic values include:

1. Taqwa: Instilling awareness of God in every act of entrepreneurship, so that business is run with integrity and responsibility.
2. Fair: Ensuring that in entrepreneurship, every party involved is treated fairly, both in business transactions and in employment relationships.
3. Ihsan (kindness): Encouraging to provide the best in every aspect of the business, both in the products or services provided and in relationships with consumers and business partners.
4. Trust: Running a business with the principle of trust, both in managing resources and in fulfilling commitments to customers and business partners.
5. Effective: Ensuring that the business provides positive benefits to society and does not harm the environment, in line with the principle of sustainability.

6. Creativity and Innovation: Encouraging creativity and innovation in entrepreneurship by utilizing the potential and abilities given by God.
7. Cooperation: Fostering cooperation and solidarity between business people to achieve mutual success and strengthen the Islamic business ecosystem.

The application of these values in the development of entrepreneurial skills can create a business that is not only financially successful but also has a positive impact morally and socially. The influence of digital technology on students' understanding of the principles of Islamic economics can include several aspects:

1. Access to Information: Digital technology allows students to quickly access up-to-date information on the principles of Islamic economics. This can enhance their understanding of how these principles can be applied in the context of business and the digital economy.
2. Online Education: The availability of online courses and digital learning resources can provide easy access to understand the principles of Islamic economics. Students can take courses, and webinars, or join online learning platforms that offer special content related to Islamic economics.
3. Digital Business Simulation: Technology allows the creation of digital business simulations that can help students apply the principles of Islamic economics in a virtual business environment. This allows them to learn practically and apply theory in a more realistic context.
4. Interaction with Online Communities: Students can engage in discussions and exchange ideas with online communities that share similar interests related to Islamic economics. This can broaden their horizons and provide diverse perspectives.
5. Digital Entrepreneurship Opportunities: Students can take advantage of digital technology to run businesses based on Islamic economic principles, such as e-commerce platforms that adhere to the principles of Islamic business justice and ethics.

However, it should also be noted that digital technology can also have negative impacts, such as the occurrence of ribawi (usury) transactions or practices that are not by Islamic economic values. Therefore, students need to develop a critical and ethical understanding of the use of digital technology in the context of Islamic economics. To combine an Islamic-based approach with digital technology to motivate and accelerate the development of an entrepreneurial spirit, several effective strategies can be applied:

1. Islamic-Based E-Learning Platform: Building an e-learning platform that specifically presents entrepreneurial material with an Islamic approach. Using digital technology, students can access learning resources, modules, and video content designed by Islamic principles.
2. Islamic Entrepreneurship Applications: Development of mobile or web applications that provide practical guidance and resources in the development of Islamic-based entrepreneurship. These applications may include information on Islamic economic laws, halal business opportunities, and principles of business ethics.
3. Virtual Training and Business Simulation: Using virtual and simulated technology to provide real business experience, allowing students to test Islamic entrepreneurial concepts in a secure and patterned digital environment.
4. Online Mentorship: Facilitate online mentorship programs with mentors experienced in Islamic entrepreneurship. Technology can facilitate communication and exchange of ideas between mentors and students.
5. Digital Collaborative Competitions and Projects: Organizing Islamic-based entrepreneurial competitions and collaborative projects accessible online. This not only provides additional motivation, but also builds collaborative and competitive skills in a digital context.
6. Virtual Webinars and Conferences: Hold webinars and virtual conferences with leading speakers in the field of Islamic entrepreneurship. This can provide immediate insight and inspiration to students.

It is important to ensure that all these initiatives reflect Islamic values consistently and provide space for the sustainable and ethical development of the entrepreneurial spirit. The development of the Islamic entrepreneurial spirit can be enhanced through the use of digital technology, such as e-commerce platforms that comply with Sharia principles, online training with Islamic content, and financial applications that are by Islamic values.

The development of Islamic entrepreneurial spirit through the use of digital technology is a strategic step in facing the era of globalization. Digital technology is not only a supporting tool but also a means to strengthen Islamic values in the business world. One of the key aspects is the implementation of the principles of fairness and transparency in every business transaction. Blockchain technology, for example, can be used to create a fair and open financial system, by the principles of Islamic economics.

Thus, entrepreneurship can grow within a framework that is by Islamic teachings. In addition, the use of digital technology such as e-commerce platforms and Islamic financial applications can provide easier access to Islamic businesses to participate in the global economy. This not only expands market reach but also increases competitiveness sustainably. Another aspect that is no less important is Islamic entrepreneurship education through digital platforms.

Training, webinars, and online resources can help develop entrepreneurial skills that align with Islamic values. Thus, the younger generation can be equipped with the knowledge and skills necessary to become successful entrepreneurs and benefit society. In conclusion, the development of Islamic entrepreneurial spirit by utilizing digital technology is not only relevant but also important in facing global business dynamics.

The integration of Islamic values with technological advancements can create a sustainable business ecosystem and conform to Islamic entrepreneurial principles. The application of digital technology in the development of the Islamic entrepreneurial spirit has brought several successes. First, an e-learning platform with content that integrates Islamic values enables entrepreneurial training that conforms to Islamic business ethics. In addition, Islamic finance applications facilitate financial transactions without violating the principles of Islamic finance.

The use of technology also supports Islamic businesses in creating Sharia-friendly e-commerce platforms, allowing business actors to conduct their businesses by adhering to Islamic ethical principles. In addition, digital technology can help accelerate the distribution of Islamic products and services, creating wider market access. Overall, the integration of digital technology in the development of the Islamic entrepreneurial spirit facilitates the availability of resources, training, and market access that support business growth in accordance with Islamic values.

**CONCLUSION**

The development of the Islamic entrepreneurial spirit can be improved through the use of digital technology. For example, online training based on Islamic values, Islamic e-commerce platforms, and financial applications based on Islamic finance principles can strengthen entrepreneurial aspects while still following Islamic ethical values. This not only facilitates innovation, but also creates a business ecosystem that conforms to the principles of Islamic finance. The development of Islamic entrepreneurial spirit through the use of digital technology is a strategic step in facing the era of globalization. Digital technology is not only a supporting tool but also a means to strengthen Islamic values in the business world. One of the key aspects is the implementation of the principles of fairness and transparency in every business transaction. Blockchain technology, for example, can be used to create a fair and open financial system, in accordance with the principles of Islamic economics.

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