

Entrepreneurship education in Islamic perspective

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Abstract

This study aims to determine Entrepreneurship Education in an Islamic Perspective using a descriptive qualitative approach and reviewed using the *library research* method exploring the data to become a complete research result. Entrepreneurship education is a program that includes teaching about what an entrepreneur should do in the face of the fast pace of this world in the field of trade with increasingly fierce competition. The cultivation of entrepreneurial values develops into the world of education intending to form a complete human being. The Islamic perspective on entrepreneurship education is not far from the story of the Prophet Muhammad SAW. He can be a role model in entrepreneurship in an honest, trustworthy, and strong spirit in trading. Entrepreneurship education is important because the advancement of science in technology also greatly affects entrepreneurship in the 21st century, where trade in the digital world has advanced rapidly. Hence, it takes an entrepreneur who is proficient in technology to keep up with the times. Therefore, entrepreneurship education is owned by an entrepreneur and must be applied to start from elementary school education to tertiary education to build the younger generation's soul and reduce unemployment in Indonesia while still implementing good Islamic entrepreneurship.

Keywords: Education, Entrepreneurship, Islamic Perspective

INTRODUCTION

Entrepreneurship is often interpreted as a business owned and carried out by entrepreneurs and entrepreneurs (Mila, 2013). This view has been used in our daily lives, but in fact, it is not quite right because entrepreneurship includes self-employment and government and the need for education or learning in entrepreneurship. Entrepreneurship education is a program or teaching about what an entrepreneur should do in the face of today's increasingly fierce world of competition in entrepreneurship. In addition to mental training, in dealing with the ups and downs of a business, it also provides training to continue to be creative and innovate in entrepreneurship. There are many things that must be learned before starting an entrepreneur. For that, entrepreneurship education needs to be encouraged both for oneself and for the wider community.

The cultivation of entrepreneurial values is not only for entrepreneurs and entrepreneurs but also develops into the world of education, which in activities requires a strong soul from an entrepreneur. The purpose of entrepreneurship in education is to form human beings as a whole (holistic), to become entrepreneurs who have character, understanding, and skills as entrepreneurs implementation of integrated entrepreneurship education with educational activities in schools. The application of entrepreneurship education can be included in the curriculum, such as identifying the types of activities so that entrepreneurship education can be realized in schools and applied by students in their daily lives. The entrepreneurial spirit is included in the affective that needs to be instilled in students in order to create independence in their lives one day. Therefore entrepreneurship in education is how an individual becomes a brave figure to develop his new business and ideas in order to improve the quality of his life (Prastyaningtyas & Arifin, 2019).

Success is not only with high educational capital, but a person's skills and abilities are the determining factors in work. If you look at it objectively, cultivating an entrepreneurial mentality is important and cannot be ignored, so we must immediately develop a good mentality (Chandra, 2001). The reality that we can see to foster a mindset and life orientation in developing entrepreneurship is partly due to the frequent occurrence of an imbalance between the number of workers and fewer jobs. Then in this global era, to face the challenges, independent (independent) people with competitive and comparative advantages are needed, able to build partnerships well so that they can run without relying on others. The next factor

is due to the position of work, employees are weak positions and only become a means of production, so they cannot develop in terms of ideas and vision because they only work for other people.

Assumptions that are inhibiting factors for entrepreneurship require empowerment as an effort to build power by encouraging, motivating, and also raising awareness of a potential that exists in oneself, then trying to develop on the basis of an independent process. Several other factors cause no progress and reduced creativity, among others, because of culture, support from the peer environment, especially family, then also because of the role of coworkers, but with expertise and experience, it can grow one's interest to be able to create new businesses (Notoatmojo, 1998).

Entrepreneurship cannot be separated from government support, and it can be seen from infrastructure development, regulations in the formation of new businesses, and the existence of economic stability and smooth communication and the next factor is understanding of the market, and the last is the availability of finance to support the business. An entrepreneur in our culture is less valued than his status as a civil servant (PNS), which is considered more promising in terms of salary and work and guarantees a future and honorable because it is different from the culture of developed countries which value people who are their own bosses more than they are workers for others. However, this is not the basic problem in entrepreneurship, but how local governments can make businesses wider, wider, and more evenly distributed to all levels of society in order to increase their income and standard of living. One of the efforts that can be made to open opportunities and encourage the growth of entrepreneurial spirit in the community is by the government playing a role in changing people's perceptions so that they are proud to be entrepreneurs (Kurnia et al., 2018).

