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Empowering the Young Generation in the Fashion Industry: Enhancing Islamic Marketing Capabilities Through Entrepreneurship 4.0 and Creative Communication Training at Komuniti, Rembau, Malaysia.

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Abstract

This study aims to empower the young generation in the fashion industry by improving Islamic marketing skills through entrepreneurship 4.0 training and creative communication in Komuniti, Rembau, Malaysia. In facing the challenges of globalization, strengthening the understanding of marketing based on Islamic values is very important, especially in the rapidly growing fashion industry. The method used in this service is Community-Based Service (CBS), which prioritizes collaboration between participants and the surrounding community to create practical and relevant solutions. This training focuses on the use of digital technology in marketing, developing creativity in marketing communications, and implementing ethical and sustainable Islamic marketing principles. The results of this service show an increase in participants' entrepreneurial skills, as well as a deeper understanding of the importance of Islamic values in building an ethical and sustainable fashion business.

Introduction

Globalization and rapid development of digital technology have driven the need for innovation in various sectors, including vocational education. Vocational education has a strategic role in equipping students with specific skills that are in line with the needs of the job market. One institution that focuses on vocational education is Kolej Komuniti Rembau in Malaysia. As an educational institution committed to producing skilled workers, Kolej Komuniti Rembau faces the challenge of ensuring that its graduates have competencies that are relevant to the demands of modern industry. In this context, marketing and design skills training based on sharia values is very crucial, especially considering the majority of Malaysia's population who uphold Islamic values. In addition, the training theme that focuses on *"Interacting with The Young Generation in The Fashion Industry Through Entrepreneurship for 4.0"* adds to the relevance and urgency of this activity, given the importance of the creative industry as one of the main drivers of the global economy today.

The importance of marketing as a basic skill in the business world cannot be denied. Kotler and Keller (2016) define marketing as the process of creating value, communicating, and delivering value to consumers. However, from an Islamic perspective, marketing must be carried out with principles that comply with sharia, such as honesty, justice, and the absence of fraud (gharar). The Qur'an also emphasizes the importance of justice in business transactions, as stated in Surah Al-Baqarah verse 282 which recommends recording every transaction so that injustice does not occur. In the modern marketing world, these sharia principles provide a clear framework to ensure that business activities are not only profitable but also blessed and ethical.

In addition to marketing, design skills are also a very relevant aspect. In the digital era, visual design plays an important role in attracting the attention of the audience. According to Gestalt theory in design psychology, well-organized visual elements can help convey messages more effectively to the audience. However, in the context of sharia, design must pay attention to aspects of compliance with Islamic values, such as not displaying images or elements that conflict with Islamic beliefs or morality. By understanding these two aspects, namely marketing and sharia-based design, students at Kolej Komuniti Rembau are expected to become workers who are not only technically competent but also have high work ethics in accordance with Islamic values.

The training theme *"Interacting with The Young Generation in The Fashion Industry Through Entrepreneurship for 4.0"* adds a new dimension to the importance of this activity. The fashion industry is currently not only growing rapidly as an economic sector, but also becoming the main platform for the younger generation to express their creativity. According to the McKinsey report (2020), the global fashion industry is expected to continue to grow with a significant contribution from digital innovation. In this context, the younger generation plays a key role as the main consumers and creators in the industry. By involving the younger generation, this training is expected to build a creative and adaptive entrepreneurial mindset towards the Industrial Revolution 4.0. This transformation includes the use of digital technology, such as e-commerce, social media, and data-based marketing strategies, all of which are very relevant to developing a sharia-based fashion industry.

This need becomes even more pressing when considering the challenges faced by Kolej Komuniti Rembau. As a vocational education institution, they have a great responsibility to ensure that their graduates are competitive in the job market, especially in sectors based on Islamic values. However, limited resources and lack of access to specialized training are significant barriers. In this regard, Kolej Komuniti Rembau is in dire need of a partner who has expertise in providing relevant training, both in terms of content and teaching methods. The presence of Universitas Negeri Surabaya (UNESA), Indonesia, as a strategic partner, is a very

valuable opportunity to answer this need.

UNESA, with extensive experience in developing vocational education, has the capacity to provide training specifically designed to meet the needs of students at Kolej Komuniti Rembau. This training, which integrates marketing, design, and sharia values, is expected to not only equip students with technical skills, but also shape their character as individuals with integrity and able to implement Islamic principles in the world of work. With this training, students will gain a deep understanding of how to market products creatively and effectively, but still within the corridor of sharia.

In addition, the theme *"Interacting with The Young Generation in The Fashion Industry Through Entrepreneurship for 4.0"* also emphasizes the importance of building communication and collaboration skills with the younger generation who are the main pillars of the development of the creative industry. This training provides students with insight into how to understand the preferences and needs of the younger generation, as well as how to utilize digital technology to create a superior customer experience. With these skills, students are not only able to keep up with the times but also have a competitive advantage in the global market.

This training is also expected to help Kolej Komuniti Rembau improve its institutional competitiveness. In the era of global competition, educational institutions are required to be able to produce graduates who are competent and relevant to industry needs. With the training from UNESA, Kolej Komuniti Rembau can strengthen its reputation as an institution that is able to produce skilled workers who are in accordance with market demands, especially in the sharia-based sector. This is also in line with Malaysia's vision and mission as a country that wants to become the center of the sharia economy in the world.

This collaboration reflects the importance of education based on moral and religious values in building a young generation that is ready to face global challenges. In an increasingly competitive world, graduates who have both technical skills and a strong work ethic will have a significant advantage. Therefore, this training not only aims to improve the technical skills of participants, but also to shape them into individuals who are committed to Islamic principles in every aspect of their lives.

