



The 4th International Conference on Sharia Oriented Public Policy in Islamic Economics System The 4th ICOSOPP 2025

Empowering The Creative Economy Through Islamic Values: Innovations, Ethics, and Sustainable Development Goals

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ABSTRACT

Empowerment of Muslim Youth and Women in Creative and Competitive Entrepreneurial Independence

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This study aims to analyze strategies for empowering Muslim youth and women in developing independence and competitiveness through creative entrepreneurship. The study is based on the ideas of (Antonius Ary Setyawan et al., 2025), who emphasize that community empowerment is a strategic key to building sustainable local economic independence through enhancing human resource capacity, strengthening institutions, and promoting multisectoral collaboration. This principle is then applied within the socio-religious context of the Muslim community, where Islamic values serve as the foundation for shaping ethical and innovative entrepreneurial character.

The research employs a qualitative descriptive approach using a literature study method that draws upon various relevant sources, including journals, research reports, and empirical data related to creative economic empowerment programs for Muslim youth and women in Indonesia. The analysis focuses on strategies, forms, and the impact of empowerment on improving independent and competitive entrepreneurial abilities.

The findings show that empowerment based on Islamic values such as trustworthiness (*amanah*), honesty, cooperation (*ta'awun*), and social responsibility can enhance the motivation and self-confidence of Muslim youth and women in managing creative enterprises. Support in the form of entrepreneurship training, digital technology mastery, and access to Sharia-based financing plays a crucial role in expanding business opportunities. Furthermore, the involvement of religious institutions, local communities, and regional governments is a key factor in the success of empowerment programs.

The study concludes that the integration of spirituality, creativity, and institutional support can foster Muslim entrepreneurs who are independent, competitive, and capable of contributing to the economic development of the ummah.

Keywords: empowerment, Muslim youth, Muslim women, creative entrepreneurship, economic independence



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Introduction

The empowerment of Muslim youth and women has become a strategic issue in achieving sustainable social and economic development in Indonesia. Within a dynamic and religious society, these two groups play a crucial role in strengthening the ummah's economy through the development of creative potential and entrepreneurial independence. However, significant challenges remain, particularly concerning limited access to education, digital technology, and inclusive economic opportunities. These constraints have resulted in the underrepresentation of Muslim youth and women in the creative economy sector, despite its potential to generate employment and enhance community welfare. On the other hand, the rapid growth of the creative economy in the digital era opens new opportunities for Muslim youth and women to become independent, competitive, and value-driven entrepreneurs.

Education and entrepreneurial skills are essential components in building economic independence, especially among Muslim women. (Filawati et al., 2024) emphasize that education and the creative economy are mutually reinforcing in empowering women, as quality education and mastery of creative economic skills enable women to improve their living standards and contribute to community development. This perspective underscores the urgency of research on empowerment that does not solely focus on economic aspects but also emphasizes intellectual and social capacity-building rooted in Islamic values. Therefore, this study highlights the need for a comprehensive empowerment strategy encompassing competency enhancement, digital literacy, and the cultivation of Islamic entrepreneurial ethics.

Furthermore, women's empowerment within the creative economy plays a vital role in strengthening character and independence. (Filawati et al., 2024) explain that empowerment activities based on the creative economy at *Pondok Pesantren Darul Fallaah*, Gowa Regency, have successfully enhanced participants' entrepreneurial skills, knowledge of the digital economy, and awareness of women's roles in community economic development. These findings demonstrate that the



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integration of education, technology, and religious values is essential in fostering a young generation that is self-reliant, innovative, and adaptive to global change.

Additionally, empowering women through the creative economy has a direct impact on family welfare and the overall quality of life within society. In many cases, women involved in creative businesses not only achieve economic benefits but also strengthen their social position within the community (Ilham Waliyudin, 2023). In the context of Muslim youth, this phenomenon illustrates the great potential for developing a sustainable empowerment model that integrates entrepreneurship training, digital literacy, and Islamic spirituality. Hence, the involvement of religious institutions, local communities, and regional governments becomes a determining factor in creating an equitable and sustainable empowerment ecosystem.

From both theoretical and practical perspectives, this study holds significant importance. Theoretically, it contributes to the development of the Islamic values-based empowerment concept, which emphasizes the integration of spirituality, creativity, and social responsibility. This provides a conceptual foundation for an empowerment model that not only enhances economic capability but also fosters ethical and globally competitive entrepreneurs. Practically, the study offers strategic insights for Islamic educational institutions, social communities, and local governments in designing empowerment programs that enable Muslim youth and women to become innovative and productive actors in the creative economy aligned with Sharia principles.

