Smartpreneur 5.0: Building a Digital Generation with an Islamic Entrepreneurial Spirit Among the Youth of PERMAI Malaysia

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ABSTRACT

Smartpreneur 5.0 Programme: Building a Digital Generation with an Islamic Entrepreneurial Spirit the PERMAI Malaysia Youth Generation was implemented as an effort to improve digital-based entrepreneurial literacy based on sharia values. This activity was designed through stages of preparation, material delivery, workshops, and evaluation with a participatory approach. The evaluation, which used pre-tests and post-tests, showed a significant increase in participants' understanding of five key indicators, namely the basics of Islamic entrepreneurship, digital business concepts, digital marketing strategies, Islamic financial management, and digital business idea design. These results demonstrate the effectiveness of the training methods in strengthening the digital entrepreneurship understanding and skills of the younger generation. In addition to increasing knowledge, this activity also produced several important outputs, including training modules as learning references, innovative digital-based Islamic business idea designs, participants' digital business accounts as real implementations, and activity documentation that can be used as a reference for similar programmes in the future. Furthermore, the impact of the activity did not stop at the cognitive aspect, but also touched on the character dimension, namely shaping a creative, innovative entrepreneurial spirit based on Islamic ethics. Thus, Smartpreneur 5.0 succeeded in achieving its planned objectives while making a real contribution to producing a highly competitive young generation with a strong spiritual foundation

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INTRODUCTION

Currently, technology is developing rapidly and undergoing various changes, especially with its emergence of 5.0 technology (Fricticarani et al., 2023). The era of Society 5.0, where humans and technology are integrated to create a smarter and more prosperous life, has arrived as a response to the rapid development of technology. In this era, mastery of digital technology is no longer an option but a necessity for individuals to adapt to global challenges. Various sectors of life, including the business world, have undergone major transformations through the use of digital technology, which has provided unlimited opportunities. However, digital transformation can also bring a number of challenges to its implementation, such as cyber security, data protection, and infrastructure readiness (Ardianto et al., 2024).

Transformation in the digital world in this era is a form of inevitability and this event is a transformation in technological development (Tulungen et al., 2022). Digital busines transformation is the application of technology to build new business models, processes, software, and systems that increase efficiency, profits, and competitive advantage (Angelia Putriana, 2023). Amidst this wave of digital transformation, the entrepreneurship wolrd has undergone significant changes. Businesses are no longer limited to conventional activities but have evolved into digital forms that rely on online platforms, social media, and e-commerce ecosystems. This change opens up vast opportunities for the younger generation to develop their potential and creativity, especially in building businesses that are adaptive to technological development.

However, such massive technological developments present new challenges, particularly in maintaining moral and ethical values in business. Business ethics in the digital age not only covers basic principles such as honesty and fairness, but also includes data management, data protection, and digital responsibility (Fauziah & Firdaus, 2024). If not balanced with the right understanding, technological advances can give rise to consumptive behavior and business practices that ignore the principle of fairness. These changes make business actors more aware of their social and moral responsibilities in making decisions as well as to consider the impact of technology on society as a whole (Fahmi Fadilla et al., 2025). Therefore, education that integrates digital technology with Islamic values is needed so that the younger generation is not only technologically savvy but also has integrity and business ethics in accordance with Sharia (Priatna, 2025).

In this context, Islamic economics is a relevant solution because it emphasizes the *principles of justice, honesty, and blessings in every business activity (Ashari & Panorama,*

2024). The concept of sharia-based entrepreneurship prioritizes profit and ensures benefits for society. Sharia entrepreneurship is a form of entrepreneurship based on Islamic values in carrying out business and economic activities (Saputri, 2025). Furthermore, in the current Society 5.0 era, an understanding of Islamic economics is needed, especially when facing challenges in the era of digital transformation (Fathurrahman et al., 2024). By combining Islamic economic literacy and the use of digital technology, the younger generation can create innovative business models in line with religious values.

Pertubuhan Masyarakat Indonesia (PERMAI) in Penang, Malaysia, which serves as a forum for Indonesian children and youth in the diaspora, has great potential for developing these competencies. As the next generation, they not only need to understand how to utilize technology for learning and socializing but also how to use it to create halal and productive economic opportunities. Empowering the younger generation of PERMAI in the field of Islamic-based digital entrepreneurship is a strategic step in preparing them to face future challenges.