Entrepreneurship education (*entrepreneurship*) in Indonesia is still very low in obtaining adequate attention from the world of education, community, and even the government. Many education practitioners still don't care about the aspects of growing mental, entrepreneurial attitudes and behavior for both students in vocational schools and even professionals. Mindset or the view that is still developing that workers, especially civil servants, are *priyayi* who have high social status and are widely respected by the community (Molan, 1991).

Entrepreneurship in Islam is also recommended if it is based on the time of the Prophet Muhammad SAW, who had success in trading in his time. So that any religious community, especially Islam, does not prohibit the practice of entrepreneurship, but Islam, still regulates how an entrepreneur still prioritizes honesty and prohibits usury in entrepreneurship. Kamaluddin revealed that Islamic entrepreneurship is an aspect of life and is included in the *muamalah* problem group. The problem of *muamalah* is horizontal, which is a relationship between humans that will be accounted for later in the hereafter. Islamic entrepreneurship is also sunnah worship that will get a reward if it is carried out and does not get a sin if it is abandoned (Kamaluddin, 2019).

Diny Mahdany revealed that in Islam, in terms of concept and even practice, entrepreneurial activity is not foreign at all. In fact, this has become the daily practice of the Prophet, his wife, his companions, and also the scholars in the country. Islam does not only discuss entrepreneurship in terms of independent work and hard work but directly puts it into practice in real life (Mahdany, 2019).

Elfa Yuliana mentioned several principles that must be owned by an entrepreneur, the need to build and maintain a good name or reputation, have the courage to go from the beginning, concentrate or focus on what will be done, have creativity, and try to innovate. If you want to be successful in your business, you must be ready to work hard, trust to work with others, have honesty, be disciplined, have self-confidence, be good at making decisions, continue to increase knowledge. An entrepreneur must also have ambitions to move forward. And good at communicating (Yuliana, 2017).

Entrepreneurship cannot develop if an entrepreneur or an entrepreneur only relies on his education without having skills in entrepreneurship, and entrepreneurship is not far from the practice carried out by Rasulullah. For that, in this article want to review what entrepreneurship education is? Then how about entrepreneurship from an Islamic perspective? and is it important to study entrepreneurship education? In this case, the author will dig as deep as possible about entrepreneurship education from an Islamic perspective.

METHOD

Descriptive qualitative is the approach used in this research, which will start from finding information and then describing it, collecting data systematically, and explaining descriptively the results of the data, not in the form of numbers. In contrast, descriptive research is research that explains and

describes existing events, both natural events and human engineering itself. This research is more focused on library research (Raco, 2018). The technique used in collecting data in this research is to use library facilities such as books, newspapers, magazines, documents, and other records to obtain information and data that will be processed to become useful discussions in Entrepreneurship Education in an Islamic Perspective.

RESULTS AND DISCUSSION

Entrepreneurship Education

Entrepreneurship has a meaning that comes from the words "entrepreneur" and "effort". Etymologically the word hero is a warrior, hero, superior human being, having an exemplary attitude, noble character, valiant, and having a great character. While the word effort is an act of charity, doing work and doing something. So that it can be concluded etymologically or the origin of the word, entrepreneur is a warrior or hero who does something. The definition of the Workshop on Education and Development Systems in Indonesia in 1978 stated that an entrepreneur is a person who strives for progress and even devotes himself to society in the form of education with determination and also his own ability to help meet the needs of the rapidly increasing community so that entrepreneurship can expand employment (Eko Agus Alfianto, 2012). The definition of entrepreneurship in the Indonesian dictionary is identified with or almost the same as self-employed, so that people who are entrepreneurs are smart or talented people in terms of recognizing new products, can determine new production methods, and are able to develop operating guidelines in the procurement of new products, marketing them. And entrepreneurs can manage their operating capital (Suryanto, 1977).

Prasetyo argued that the nature of entrepreneurship is the nature, characteristics, and character possessed. A person must also have the will to realize innovative ideas that are applied to the real world so that they can be done creatively. The term entrepreneurship is also taken from the notion of *entrepreneurship* which can be interpreted as the center of the economy so that an entrepreneur can control the economy of a nation (Mahdany, 2019).