The research gap addressed in this study lies in the scarcity of comprehensive research that examines the integration between spiritual empowerment and creative economic development among Muslim youth and women. Most previous studies, such as (Filawati et al., 2024), have focused primarily on training and formal education, with limited exploration of how Islamic values can serve as moral and ethical foundations within empowerment processes. Therefore, this research seeks to



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fill that gap by proposing a spiritually grounded and innovative empowerment approach that can be applied within the socio-religious context of the Muslim community to develop independent, creative, and competitive Muslim entrepreneurs capable of contributing to sustainable economic development.

Literature Review

The empowerment of women through value-based, social, and spiritual entrepreneurship has become a central theme in the discourse of inclusive economic development in Indonesia. Several studies indicate that empowerment is not merely oriented toward income generation but also encompasses social, spiritual, and cultural transformation of women at the community level.

1. Women's Empowerment and Socio-Community Approaches

In the study by (Wahyuni et al., 2025), it is emphasized that social innovation based on local wisdom can enhance the capacity of women and rural youth in developing regional flagship products such as *Batik Madura*. Participatory Action Research (PAR)-based training and mentoring programs have shown significant results in improving design skills, digital marketing, and business planning. This approach highlights the importance of local context and community collaboration as the foundation for program sustainability.

However, the study also reveals limitations such as women's limited access to financial capital and technology. This gap demonstrates that effective empowerment requires synergy among technical training, market networking, and institutional support. These findings align with (Ilham Waliyudin, 2023), who highlights the importance of Sharia-based entrepreneurship training to enhance women's economic independence while reinforcing justice and transparency in business practices.



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2. Integration of Religious Values and Economic Independence

In the study by (Affandi, 2025) on the *'Aisyiyah* organization, the role of religious institutions in strengthening women's economic capacity through training, cooperatives, and financial literacy is underscored. Empowerment in this context is not only economic but also spiritual, where entrepreneurship is viewed as a form of worship and social service. The study integrates Human Capital Theory and Empowerment Theory, explaining that women's access to training, literacy, and agency contributes to increased productivity and independence.

Nonetheless, the researcher also critiques that most women's empowerment programs tend to be technical and short-term, thus failing to create structural transformation. In this regard, *'Aisyiyah* acts as an essential social actor linking religious values with modern economic practices.

3. Entrepreneurial Competence and Sharia Orientation

A phenomenological study by (Sudarwati et al., 2025) in South Kalimantan found that Muslim women micro-entrepreneurs combine entrepreneurial competencies such as financial literacy, business resilience, and networking with Sharia values such as *amanah* (trustworthiness), honesty, and the pursuit of *barakah* (divine blessing). This study reveals that success for Muslim women is not measured solely by financial profit but by the balance between spirituality, morality, and social well-being.

The findings expand the understanding of entrepreneurial competency theory by adding a spiritual dimension within the framework of *maqasid al-shariah* (objectives of Islamic law). This provides a new perspective that business competence cannot be separated from Islamic ethics and religious identity.



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4. Creativity and Innovation as the Foundation of Entrepreneurship

(Putri, 2022) emphasizes that creativity and innovation are the core of the entrepreneurial mindset. She argues that successful entrepreneurs must possess the ability to think differently and continuously adapt to global changes. Creativity serves as the key to generating product value and responding to digital disruption in the Industry 4.0 era. In the context of women's empowerment, creativity plays a crucial role in transforming traditional skills such as batik-making, handicrafts, and culinary arts into high-value economic products.

However, a major critique of this study is the absence of social and gender dimensions. Although theoretically robust in addressing innovation dynamics, the study fails to consider structural barriers that hinder women's access to innovative resources.

Conceptually, these studies demonstrate a growing trend toward integrative approaches to women's empowerment, which merge human capital, local wisdom, and Islamic spirituality within the framework of creative and Sharia-based economies. Nevertheless, several research gaps remain evident:

1. Lack of longitudinal analysis, most studies remain descriptive and have yet to assess the long-term impact of empowerment programs on economic welfare.
2. Absence of an integrated theoretical model, there is no comprehensive framework combining creativity, Islamic values, and gender empowerment systematically.
3. Limited focus on digital inclusion, although several studies mention online marketing, there has been insufficient exploration of how women in rural areas adapt to technological changes.