The "Smartpreneur 5.0: Building a Digital Generation with an Islamic Entrepreneurial Spirit for the Youth of PERMAI Malaysia" program is a concrete effort to provide education on digital entrepreneurship in line with sharia principles. Through this program, participants will be equipped with knowledge about digital business strategies, the use of social media as a promotional tool, Islamic financial management, and ethical business values. With this approach, it is hoped that a creative, independent, and Islamic-minded younger generation will be formed.

This community service activity not only aims to improve digital literacy and entrepreneurship but also to instill Islamic values in business practices. This is in line with the mission of shaping a generation that is not only able to compete in the digital age but also to maintain their identity and integrity as Muslims with noble character.

METHOD

Implementation of the Activities
In Smartpreneur 5.0 activities is carried out in a structured manner through several main stages so that the objectives of the community service can be achieved optimally. These stages involved planning, preparation, core implementation, and evaluation. The details of the implementation are as follows:

1. Need for Analysis and Activity Planning
   a. Conducting observations and communicating with PERMAI administrators to understand participants' conditions and their level of understanding of entrepreneurship, digital business, and Islamic economics.
   b. Determine materials that are appropriate to participants' needs, including an introduction to digital business, e-commerce platforms, online marketing strategies, and principles of Islamic economics.
   c. Develop a structured activity schedule, ranging from theoretical to practical sessions.
2. Development of Training Materials and Modules

a. Develop training materials in the form of digital and printed modules, including
   1) Basics of Digital Entrepreneurship
   2) Business Strategies in the Era of Society 5.0
   3) Utilization of Social Media for Marketing
   4) Islamic Financial Management
   5) Business Ethics and Sharia Principles in Entrepreneurship
   b. Creating interactive presentations and educational videos to facilitate participants' understanding.
3. Implementation of Education and Workshops
   a. Introduction and Motivation Session: Understanding the importance of digital entrepreneurship and its relevance to Islamic principles.
   b. Digital Business Training: Teaching participants how to create business accounts, manage marketplaces, and utilize social media.
   c. Practical Workshop: Participants try to create product promotion content, simulate transactions, and manage Sharia-based finances.
   d. Discussion and Q&A: Opening an interactive session for participants to actively discuss and ask questions related to digital business and Sharia principles.
4. Digital Business Mentoring and Simulation
   a. Providing mentoring to participants in creating simple digital-based business plans in accordance with Sharia principles.
   b. Conducting marketing simulations through social media and marketplaces.
   c. Providing feedback on the business plans created by participants.
5. Evaluation and Closing of Activities
   a. Pre-tests and post-tests were conducted to measure participants' understanding of the material presented.
   b. Giving awards to the best participants to motivate their entrepreneurial spirit.
   c. Delivering conclusions, messages, and recommendations for follow-up on the development of Sharia Digital Business for the Young Generation of PERMAI.

Community Service Activity

No	Activity Stage	Activity	Output
1	Activity Preparation	Coordination with PERMAI Malaysia administrators, preparation of training modules, preparation of presentation media and digital devices	Availability of training modules and materials
2	Socialization and Registration	PERMAI Malaysia administrators socialize the activity to the teams and participants to ensure participant readiness	Confirmed participant data

3	Program Opening	Remarks from the Committee and PERMAI administrators and explanation of the objectives and flow of activities	The event officially begins
4	Material Session 1: Digitalization and Entrepreneurial Mindset	Introduction to the concept of digital entrepreneurship, case studies of successful digital businesses	Participants understand the basics of digital business
5	Session 2: Principles of Islamic Entrepreneurship	Explanation of Islamic business ethics, integration of sharia values in digital business	Participants understand the principles of Islamic business
6	Workshop: Creating Digital Business Ideas	Participants brainstorm technology-based business ideas and prepare brief proposals	Draft business ideas
7	Digital Marketing Practice	Training in creating promotional content, use of social media for marketing	Participants understand the flow of digital promotion
8	Business Idea Presentation	Participants present their business ideas, discussion and feedback from mentors	Participants' business ideas to build an entrepreneurial mindset
10	Closing and Evaluation	onclusion of Material and Distribution of Activity Certificates	Activity evaluation report

Community Service Method

The community service method was designed to ensure that the program was implemented systematically and effectively in accordance with the objectives of the activity. The approach emphasizes empowering participants through education, interactive training, and hands-on practice to improve their understanding and skills. Each stage of the activity is designed considering the needs of partners, field conditions, and relevance to the theme of service, so that the results achieved can have a real and sustainable impact.