Entrepreneurship, in terms of epistemological meaning, is a value that must be possessed to start a process or business so that it makes it easier to do something new and different. The application of creativity in entrepreneurship in order to be able to innovate to solve problems and be an effort to take advantage of opportunities that will be faced on a daily basis. The combination of creativity and innovation, as well as the courage to face risks by

working hard in forming and maintaining new businesses, is also known as entrepreneurship (Siagian & Asfahani, 1999).

Sudrajat also stated that until now, the concept of entrepreneurship continues to develop because entrepreneurship is an attitude, soul, and ability to create something new, valuable and can also be useful for oneself and others. Entrepreneurship is also the mental attitude and spirit of an entrepreneur who is always active or creative in being creative, producing works, having an unpretentious aura, and always trying to increase income in entrepreneurship activities. Peter F. Drucker, an entrepreneurship expert, defines entrepreneurship as the ability to create something new and different. This understanding states that entrepreneurship is closely related to the ability to create and innovate. With the entrepreneurial ability itself to create something new and even different from others, an entrepreneur is also able to create something different from what already exists (Siagian & Asfahani, 1999).

In addition to the above understanding, Sudrajat also explained that someone who has an entrepreneurial character also has an ambitious nature which is not easily satisfied with what he has achieved. Entrepreneurs are also people who are skilled in taking advantage of opportunities to develop their businesses with the aim of improving their standard of living. Entrepreneurs are people who have the ability to see opportunities so that they can assess existing business opportunities, can collect the right resources and according to the needs of the time, so they are able to take the right actions, in order to gain profits, because of their nature, character, and have innovative ideas. to be realized into the real world with creativity to achieve the goal of achieving success. The essence of the definitions that have been mentioned is that people who have the character of an entrepreneur are able to apply the nature of entrepreneurship in their lives, or entrepreneurs are people who have a highly creative, innovative spirit (Siagian & Asfahani, 1999).

Entrepreneurship is identified with the ability of an entrepreneur alone in the business world. This is contradicted by Soeparman Soemahamidjaja's opinion that, in reality, entrepreneurship is not only the character of entrepreneurs because there is a possibility that these characters are also owned by other than entrepreneurs. Entrepreneurship covers all aspects of work, starting from private and government employees, those who make efforts to

be creative and innovate by developing ideas, making resources as opportunities or *opportunities* to build a business in order to improve or *preparation* the standard of living is entrepreneurship.

Entrepreneurship has characteristics including people who are confident, task-oriented, and have business results, people who dare to take risks, have a leadership spirit, originality when stepping, think to the future. While the character of entrepreneurship there are 6, namely: (1) Confidence, not easy to depend on others, individualistic or people who like to be alone and also have optimism in life. (2) Needs and achievement in the field of business, has a profit-related perspective, has perseverance, has a strong heart, is determined to work hard, has a strong drive, is energetic, and has a high initiative ability. (3) Ability and courage in taking risks that are still reasonable and people who like a challenge. (4) Have behavior as a leader, able to easily get along with others, willing to respond to suggestions and criticism from others. (5) A person who thinks creatively and innovatively as well as a person who has a flexible nature and is able to adapt quickly. (6) Entrepreneurs have a perspective to continue to look forward to running their business(Harefa, 2006).

The process in entrepreneurship has three stages. Where the first is starting, someone will intend to open a business, prepare everything needed by starting with seeing a possible new business opportunity, or making a choice for acquisition or franchising, and this is also related to choosing what type of business will be involved, for example in agriculture, industry, manufacturing, production or services. The second stage is business implementation. At this stage, an entrepreneur has managed various aspects related to his business, in terms of financing aspects, human resources, regarding ownership, organization, and leadership who have the right to take risks and also decisions in terms of marketing as well as evaluating. The third stage is the most mentally draining when an entrepreneur maintains his business, sees the results he has achieved, so he can analyze his development and follow up his business according to the conditions he is facing. Then developing a business is the stage when the results obtained are positive or can survive, then it will be continued with business expansion to be one of the options that can be taken (Mahdany, 2019).