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From this synthesis, it can be concluded that contemporary research is moving toward a value-based empowerment paradigm, which not only emphasizes technical skills but also strengthens spiritual awareness, Islamic business ethics, and social creativity. This approach has the potential to expand the model of Islamic economic development that is inclusive, sustainable, and gender-sensitive.

Methods

This study employs a qualitative descriptive approach using a literature study technique to analyze the strategies and impact of empowering Muslim youth and women on the independence of competitive creative entrepreneurship. This approach was chosen because it enables an in-depth understanding based on conceptual and empirical data derived from various scholarly sources.

The research design is based on library research, which examines various journals, research reports, and scientific publications related to creative economic empowerment in Indonesia. The data were collected from secondary sources such as academic articles, community service reports, and policy documents. These sources were purposively selected based on their relevance, credibility, and currency (published within the last five years).

Data were collected through documentation, consisting of several stages:

1. searching for literature using keywords such as *women empowerment*, *Muslim youth*, and *creative entrepreneurship*;
2. selecting documents that are relevant to the research focus; and
3. recording key findings related to empowerment strategies, forms of activities, and outcomes achieved.



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The data were analyzed using content and thematic analysis. Content analysis was applied to identify general patterns and key issues across the reviewed sources, while thematic analysis was used to categorize findings into major themes: empowerment strategies, implementation models, and impacts on entrepreneurial independence.

The validity of the findings was ensured through source triangulation, by comparing multiple credible literatures to enhance objectivity and accountability of the results.

Result and Discussion

1. Integration of Islamic Values in Entrepreneurial Empowerment

The empowerment of Muslim youth and women in competitive creative entrepreneurship is a vital strategy for strengthening the community's economy amid the dynamics of globalization. This study shows that empowerment models integrated with Islamic values have a significant impact on character formation, economic independence, and competitiveness at both individual and community levels. This approach places spirituality not only as a moral foundation but also as a motivational source that drives innovation and work ethics (Shulhah Nurullailya, 2024).

Values such as *amanah* (trustworthiness), *ta'awun* (cooperation), honesty, and social responsibility are the core spirit of the empowerment process. Entrepreneurs who embrace these values demonstrate strong commitment to product quality, fairness in transactions, and blessings in income. This principle aligns with the words of Allah (SWT): “*And cooperate in righteousness and piety, but do not cooperate in sin and aggression*” (Q.S. al-Mā'idah [5]: 2). The integration of moral and business values shows that Islam does not separate economics from ethics but unites them in a holistic value system (Khobir et al., 2024).



2. Empowerment Models and Their Impacts

The implementation of empowerment in various *pesantren* (Islamic boarding schools) has shown tangible results in developing resilient Muslim entrepreneurs. *Pesantren* such as La Tansa Banten and Darul Fallaah Gowa implement *sharia*-based creative entrepreneurship training, which combines practical skills like sewing, cooking, and handicrafts with moral and spiritual education (Arifwangsa Adiningrat et al., 2024). Through these programs, female students not only acquire technical skills but also develop strong moral awareness to run businesses that are *halal* and *thayyib*.

The empowerment model in these *pesantren* is carried out through three main stages: awareness, capacity building, and empowerment. The awareness stage fosters a spirit of independence and social responsibility; the capacity-building stage focuses on skill training and business management; while the empowerment stage provides opportunities for participants to run independent businesses with minimal supervision. This gradual approach has proven effective in shaping innovative, disciplined, and self-reliant entrepreneurial mindsets (Khobir et al., 2024).

The findings indicate that participants from both universities experienced improved skills in business management, the use of digital media for marketing, and access to Islamic financing. Their adaptability to digital technology has made them more competitive in facing dynamic modern markets. Furthermore, spiritual strengthening through religious mentoring and study sessions ensures that entrepreneurs remain grounded in Islamic ethical principles.

The Prophet Muhammad (peace be upon him) said: *“The best of earnings is that which a man earns with his own hands, and every honest transaction”* (H.R. al-Bukhâri). This hadith serves as a major inspiration for cultivating honest and productive entrepreneurship. Understanding this hadith transforms economic activity



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from mere worldly pursuit into an act of worship with eternal value (Arifwangsa Adiningrat et al., 2024).

In the social context, the empowerment of women through creative economy initiatives contributes significantly to family welfare and poverty alleviation. Economically empowered women can increase household income, ensure better education for their children, and strengthen their social standing in society (Affandi, F., & Yafiz, 2025). This aligns with the Islamic concept of justice, which positions men and women as equal partners in building civilization (Hidayah, 2023).