1. Activity preparation

Activity preparation is an important initial stage to ensure that the program runs well and in accordance with its objectives. At this stage, a series of activities are conducted, including needs analysis, material preparation, and coordination with partners. Each step was carefully prepared so that the activities could provide optimal benefits for participants and support the success of the Smartpreneur 5.0 program.

a. Needs Analysis

The preparation of activities began with a needs analysis to identify the problems and needs of participants. This process was carried out through communication with PERMAI Malaysian administrators to determine the level of understanding of the younger generation regarding digital entrepreneurship, the challenges faced, and the skills that needed to be improved. The results of this analysis show that participants need to strengthen their knowledge of digital marketing strategies, creative business idea development, and application of Sharia values in business activities.

b. The next stage is the preparation of materials tailored to the results of needs analysis. The designed materials include an introduction to the concept of a digital entrepreneurship mindset, Islamic entrepreneurial principles, and digital marketing strategies. In addition, learning modules, presentation slides, and materials for practical sessions were prepared so that participants could implement the knowledge they acquired. The development of the materials was also supplemented with technology-based Islamic business case studies to make learning more contextual and applicable.

Coordination with partners

The next step is coordination with PERMAI Malaysian administrators to ensure readiness for the implementation of activities. This coordination includes determining the schedule, number of participants, division of roles and responsibilities, and preparation of the necessary facilities and infrastructure. In addition, partners are involved in the process of publicizing the activity,

recruiting participants, and providing assistance during the program so that the activity can be run effectively and achieve the expected goals.

2. Conceptual Framework

The conceptual framework of this activity is designed to integrate Islamic entrepreneurial values with digital transformation to shape a creative, competitive, and ethical young generation. Broadly speaking, this conceptual framework covers the relationship between the problems faced, solutions offered, and expected outcomes. The conceptual framework of the community service program can be seen in the following figure.
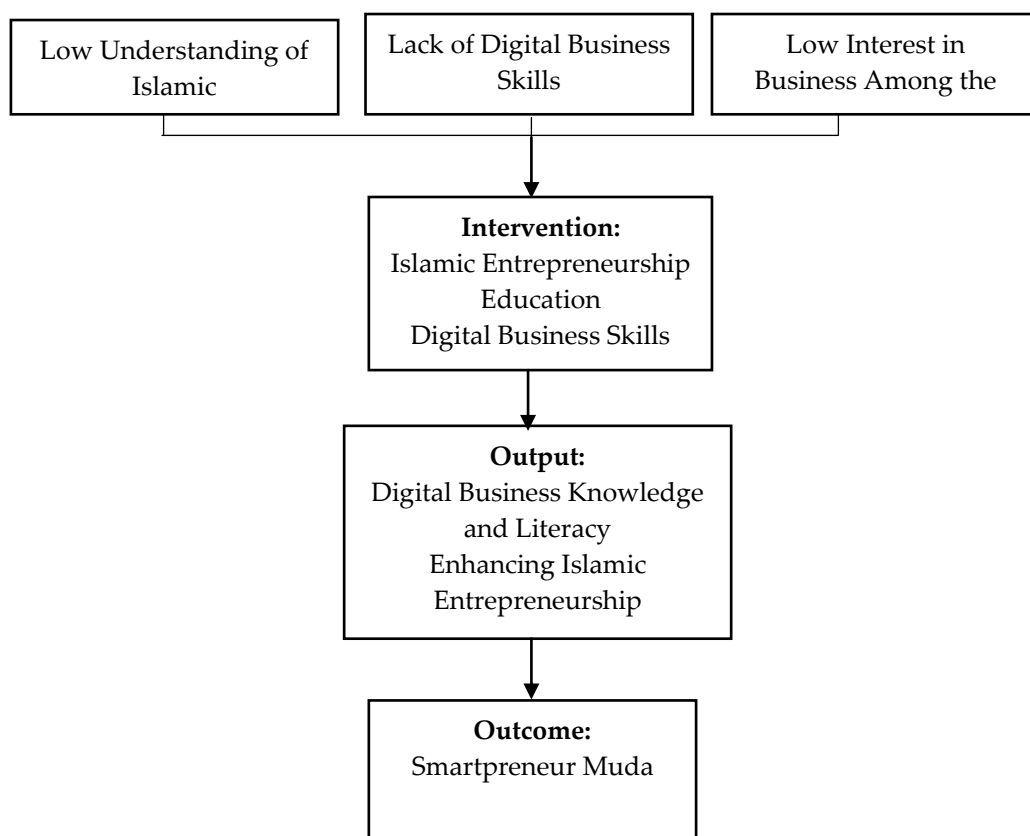
Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

The Smartpreneur 5.0 program was successfully implemented and received excellent responses from the participants. The event was attended by 50 young members of Pertubuhan Masyarakat Indonesia (PERMAI) Malaysia. The entire series

of activities ran according to the planned stages preparation, socialization, implementation of material sessions, workshops, and final evaluation.

