



**EMPOWERING MUSLIM YOUTH AND WOMEN IN THE CREATIVE
ECONOMY: A DESCRIPTIVE ANALYSIS OF ISLAMIC-BASED
ENTREPRENEURIAL DEVELOPMENT**

Authors:

Nadira Salsabila¹, Najjematon Nuri², Nurul Wahdini³

E-mails:

¹bidiranasalsa@gmail.com

²najjematonnuri2005@gmail.com

³nurulwahdini025@gmail.com

Affiliation:

Department of Sharia Economics, Faculty of Islamic Economics and Business,
UIN Sultanah Nahrasyiah Lhokseumawe, Indonesia

ABSTRACT

This essay examines an Islamic-based entrepreneurial approach to empowering Muslim youth and women in the creative economy. Despite the global growth of the creative industry, Muslim interest, especially women, remains limited due to socio-cultural barriers, unequal access to resources, and a lack of financial literacy. Previous studies have emphasized the importance of entrepreneurship education and digital innovation for driving inclusive economic growth, but little research has examined how Islamic ethical principles can foster sustainable and value-driven creative enterprises. Using descriptive analysis, this study examines the trends, challenges, and opportunities currently faced by Muslim youth and women entrepreneurs in Indonesia's creative economy sector. The results show that Islamic values such as amanah (faith), ijtihad (effort), and ukhuwah (solidarity) can increase the motivation, innovation, and



resilience of Muslim entrepreneurs. In conclusion, this article argues that encouraging Muslim youth and women to engage in Islamic entrepreneurship is not only a financial endeavor but also a spiritual movement that combines creativity, ethics, and community development.

Keywords: Islamic entrepreneurship, Muslim youth, women empowerment, creative economy, descriptive analysis

Introduction

Economic creativity has grown rapidly, becoming a crucial factor in inclusive and sustainable development worldwide. This sector, especially among the younger generation, contributes significantly to job creation and innovation in Indonesia. However, young Muslims still face structural and cultural challenges that limit their active participation in entrepreneurial activities. Islamic values can be used as a foundation for creative and moral entrepreneurship, even in a Muslim-majority country.

Empowering Muslim youth and women in the creative economy is both a moral and social obligation. Justice ('adl), hard work (jiddiyyah), and creativity (ibda') are principles that Islam promotes, and these are closely related to modern entrepreneurial ideals. However, young and female entrepreneurs have yet to integrate these values into their business practices. Prior to this, research has focused primarily on digital entrepreneurship or financial inclusion, with little examining the Islamic perspective in the creative industry. (Sulistyowati et al., 2025)

By conducting a descriptive analysis of how Islamic-based entrepreneurial development can empower Muslim youth and women in Indonesia's creative economy, this paper aims to fill that gap. It discusses the current landscape of Muslim-led creative businesses, identifies the main challenges faced, and highlights the role of Islamic ethics in fostering innovation and sustainability. Through this analysis, the study seeks to contribute to a deeper understanding of how faith-based entrepreneurial development



can empower Muslim youth and women in Indonesia's creative economy. (Insani et al., 2024)

Literature Review

1. Empowerment of Muslim Youth and Women: The Islamic concept of empowerment goes beyond economic independence; it involves spiritual, intellectual, and moral development. According to several studies, empowerment is achieved when individuals gain the ability to make independent decisions and contribute productively to society while maintaining ethical integrity. (Asrijal et al., 2024) In the context of Muslim youth, empowerment is often linked to education, self-development, Meanwhile, women empowerment in Islam is grounded in maqāṣid al-sharī'ah principles ensuring justice, dignity, and equal opportunity for all members of society (Q.s. al-Nisā' [4]: 32).

2. Islamic Entrepreneurship as a Framework

Both the material and spiritual aspects of business are emphasized in Islamic entrepreneurship. Its promotion of principles like *ihsan* (excellence), *amanah* (trustworthiness), and *'adl* (justice) sets it apart from models that are solely focused on making money. According to scholars (Alkanchi, 2023) Islamic entrepreneurship promotes social welfare and moral business practices in addition to economic advancement. Young and female entrepreneurs looking for purpose beyond monetary gain may find great inspiration in this moral basis. (Manggabarani et al., 2023)

3. Creative Economy and Digital Transformation

There are now more chances for entrepreneurship thanks to the growth of the creative economy, which is fueled by innovation, technology, and cultural expression. Industries like fashion, design, crafts, and digital content have



emerged as major employers of young people in Indonesia. However, due to unequal access to funds, education, and networking opportunities, Muslim women's and youth's participation is still limited (Issoufou, 2019). Although digital transformation presents new avenues for overcoming these obstacles, little is known about how Islamic values might be incorporated into these creative enterprises.