In practice, women who participate in empowerment programs demonstrate increased technical abilities, entrepreneurial awareness, and self-confidence. They are able to transform traditional skills into economically valuable ventures, such as *batik* production, halal culinary businesses, or local crafts. A study by (Wahyuni et al., 2025) in Madura revealed that participatory training based on local wisdom enhances women's ability in product innovation and digital marketing.

Meanwhile, the involvement of Muslim youth in creative entrepreneurship acts as a driving force for innovation and social transformation. Young generations possess great potential in utilizing digital technology to develop creative businesses rooted in Islamic values. Training that integrates technology and spirituality enables them to adapt to changing times without losing their Islamic identity. The independence of Muslim youth also contributes to the creation of new, ethical, and sustainable jobs. When they engage in entrepreneurship based on *sharia* principles, a fair economic cycle is established, free from *riba* (usury) and exploitation.

From an institutional perspective, the success of empowerment is largely determined by synergy among stakeholders. The government, universities, religious institutions, and local communities must collaborate in a structured and sustainable manner. Access to *sharia* financing, technical mentoring, and market networks are



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key factors determining the sustainability of creative community enterprises (Abdullah et al., 2025).

However, several challenges still need attention, including limited digital infrastructure in rural areas, lack of financial management mentoring, and the absence of community-based business models. Therefore, empowerment programs should focus on improving technological capacity, product innovation, and Islamic financial literacy.

The involvement of *pesantren* and universities in continuous mentoring is crucial to ensure the sustainability of participants' businesses. Strengthening the *sharia*-based business ecosystem at the local level will accelerate the development of a generation that is economically independent and morally upright. This aligns with the objectives of *maqasid al-sharī'ah* to achieve prosperity and prevent harm in the socio-economic life of the Muslim community.

3. Theoretical and Practical Implications for Sustainable Development

Theoretically, this research contributes to the development of the value-based empowerment concept an empowerment approach based on Islamic values that integrates spiritual, social, and economic dimensions (Arifwangsa Adiningrat et al., 2024). Practically, the findings of this study can serve as a reference for local governments and Islamic educational institutions in formulating empowerment policies grounded in values and oriented toward long-term independence. In the context of the national creative economy, Islamic-based empowerment has strong potential to serve as the foundation for the rapidly growing halal sector in Indonesia.

Furthermore, this study emphasizes that the empowerment of Muslim women and youth is an integral part of sustainable development (Shulhah Nurullailiya, Abu Yasidb, Lilik Rahmawatic, 2024). By integrating spirituality, creativity, and



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technology, the Muslim community can become a pioneer of ethical economics that upholds justice and collective well-being.

This empowerment model also supports the Sustainable Development Goals (SDGs), particularly Goal 5 on gender equality and Goal 8 on decent work and economic growth. The integration of Islamic values into entrepreneurial practices positions the creative economy as both an instrument of *da'wah* and a means of social transformation.

Ultimately, the empowerment of Muslim youth and women through competitive creative entrepreneurship represents a strategic solution for building a strong and civilized community economy. The integration of spiritual values and economic innovation not only produces materially successful Muslim entrepreneurs but also fosters individuals who uphold justice and blessings in social life.

Conclusion

This study emphasizes that the empowerment of Muslim youth and women through competitive creative entrepreneurship is a strategic step toward building sustainable economic independence within the Muslim community. The integration of Islamic values such as *amanah* (trustworthiness), honesty, *ta'awun* (cooperation), and social responsibility has proven effective in shaping ethical, innovative, and value-driven entrepreneurs. Entrepreneurial training, mastery of digital technology, and access to Islamic financing are crucial factors in strengthening competitiveness in today's modern economy. Collaboration among Islamic educational institutions, local governments, and community organizations is key to ensuring the success of inclusive and sustainable empowerment programs.



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Although this study reveals the great potential of Islamic value-based empowerment in developing the creative economy, certain limitations remain, particularly the lack of longitudinal research assessing long-term socio-economic impacts. Therefore, future research is recommended to develop integrated empowerment models that combine spirituality, digital innovation, and institutional strengthening to address global challenges while maintaining Islamic identity. In this way, the empowerment of Muslim youth and women not only contributes to economic growth but also serves as a form of social *da'wah* that promotes justice, prosperity, and self-reliance within the community.

Author Contributions

Sandrina Dimas Imeliani was responsible for developing the research concept, writing the abstract, introduction, literature review, methodology, and conclusion sections. Saiful Amri contributed to the analysis, discussion, and interpretation of the results. Both authors reviewed and approved the final version of the manuscript.

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