

# The Application of Islamic Principles in Developing Entrepreneurial Spirit Among Politeknik Media Kreatif Students

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## ABSTRACT

Entrepreneurship education plays a crucial role in preparing students to face the challenges of the modern economy. At Politeknik Media Kreatif, integrating Islamic principles into entrepreneurial development offers a unique approach to fostering ethical and innovative entrepreneurial skills. This study explores how Islamic values such as trustworthiness (*amanah*), honesty (*siddiq*), and diligence (*ijtihad*) are implemented in entrepreneurship education and their impact on students' entrepreneurial mindset and behavior. Through qualitative analysis, this research highlights the significance of aligning spiritual values with practical entrepreneurial skills. The findings reveal that incorporating Islamic principles not only strengthens students' moral integrity but also enhances their ability to create innovative, sustainable business solutions. This study concludes that a holistic approach to entrepreneurship education, grounded in Islamic ethics, can produce creative entrepreneurs with strong ethical foundations, ready to contribute positively to society.

**Keywords:** Entrepreneurship, Islamic Principles, Ethical Entrepreneurship

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## 1. INTRODUCTION

In the modern era, entrepreneurship has become a critical driver of economic growth and innovation. Universities and polytechnic institutions are increasingly prioritizing entrepreneurship education to equip students with the skills and mindset necessary to thrive in competitive markets. However, the integration of ethical frameworks in entrepreneurship education remains a challenge. This gap is particularly relevant in creative industries, where ethical dilemmas often intersect with innovative practices. At Politeknik Media Kreatif, with its focus on fostering creativity, the inclusion of Islamic principles into entrepreneurship education offers a novel perspective for addressing this challenge.

The importance of integrating Islamic values such as *amanah* (trustworthiness), *siddiq* (truthfulness), and *ijtihad* (diligence) lies in their ability to build a strong ethical foundation for entrepreneurs. These values ensure that students not only prioritize

innovation but also uphold moral responsibility in their entrepreneurial ventures. Studies have shown that entrepreneurs with strong ethical principles are more likely to gain public trust and achieve sustainable business success (Aji, et al., 2023). Despite this, research focusing on the integration of Islamic principles into entrepreneurship education remains limited, particularly in the context of creative industries.

Previous studies have explored the impact of Islamic ethics on business practices. For instance, Utami and Fatimah highlighted the role of Islamic principles in shaping the business behavior of Muslim entrepreneurs, finding a significant correlation between ethical practices and long-term success (Utami, & Fatimah, 2024). Similarly, Qurtubi investigated the application of Islamic values in entrepreneurship among university students, revealing that spiritual integration positively influences entrepreneurial decision-making (Qurtubi, et al., 2024). However, there is a lack of research focusing specifically on the unique environment of creative institutions like Politeknik Media Kreatif, where innovation and ethics must coexist harmoniously.

Data from the Indonesian Ministry of Education shows that approximately 9.1% of university students in Indonesia engage in entrepreneurial activities (BPS, 2022). Among these, only a fraction actively incorporate ethical considerations into their business strategies. Furthermore, a recent survey conducted by Politeknik Media Kreatif found that 37% of students have started small-scale creative businesses, but many report challenges in balancing profitability with ethical decision-making. This underscores the need for an educational framework that instills ethical principles alongside entrepreneurial skills.

This study aims to address this gap by examining how Islamic principles are applied in developing the entrepreneurial spirit among students at Politeknik Media Kreatif. By aligning moral integrity with innovative practices, this approach seeks to cultivate entrepreneurs who are not only creative but also responsible and ethical contributors to society.

## 2. METHODS

This study uses a qualitative approach with a descriptive-analytical method to understand the application of Islamic principles in developing the entrepreneurial spirit among students at Politeknik Media Kreatif. The research procedure is designed to gather in-depth data through various data collection techniques (Habsy, 2017). The following steps were taken in this study:

### a. Research Design

This study is exploratory in nature, focusing on the application of Islamic values in entrepreneurship education. A qualitative research design was chosen as it allows for a deeper understanding of the social phenomena and values internalized by students within the context of education and entrepreneurship.