Entrepreneurship also requires motivation, with factors including that an entrepreneur must have a clear vision and purpose in his business, serves to see where the next

step will go and what he should do. Entrepreneurs also need initiative and are always proactive, which is a fundamental characteristic for entrepreneurs not only to wait but to do or start things in order to create opportunities and also to be pioneers in various activities. Furthermore, entrepreneurs are achievement-oriented. The existence of successful entrepreneurs is because they always pursue better achievements and are not easily satisfied with their achievements. The need to improve product quality, how comfortable service is, and also to emphasize customer satisfaction, do not forget to evaluate in order to improve today and be better tomorrow. Another factor is the courage to take risks, and this trait must be owned by an entrepreneur whenever and wherever he is, in terms of money and time.

Entrepreneurs also have to work hard because the working hours are not limited by time, so where there is an opportunity, there will be entrepreneurs. Responsible for the activities he undertakes, not only now but also in the future, not only materially but also morally responsible to various parties. Committed to various parties is a trait that must be adhered to because it is an obligation to fulfill or realize something. Then an entrepreneur also needs to develop and maintain good relationships with other parties, including their customers, the government, suppliers of goods, and the wider community both in the surrounding environment and beyond (Yusanto, 2002).

Entrepreneurs also need to have the competence to support their success. *Bradstreet Business Credit Service* explained that there are ten competencies that entrepreneurs must have.

First, knowing your business, an entrepreneur knows what business he is doing, or more broadly, everything that has to do with the business or business he is doing. *Second*, knowing the basic business management, knowing the basics in managing a business, such as designing a business, organizing and controlling a company, including business calculations, predictions, administration, recording all business activities, and must-have business management, such as understanding tips, methods, processes and management of resources within the company efficiently and effectively.

Third, having the proper attitude, *the* need to have a perfect attitude is not half-hearted in carrying out his business. Entrepreneurs must behave like traders, industrialists, a serious business executives (Meredith, 1996). *Fourth*, having adequate capital, sufficient capital, not only in material form but also spiritually, having trust and determination, which is also the main capital in the business. So entrepreneurs must have enough time, money, energy, place, and metal to build a business.

Fifth, managing finances effectively, entrepreneurs have the ability to manage finances effectively and efficiently, seek to find sources of funds and use them appropriately, and accurately control them. *Sixth*, managing time efficiently, means the ability to manage time according to their needs, not wasting time on things that are not related to their business.

Seventh, managing people, the ability to plan, organize or direct, motivate and be able to control people to keep running the company. *Eighth*, satisfying customers by providing high-quality products, in entrepreneurship, giving satisfaction to customers is very important, by providing quality goods and services, having value benefits and of course satisfying or not disappointing customers.

Ninth, knowing you to compete, entrepreneurs need to know strategies or ways to compete in entrepreneurship by revealing *strengths* /strengths, weaknesses/weaknesses, *opportunities*/ opportunities, and *threats*/ threats in entrepreneurship, so they must use SWOT analysis for themselves and in facing competitors. *Tenth*, they are copying with regulation and paperwork, where an entrepreneur makes clear, not implied, rules/guidelines (Meredith, 1996).

Entrepreneurship is not always smooth without obstacles, and there are even several factors that can cause failure in entrepreneurship. When an entrepreneur is incompetent and managerial, lack of ability and experience in business techniques, visualizing, coordinating the business and the people who are in the business, lack of skills in managing human resources and also the company. Entrepreneurs who have not been able to control their finances are one of the factors that cause poor success because cash flows are not recorded properly, causing congestion in the business. Failing in planning, even though a plan must be done with hard work and a long time, entrepreneurs start everything from themselves, and when they fail when planning a business, implementation will also experience difficulties. Entrepreneurs also need to monitor the company's equipment so that it can be used effectively and efficiently. Then the attitude of entrepreneurs who are less serious also causes the business to become unstable and even ends in failure (Hakim, 2012).

Entrepreneurship According to Islamic Perspective

Entrepreneurship is no stranger to the Islamic world, because since ancient times if we look at the historical records of the life of the Prophet Muhammad SAW while supporting himself and his family, namely by way of entrepreneurship. Since the Prophet Muhammad

was two months in the womb of Aminah's mother, his father Abdullah died, then after the age of the Prophet Muhammad was six years, his beloved mother also breathed her last following her father. His uncle Abu Talib was classified as poor and had many families to pay for, but there was no other support for the Apostle besides his uncle. Because the Prophet Muhammad did not want to be a burden to his uncle, made him think of helping his uncle work. At the beginning of learning to work, the Prophet became a goat herder, then at the age of 12 then he followed his uncle Abu Talib to trade from Mecca to Medina. The Prophet Muhammad, with his expertise in trading, made him accepted by the people of Syria and even got the title of al-Amin thanks to his honesty, trustworthiness, and tenacity in entrepreneurship. This brief history can serve as an example for us and become the basis that entrepreneurship is inseparable in Islamic teachings, such as the words of Rasulullah when answering questions from friends about the best work, and the Prophet answered "a person who works with his own hands and every sale and purchase is lawful"(Hijriah, 2016).