4. Previous Studies and Research Gaps

The majority of earlier studies have concentrated on the impact of financial literacy on MSMEs (Micro, Small, and Medium Enterprises) or the overall importance of entrepreneurship in economic growth. There aren't many studies that explicitly look at how Islamic-based entrepreneurship supports underrepresented populations in the creative sector, like women and youth. By reviewing earlier research and highlighting the significance of social inclusion, moral leadership, and faith-based motivation as essential elements of empowerment, this paper fills that gap. (Ritonga et al., 2025)

Methods

The empowerment of Muslim women and youth in Indonesia's creative economy sector is examined in this study using a descriptive qualitative methodology. Instead of putting certain theories to the test, the method concentrates on comprehending trends, difficulties, and possibilities. Secondary sources such as scholarly publications, official documents, and earlier research on Islamic entrepreneurship, the creative industries, and women's empowerment were used to gather data.



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Three steps were included in the data analysis process:

1. Gathering and classifying pertinent literature according to topics including women's roles in creative enterprises, youth involvement, and Islamic entrepreneurship.
2. Analyzing results by detecting parallels, differences, and theoretical connections between various investigations.
3. Synthesis of findings highlighting how Islamic principles and empowerment tactics interact. A comprehensive grasp of how Islamic morality and innovative business practices can work together to support equitable growth and sustainable development within Muslim communities is made possible by this descriptive analysis approach.

Result and Discussion

1. Current Trends in Muslim Youth and Women Entrepreneurship

Especially in the areas of fashion, crafts, food, and digital content, Indonesia's creative economy has grown to be a significant employer and innovator. Nonetheless, Muslim women entrepreneurs and young people are still underrepresented. The main causes of this include enduring gender biases, poor entrepreneurial training, and restricted access to capital.

Participation has begun to increase as a result of government and community initiatives like computer literacy workshops, Islamic microfinance institutions, and Santripreneur programs. However, a lot of young Muslims still do not have access to mentors or a well-organized environment to support their businesses.

2. The Role of Islamic Values in Creative Entrepreneurship

For Muslim business owners, Islamic principles act as an ethical compass. Business conduct is influenced and perseverance is encouraged by principles like amanah (trustworthiness), ijtihad (effort and invention), and barakah (spiritual



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prosperity). Entrepreneurs can strike a balance between profit-seeking and social responsibility by putting these ideas into practice. (Musaropah et al., 2019)

For instance, Muslim women-owned firms frequently place a high priority on community welfare, eco-friendly production, and wage equity. These actions show how spirituality can be incorporated into contemporary creative industries through shariah-oriented entrepreneurship.

3. Challenges and Opportunities

The primary obstacles that Muslim women and youth must overcome include social norms that limit women's leadership roles, a lack of digital skills, and inadequate financial inclusion. However, digital platforms like Instagram Reels, Shopee, and TikTok Shop have created new avenues for innovative business practices and artistic self-expression. Muslim women and youth can reinvent entrepreneurship as a way to spread da'wah through creativity and social effect, rather than as a solely commercial endeavor, by fusing digital innovation with Islamic ethics. (Widiastuti & Kartika, 2017)

Conclusion

According to the study's findings, empowering Muslim women and youth in the creative economy necessitates a comprehensive strategy that combines inclusive policy support, digital innovation, and Islamic ethical norms. Islamic entrepreneurship provides a framework that supports social welfare, spiritual integrity, and economic independence. This research uses descriptive analysis to show how integrating amanah, 'adl, and ihsan might increase resilience and entrepreneurial motivation. Therefore, empowering Muslim women and young people should be seen as a part of a larger effort to create a society that is just, creative, and motivated by faith rather than just as an economic tactic. Future studies should examine the ways in which mentorship programs, digital ecosystems, and company incubators with an Islamic foundation can support young Muslims' innovative entrepreneurship. (Amelia Fauzia, 2022)



Author Contributions

Nadira Salsabila — Conceptualization, Abstract writing, Introduction development, Methodological design, and Final manuscript editing.

Najjematon Nuri — Literature review writing and data collection.

Nurul Wahdini — Results and discussion drafting, as well as reference organization.

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