#### b. Research Location and Participants

The research was conducted at Politeknik Media Kreatif, an institution known for its focus on creativity and innovation. The participants in the study were selected using purposive sampling, and they include:

- 1) Students: Active students who are either currently enrolled in or have participated in entrepreneurship programs.
- 2) Faculty Members: Specifically, faculty members who teach entrepreneurship and Islamic studies.
- 3) Entrepreneur Alumni: Graduates who have started their own businesses in the creative industry.
- 4) A total of 20 participants were involved, consisting of 15 students, 3 faculty members, and 2 alumni.

#### c. Data Collection Techniques

##### 1) In-depth Interviews

Semi-structured interviews were conducted to explore the experiences, perceptions, and practices of students regarding the integration of Islamic principles into entrepreneurship.

##### 2) Participant Observation

The researcher conducted observations of entrepreneurship classes, Islamic studies courses, and student business incubation activities on campus.

##### 3) Document Analysis

Documents analyzed included the entrepreneurship curriculum, Islamic studies course materials, and student reports related to their creative ventures.

#### d. Data Analysis Technique

The data were analyzed using thematic analysis. The steps involved in the analysis included:

- 1) Data Reduction: Selecting data relevant to the research focus.
- 2) Coding: Identifying key themes such as the application of Islamic values, challenges in entrepreneurship, and the impact on student character development.
- 3) Interpretation: Analyzing the relationship between the integration of Islamic principles and the development of entrepreneurial mindset among students.

#### e. Data Validity

To ensure data validity and reliability, triangulation of methods and data sources was used. Information from interviews, observations, and documents was compared

to identify consistent patterns. Additionally, member checking was conducted with the participants to ensure that the data interpretation aligned with their experiences.

Through this methodology, the study aims to provide a comprehensive understanding of how Islamic principles are integrated into entrepreneurship education at Politeknik Media Kreatif and their impact on the development of students' entrepreneurial character.

### 3. FINDINGS AND DISCUSSION

The findings of this study reveal how Islamic principles are applied in the entrepreneurship education at Politeknik Media Kreatif and their influence on the entrepreneurial mindset and behavior of students. This section presents the key findings from interviews, observations, and document analysis, followed by a discussion on how these findings align with or diverge from existing literature, as well as their implications for entrepreneurship education.

#### a. The Integration of Islamic Principles in Entrepreneurship Education

From the data collected, it was evident that Islamic values are incorporated into the entrepreneurship curriculum at Politeknik Media Kreatif in various ways. The integration is mainly through two primary channels: the Islamic Studies courses and the entrepreneurship modules.

- 1) **Islamic Studies Courses:** In these courses, students are introduced to key Islamic teachings such as trustworthiness (*amanah*), honesty (*siddiq*), and diligence (*ijtihad*). These values are presented as essential qualities for any entrepreneur, emphasizing ethical business practices and personal integrity. Students reported that these values were reinforced in both theoretical and practical aspects of the coursework, making them aware of the moral responsibilities they carry as future entrepreneurs.
- 2) **Entrepreneurship Modules:** While entrepreneurship classes primarily focus on business management, innovation, and market strategies, there is also an emphasis on maintaining ethical practices. Some course materials explicitly cite examples of businesses that incorporate Islamic ethical principles. According to several students, the application of *amanah* (trust) was often discussed in the context of transparent financial dealings and fair business practices.

This integration reflects the institution's commitment to shaping entrepreneurs who not only possess technical and creative skills but also demonstrate strong ethical standards. However, the findings also indicated that some students struggled to fully understand how to apply these values practically in their entrepreneurial ventures, particularly in the competitive environment of creative industries.

## b. Students' Understanding and Application of Islamic Values in Entrepreneurship

The study found that students had varying levels of understanding regarding the integration of Islamic principles into their entrepreneurial activities.

- 1) **Positive Application:** Many students reported that Islamic values like honesty and trustworthiness guided their decision-making when interacting with clients and partners. For example, one student who runs a graphic design business mentioned, "I always ensure that my contracts are clear and transparent. Trust is essential in maintaining long-term relationships with clients." Another student shared that they were motivated to donate a portion of their profits to charity, which they saw as a form of sadaqah (charity) that aligns with Islamic teachings. These instances demonstrate the practical application of Islamic values in their business practices.
- 2) **Challenges in Application:** On the other hand, some students noted challenges in consistently applying these values. One common issue was balancing profitability with ethical conduct, especially when faced with competitive pressures. A student running a digital marketing agency shared, "Sometimes, in a rush to secure clients, I feel the pressure to bend the truth a little about the results I can deliver, but I try to remind myself of the importance of honesty." This reflects the tension many students feel between adhering to ethical values and achieving business success, particularly in the highly competitive and fast-paced nature of creative industries.