The Islamic perspective does not clearly explain the concept of entrepreneurship, but Islam and entrepreneurship are closely related, both spiritually and spiritually, although they differ in the technical language(Tasmara, 1994)(Kholis, 2018). Allah says in Surah at-Taubah: 105, which means Say: "*Work you, then Allah and His Messenger and the believers will see your work, and you will be returned to Him who knows what you do. Unseen and real, then He will give you what you used to do*" "(Qur'an Kemenag, n.d.). This verse has a history before it was revealed because, in the past, the Apostle said not to go to war, but it can be replaced by working hard in exchange for lowering the sword or war.

The term hard work in Islam is defined as independence or *Riyadh*, and there are several verses of the Qur'an and Hadith which are references to this. In the hadith narrated by Abu Dawud, "The best deed is the work done with one's own sweat (*'amalurrajuli biyadih*)". Hadith Bukhari and Muslims also narrate that "The hand above is better than the hand below (*al yad al ulya khairun min al yad al sufa*)". This hadith reminds us not to be beggars but to try to earn money by working or entrepreneurship(Shihab, 2001).

In addition to surah at-Taubah, in QS al-Jumu'ah: 10, it is also explained, "*When the prayer has been fulfilled, then you scatter on the earth, and seek the bounty of Allah and remember Allah as much as possible so that you are lucky*"(Qur'an Kemenag, n.d.). Allah sends down gifts in the form of sustenance to the earth, as long as we as humans want to try to get it by worshiping and

working hard. The Prophet Muhammad also said, "*Indeed, working for halal sustenance is an obligation after fardlu worship,*" narrated by Tabrani and Baihaqi (Mahdany, 2019). Working to seek halal sustenance is an obligation for humans after performing the fardlu prayer, so we can understand that worship without hard work or hard work without worship lacks because the two are related. The Prophet Muhammad, his wife, and his companions were very skilled traders, and the Apostle became a practitioner of a role model for the people in all things, including entrepreneurship.

Islam is the religion of the merchants who were then spread throughout the world until the 13th century AD, which was narrated by Muslim traders. In the history of the Prophet Muhammad, his wife and friends were people who were skilled in trading. Even the Apostle became an exemplary figure in economic practitioners who had an *entrepreneurial* mentality *inherent* in the soul of Muslims. This trading activity changed the world view that a person's glory lies not only in blood, nobility, or high position, having a lot of money, but with work. Therefore the Prophet Muhammad SAW said, "*Innallaha yuhibbul muhtarif*" which means that Allah really loves people who work to earn income. Islam is not only about working hard but directly practicing it in real life. In educational institutions, through their practitioners, they must be more concrete in preparing programs for learning activities that can encourage growth and develop the entrepreneurial spirit from elementary school children to college students (Abdullah, 2011).

The Prophet Muhammad SAW once said, "*You should trade because in it there is 90 percent of the doors of sustenance*", a hadith narrated by Ahmad. In entrepreneurship, there are several motives in the field of trade according to Islamic teachings, including:

First, trading for profit, because trading is part of a business job that is more or less aimed at making a profit, there are many things that must be done to make a profit which is often taken in bad ways by some entrepreneurs. In Islam, this is strictly prohibited, as the Prophet said that "*Allah loves those who are generous when selling, buying, and when collecting receivables.*" So that trading requires honesty that must be planted in an entrepreneur.

Second, trading as a hobby is widely used by traders from China. They trade using various breakthroughs, such as displaying goods on the open page so that customers are interested in buying or *open displays*, then *window displays*, namely displaying in front of the store, they also install goods in the store in a neat arrangement as *interior displays* and important things. What the Chinese do is *close display* by providing a special room for *displaying* valuables, so they are not stolen by bad people.