During the preparation stage, the implementation team coordinated with PERMAI Malaysia administrators to ensure smooth running of the event. Training modules and presentation materials were successfully compiled, and digital media such as laptops, projectors, and Internet connections were well prepared. This stage resulted in the modules and learning tools beiung used during the event.

During the socialization and registration stage, PERMAI Malaysian administrators socialized the activities to prospective participants, thereby collecting data on participants who were ready to join the program. The event was officially opened by the committee and PERMAI administrators, accompanied by remarks and explanations regarding the objectives and flow of activities.

The main program began with the first session on digitalization and entrepreneurial mindset, where participants gained an understanding of the importance of digital business in the modern era and how to develop an entrepreneurial mindset. This was followed by a second session that emphasized the principles of Islamic entrepreneurship, including business ethics, honesty, and avoidance of practices that are not in accordance with Sharia. The participants responded positively to these two sessions because they were relevant to their needs.

Figure 2. Presentation by the Community Service Team

The next stage was a workshop on developing digital business ideas, inwhich participants brainstormed to design technology-based business ideas. Some of the ideas that emerged included Muslim fashion businesses, halal products, and Islamic

educational platforms. This was followed by digital marketing practices in the form of training to create promotional content and how to use social media for marketing.

Figure 3. Group Photo With Community Service Team

As a highlight of the event, participants presented their business ideas in front of mentors and other participants. These presentations were accompanied by discussions and constructive feedback so that ideas could be developed further. Many creative and innovative ideas emerged, demonstrating participants' enthusiasm for starting technology-based businesses in accordance with Islamic principles.

The event concluded with a summary of the material, distribution of certificates to participants, and completion of an activity evaluation. Based on the evaluation results, the participants gave excellent ratings for the presentation of the material, facilitators, and relevance of the activity.

Figure 4. Group Photo With Participants and Community Service Team

Overall, this activity successfully achieved its objectives, equipping the younger generation of PERMAI Malaysia with an understanding of digital business, Islamic

entrepreneurial values, and practical skills in utilizing technology for entrepreneurship. Additionally, this activity produced outputs in the form of training modules, designs for Islamic digital business ideas, and activity documentation as evidence of the program's success. A comparison of average pre-test and post-test scores is presented in the following diagram to provide a clearer picture of the impact of the activity on participants.
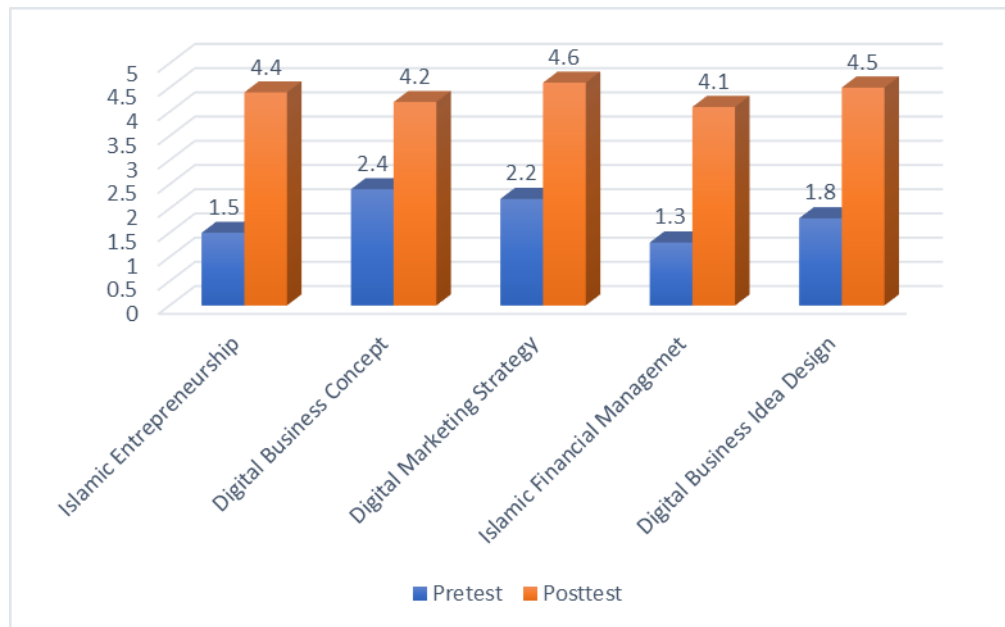