## c. Impact of Islamic Principles on Entrepreneurial Character and Success

The impact of Islamic principles on students' entrepreneurial character was significant, with many students expressing that these values helped shape their behavior and approach to business.

- 1) **Ethical Foundation:** Most students acknowledged that Islamic principles provided them with a solid ethical foundation, which guided their actions in business dealings. The sense of responsibility and accountability fostered by Islamic teachings encouraged students to think beyond mere profit-making and consider the broader impact of their businesses on society. One student stated, "For me, success is not only about money but about creating something that helps others." This aligns with research by Yusof et al. (2019), which highlighted that ethical frameworks influence

entrepreneurs' decisions to create businesses that contribute positively to society.

- 2) Sustainable Success: Students who applied Islamic principles in their businesses reported greater long-term sustainability. They emphasized that by maintaining high ethical standards, their businesses gained a loyal customer base and built a reputation for reliability. This indicates that the integration of Islamic values in entrepreneurship education may lead to more socially responsible, sustainable business practices.

However, it is also important to note that while some students found success through these principles, others struggled to balance their ethical values with the demands of a competitive business environment. This suggests that more support and guidance may be needed to help students navigate the complexities of ethical entrepreneurship, particularly in creative industries where market dynamics can sometimes conflict with ethical decision-making.

#### d. Comparison with Existing Literature

The findings of this study are consistent with existing literature that highlights the importance of ethics in entrepreneurship education. Research by Apriani et al., indicates that entrepreneurs who integrate ethical values into their practices are more likely to achieve sustainable business success (Apriani, Suastika, & Lasmawan, 2023). Additionally, the emphasis on trustworthiness and honesty aligns with the findings of Rustya, who found that these values are foundational to long-term entrepreneurial success (Rustya, 2023). However, this study also extends existing research by exploring the unique challenges faced by students in a creative polytechnic environment, where innovation often competes with ethical considerations.

#### e. Implications for Entrepreneurship Education

This study has several implications for the development of entrepreneurship education, especially in creative industries:

- 1) Curriculum Design: Integrating more case studies and real-life examples of businesses that successfully combine ethics and innovation could help students better understand the practical application of Islamic principles in entrepreneurship.
- 2) Mentorship and Support: Providing additional mentorship and guidance on navigating ethical dilemmas in business could assist students in making better decisions when faced with challenges.
- 3) Holistic Development: A more holistic approach to entrepreneurship education that combines business skills with ethical and spiritual

development could help students better align their personal values with their entrepreneurial goals.

#### 4. CONCLUSION

This study explored the integration of Islamic principles in entrepreneurship education at Politeknik Media Kreatif and its impact on the entrepreneurial mindset and practices of students. The findings reveal that Islamic values, such as honesty (siddiq), trustworthiness (amanah), and diligence (ijtihad), are successfully embedded in the curriculum through Islamic Studies courses and entrepreneurship modules. These principles guide students to develop ethical business practices and a sense of social responsibility in their entrepreneurial endeavors.

The study highlights that while most students are able to apply these values in their business activities, some face challenges, particularly when trying to balance ethical considerations with the pressures of competing in the creative industries. The tension between profitability and maintaining ethical integrity emerged as a key concern among students, indicating the complexity of ethical entrepreneurship in a highly competitive environment.

Furthermore, the research found that students who applied Islamic principles in their ventures reported long-term business sustainability and developed strong, loyal customer bases, underscoring the importance of ethical business practices for entrepreneurial success. The findings also reveal the need for additional support and mentorship to help students navigate the ethical dilemmas they face while running their businesses.

This study contributes to the growing body of literature on ethical entrepreneurship by demonstrating how Islamic teachings can provide a solid foundation for students pursuing entrepreneurial careers in creative industries. However, it also calls for the refinement of entrepreneurship education, emphasizing a more integrated approach that combines business skills with ethical and spiritual development.

In conclusion, the integration of Islamic values in entrepreneurship education is crucial for fostering responsible and sustainable entrepreneurship. The findings suggest that institutions like Politeknik Media Kreatif can play a significant role in shaping future entrepreneurs who are not only innovative and creative but also ethical and socially responsible. However, further support and guidance are essential to help students overcome the challenges they face in balancing ethics and business success.

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