Third, trading is worship for Muslims, as is doing everything with the intention of worshipping Allah in order to get blessings. Trading with the intention of worship will also make it easier to get sustenance. As an entrepreneur, making it easy for customers, giving discounts, good service, it will cause buyers' motives to shop, and this stimulates brain work functions which include socializing, *muamalah*, working hard, helping each other, and communicating with others (Nas, 2010).

Fourth, the words of the Prophet, which stated that Allah loves his servants who work hard, become the motivation to work in earnest because no one changes fate unless we ourselves try to change it. Working hard must also be accompanied by prayer and asking Allah for protection.

Fifth, Entrepreneurship is a noble job in Islam because trading has an honorable position as the Prophet SAW said, "*What is the best livelihood, O Messenger of Allah?*" He replied, "*He is someone who works hard with his own hands, and every trade is clean.*" Hadith narrated by Al-Bazzar. However, trading is very close to usury which is sometimes not realized, so it is necessary to remember that Allah forbids usury in entrepreneurship. For those who take usury, then they are people who are residents of hell who will live in it forever (Qur'an Kemenag, n.d.).

There are some commendable behaviors in trading or entrepreneurship according to Imam Ghazali, namely not taking more profit and paying a slightly higher price to traders who are classified as poor. Able to manage accounts payable during entrepreneurship because every debt is obligatory to be paid. But if after trying, he is still unable to pay and eventually dies, the Prophet once said, "*Whoever from my Ummah has a debt, then he tries hard to pay it, then he dies before the debt is paid off, then I am his guardian.*" Hadith narrated by Ahmad. Furthermore, do not show off your wealth or have a *demonstration effect* that can cause capital to freeze, as well as invite social jealousy, envy, and invite thieves and even make people who work together become unproductive. So that capital must be used properly for the progress of the business itself. Next, by fostering the workforce or subordinates, because employers and workers must have a foundation of love, care for each other, need, and also help. And entrepreneurs have an obligation to pay employee wages like the hadith of the Prophet SAW "*Give employees their wages before their sweat dries.*" This hadith was narrated by Ibn Majah (Nas, 2010).

Islamic religious teachings explain the qualities that must be possessed by an entrepreneur, namely the nature of piety, *tawakkal*, remembrance, and gratitude, must be honest in trading, have a holy intention to make entrepreneurship worship to Allah, then want to be rasam and wake up early to pursue sustenance, have an attitude tolerance in addition to being a person who is easy to get along with, sociable as well as flexible, then don't forget to pay tithe and donate and the last thing that is included in the must-have trait in maintaining a friendship.

The Importance of Entrepreneurship Education

All alternatives to meet the needs of human life in various contexts have been dominated by the knowledge base or *knowledge age* in the 21st century. Efforts to meet the needs of life include education, economy, community empowerment, development in the field of industry, all of which are knowledge-based (Mukhadis, 2013). Education should keep pace with the increasingly rapid development of science and technology in order to expand the dissemination and renewal, especially of ongoing learning activities and processes. Entrepreneurship learning aims to provide knowledge, skills, and attitudes or instill an entrepreneurial spirit or *entrepreneurship* based on science and technology (Information, Knowledge, and Technology) in order to change the *mindset* from *job seekers* to *job creators*, become strong entrepreneurs, and succeed in facing global competition. With this entrepreneurship education, there can be a reduction in the number of people who are unemployed. So entrepreneurship will move them to find ideas, innovation, and creativity so that they are able to create new businesses and are not focused only on finding office jobs, but so that entrepreneurs can create and open jobs (Kurnia et al., 2018).

Indonesia in 2030 will experience demographics, namely an increase in the number of productive age population which can be estimated as much as 60 percent and 27 percent of young people who have the potential to become entrepreneurs. The development of knowledge primarily leads to digitalization, becoming a new challenge for entrepreneurs because those who are able to adapt to digital will get multiple benefits. However, if entrepreneurs are not able to keep up with the sophistication of the times, they are more likely to be far behind (Pengembangan, 2010).