Figure 5. Pretest and Post-test results

The results of the pre test and posttest evaluations showed a significant improvement in all competency indicators after the implementation of Smartpreneur 5.0. Before the activity began, participants' understanding of Islamic Entrepreneurship Basics remained low, with an average score of 1.5. However, after the activity, the score increased to 4.4, indicating that participants had gained a good understanding of the principles of Islamic entrepreneurship, including ethics and the integration of Sharia values into digital business.

On the Digital Business Concept indicator, the participants' initial score was 2.4, reflecting their limited understanding of the meaning of digital business and its differences from conventional business. After participating in the training, the score increased to 4.2, which means that participants now had a fairly good understanding of how to utilize technology for business opportunities.

The greatest improvement occurred in the Digital Marketing Strategy indicator. Before the training, participants scored only 2.2, which indicated a lack of understanding in promoting products or services online. After the training, the score increased to 4.6. This shows that the participants were very enthusiastic about learning marketing techniques through social media and digital platforms.

Islamic Financial Management indicators also show a significant increase. From an initial score of 1.3, participants achieved a score of 4.1 at the end of the training. This achievement proves that sharia-based financial management materials are very useful in shaping participants' mindsets to avoid practices that are not in accordance with Islamic principles, such as usury and a lack of transparency.

Finally, in the Digital Business Idea Design indicator, the participants' scores increased from 1.8 4.5. This reflects the success of the workshop sessions in encouraging participants to develop creative technology-based business ideas while still promoting Islamic values. Overall, these results show that PKM activity has succeeded in comprehensively improving participants' competence in the theoretical and practical aspects of Islamic digital entrepreneurship.

Results of the Smartpreneur 5.0 evaluation: Building a Digital Generation with an Islamic Entrepreneurial Spirit The PERMAI Malaysia Youth Generation showed a significant increase in participants' understanding and skills related to five key indicators. This improvement proves that the training methods used, namely a combination of material delivery, interactive discussions, workshops, and hands-on practices, are effective in increasing Islamic entrepreneurial literacy and the use of digital technology.

The greatest increase occurred in the Digital Marketing Strategy indicator, from 2.2 4.6. This indicates that participants are in great need of practical knowledge of how to market products through social media and digital platforms. This need is reasonable considering the technological developments that drive changes in consumer behavior, making digital marketing strategies an important skill for entrepreneurs today.

Indicators of Basic Islamic Entrepreneurship and Islamic Financial Management also increased significantl. This increase shows that the integration of Sharia values into business practices attracts participants' interest and provides new insights into how to run a business ethically and in accordance with Islamic teachings. This is in line with the program's goal of producing young entrepreneurs who are not only profit-oriented but also uphold the principles of justice, honesty, and business blessings.

The Digital Business Idea Design indicator showed good results after the workshop. The increase in value from 1.8 to 4.5 proves that mentoring and brainstorming can encourage participants to think creatively and innovatively. Many technology-based and sharia-compliant business ideas were successfully developed by the participants, showing great potential for further development.

Overall, the results of this discussion confirm that the PKM Smartpreneur 5.0 program has a positive impact on participants' knowledge, attitudes, and skills. However, the challenge ahead is how to ensure the sustainability of the program so that the business ideas that have been designed can not stop at the planning stage but can be realized and provide tangible benefits for participants and the community.

CONCLUSION

The implementation of Smartpreneur 5.0: Building a Digital Generation with an Islamic Entrepreneurial Spirit for the Youth of PERMAI Malaysia went well and successfully achieved its planned objectives. All stages of the program, including preparation, delivery of materials, workshops, and evaluation, were carried out smoothly. The results of the evaluation through pre- and post-tests showed an increase in participants' understanding of five main indicators the basics of Islamic entrepreneurship, digital business concepts, digital marketing strategies, Islamic financial management, and digital business idea design. This proves that the applied training methods are effective in increasing the literacy of sharia-based digital entrepreneurship.

This activity also produced several important outputs such as training modules, digital-based Islamic business idea designs, participants' digital business accounts, and activity documentation. The impact was not only in the form of increased knowledge but also in the formation of an entrepreneurial character that is creative, innovative, and based on Islamic values.

Funding Statement

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