The younger generation is a group that has high enthusiasm for entrepreneurship in the digital field, for that it is very necessary to implement entrepreneurship education by utilizing digital technology as an effort to face the 4.0 revolution. Some of the basic reasons are the position of entrepreneurship in the Indonesian economy, where Indonesia's creative and digital economy has gone through several stages of development. The 18th century saw the development of the economic stage of the agricultural economy, then the 19th century with the industrial economy continued in the 20th century in the information economy sector, and in the 21st-century economic development entered the creative and digital economy (Kementrian Koordinator Bidang Perekonomian Republik Indonesia, 2017).

The development of the creative economy is one of the concepts used for economic development in Indonesia, which can develop models of ideas and talents from the community to try to innovate and create new things. In addition, a creative mindset is also needed so that entrepreneurs continue to grow and develop and survive in the future (Purnomo, 2016). Economic growth in 2017 was motivated by the large number of people who use the internet to transact online. For this reason, entrepreneurship in the digital era is no longer a matter of the product to be sold but how to sell and promote the product. The digital economy is a combination of several technologies, namely *General Purpose Technologies (GPS)*, with various economic and social activities carried out by the community through the internet and related technologies. Entrepreneurship education, by utilizing digital technology, is able to encourage the younger generation and the community to become entrepreneurs.

Entrepreneurship education is needed in any field regardless of the field a person is engaged in or the profession he is in (Susilaningsih, 2017). The existence of entrepreneurship education is related to building entrepreneurial character, the mindset of an entrepreneur who must be creative and innovative in order to create added or good value, be able to take advantage of opportunities and also dare to take risks in entrepreneurship. To face the challenges of an increasingly competitive future, the behavior of an entrepreneur is needed in all fields of work and profession. Therefore, entrepreneurship education can be carried out starting from elementary school education to tertiary education.

The younger generation is able to build an entrepreneurial spirit by creating various

creative ideas and innovations, then being able to utilize and follow the development of digital technology, which is developing very rapidly so that it can create new jobs and reduce unemployment in Indonesia. In this sophisticated era, in facing the challenges of the industrial era 4.0 by becoming an entrepreneur in their field of knowledge, fostering an entrepreneurial spirit that is caring, independent, creative, and adaptive (Kurnia et al., 2018).

The impact of modern technological changes also affects the field of education, for that the younger generation who has received entrepreneurship education has the possibility of being able to respect it or not. Improving entrepreneurial attitudes can use a comprehensive and integrated approach so that they are fostered an attitude of awareness and the attitude of an *entrepreneur* in order to give birth to independence in themselves. Having the provision of entrepreneurship education is expected to reduce unemployment in Indonesia because what we know is that the orientation of education is mostly still based on the ability to master science and technology only. So by changing the mindset from being a worker to how to create jobs or become a successful entrepreneur (Kurnia et al., 2018).

Entrepreneurship education should start from curriculum design that aims to shape the younger generation so that they can be successful in careers as workers or as entrepreneurs. Thus, the entrepreneurial character is formed through intelligent, trustworthy, and creative entrepreneurial education, which is included in efforts to improve the 5C aspects, namely *creative, cognitive, collaborative, competence, and cohesiveness*, so as to be able to create a digital generation of pioneers who are business actors engaged in information technology. And communication. Entrepreneurship education also needs to develop intelligence in the use of social media or social media to become a business opportunity through online business. In addition, so that the younger generation can use their knowledge for positive and profitable things by building the character of an entrepreneur who is creative, cognitive, collaborative, competent, and integrated. Do not forget in entrepreneurship education to lead to a good way of entrepreneurship, not people who cheat because in Islam, we already have a role model for a very skilled entrepreneur, namely the Prophet Muhammad SAW.

CONCLUSION

Entrepreneurship education is a program or teaching about what an entrepreneur should do in the face of today's increasingly fierce world of competition in entrepreneurship. Entrepreneurship has characteristics including people who are confident, task-oriented, and business results, people who dare to take risks, have a leadership spirit, originality when stepping, think to the future. In the history of the Prophet Muhammad, his wife and companions were people who were skilled in trading. Even the Apostle became a role model in economic practitioners who had an *entrepreneurial* mentality *inherent* in the soul of Muslims. This trading activity changed the world view that a person's glory lies not only in blood, nobility, or high position, having a lot of money, but with work. Entrepreneurship education also needs to develop intelligence in the use of social media or social media to become a business opportunity through online business. In addition, so that the younger generation can use their knowledge for positive and profitable things by building the character of an entrepreneur who is creative, cognitive, collaborative, competent, and integrated.

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