In closing, this international community service activity is a real proof of the importance of cross-country collaboration in advancing vocational education and building a generation that is not only competent but also has moral integrity. This training is a strategic step that not only answers the urgent needs of Kolej Komuniti Rembau, but also becomes a model of educational collaboration that can inspire other institutions in the Southeast Asia region. This activity reflects great hopes to create a sustainable positive impact, not only for training participants but also for society more broadly. With the spirit of collaboration, knowledge, and usefulness, this community service is an important part of building a better and more meaningful future .

Literature Review

In recent decades, the development of the world of vocational education has been faced with the challenge of producing graduates who are ready to compete in the era of the Industrial Revolution 4.0. Along with the development of technology and digitalization, it is important for educational institutions to introduce skills that are relevant to market needs. In this context, digital, marketing, and design skills-based training that adheres to sharia principles is becoming increasingly important.

Sharia-based marketing has become a major concern in several studies, considering the importance of implementing Islamic principles in business activities. Abdullah and Ismail (2016) explained that sharia marketing not only prioritizes economic profit, but must also ensure that business practices comply with Islamic values, such as honesty and fairness. They cited that transactions must be free from elements of uncertainty (gharar) and usury, which are important foundations in creating fair and blessed business activities. Nasution and Rafiki (2014) also support this view by emphasizing the application of sharia marketing to small and medium enterprises (SMEs) in Indonesia, which is very relevant to the business context in Muslim countries such as Malaysia.

Meanwhile, vocational education has a very large role in producing skilled workers who are ready to face global competition. Kurniawan and Azizah (2018) stated that the integration of Islamic values in vocational education can shape the character of students who not only have technical skills, but also have high ethics and moral principles. This is very relevant to equip students at Kolej Komuniti Rembau with business skills that are not only profitable but also ethical, in accordance with Islamic teachings.

The Industrial Revolution 4.0, which is characterized by digitalization in almost every industrial sector, presents challenges as well as opportunities for vocational education. Wibawa (2020) explains that vocational education must be able to adapt quickly to prepare students who are competent in digital technology and entrepreneurship. In this context, training that integrates entrepreneurship and digital technology is very important, especially to equip the younger generation with skills that are in line with job market demands. According to Schwab (2017), the Industrial Revolution 4.0 requires a workforce that not only has technical skills but also the ability to adapt to rapid technological changes.

In the business world, especially in the creative industry sector such as fashion, social media and digital marketing play a very big role. Kaplan and Haenlein (2010) stated that social media has changed the way businesses interact with consumers, especially the younger generation who are the main consumers in the fashion industry. This is supported by Handayani and Suryono (2017), who stated that social media is an effective marketing tool, especially for small and medium businesses that want to expand their market reach digitally. In the fashion industry, attractive product design also has a big influence on consumer decisions. Fibriani (2020) stated that good design can attract consumers' attention and increase product sales, which is very relevant for training participants at Kolej Komuniti Rembau who aspire to develop a business in the fashion sector.

Digital skills are also very important for the younger generation to have in facing business challenges in the digital era. Latchem (2017) emphasized that the application of information and communication technology (ICT) in vocational education is very important to ensure that students are ready for global challenges. In addition, Riyanto and Pribadi (2019) noted that entrepreneurship in the digital era has a lot of potential, especially by utilizing digital platforms for product marketing and distribution. Improving these digital skills will provide students with greater opportunities to develop their businesses, both in local and global markets.

In addition, Setiawan and Aditya (2019) stated that the younger generation has a very large role in supporting the development of the sharia economy. They suggested that by empowering the younger generation through sharia-based entrepreneurship education, we can create entrepreneurs who are not only oriented towards profit but also blessings. Therefore, training that focuses on sharia entrepreneurship at Kolej Komuniti Rembau will be the key to developing the potential of students in building businesses that are in accordance with Islamic principles.

Overall, this literature shows that vocational education based on marketing, design, and digital entrepreneurship skills is essential to prepare students at Kolej Komuniti Rembau to face

the challenges and opportunities offered by the Industrial Revolution 4.0 era. With an approach that integrates sharia principles, this training will not only equip participants with the technical skills needed by the industry, but also with the ethics needed to do business fairly and with dignity.

Methodology

In international community service at Rembau Community College, the Community-Based Research (CBR) method is used, namely a community service activity approach that focuses on the active involvement of partners in every stage of the activity process. This method aims to empower partners by integrating their knowledge, experience, and resources in efforts to solve problems that are relevant to the community.

This service was carried out at Kolej Komuniti Rembau, Malaysia, which became the focus of the service activities. Through the CBR method, this service not only aims to provide training, but also to create a reciprocal relationship between the service team and the local community. This process begins with identifying problems with the local community, in this case the young generation involved in the fashion industry. The main problems identified were the lack of understanding of marketing based on Islamic values and the challenges in implementing entrepreneurship 4.0 in the fashion sector.

After the problem is identified, program planning is carried out together with related parties at Kolej Komuniti Rembau, taking into account the needs and aspirations of the community. The programs designed include entrepreneurship 4.0 training and creative communication, which are adjusted to the conditions and potentials in the community.

The program is implemented by actively involving community members. Community participation is highly emphasized in each training session, where participants are not only recipients of information, but also participate in discussions, simulations, and practical activities that allow them to apply the concepts taught. By using the CBR method, the community can learn while participating in developing solutions that are relevant to them, so that the results obtained are more effective and sustainable. Program evaluation is carried out continuously by involving the community in assessing the impact of training on improving their skills in Islamic marketing and entrepreneurship 4.0. Joint reflection is carried out to identify successes and challenges faced, and to formulate recommendations for further development steps.

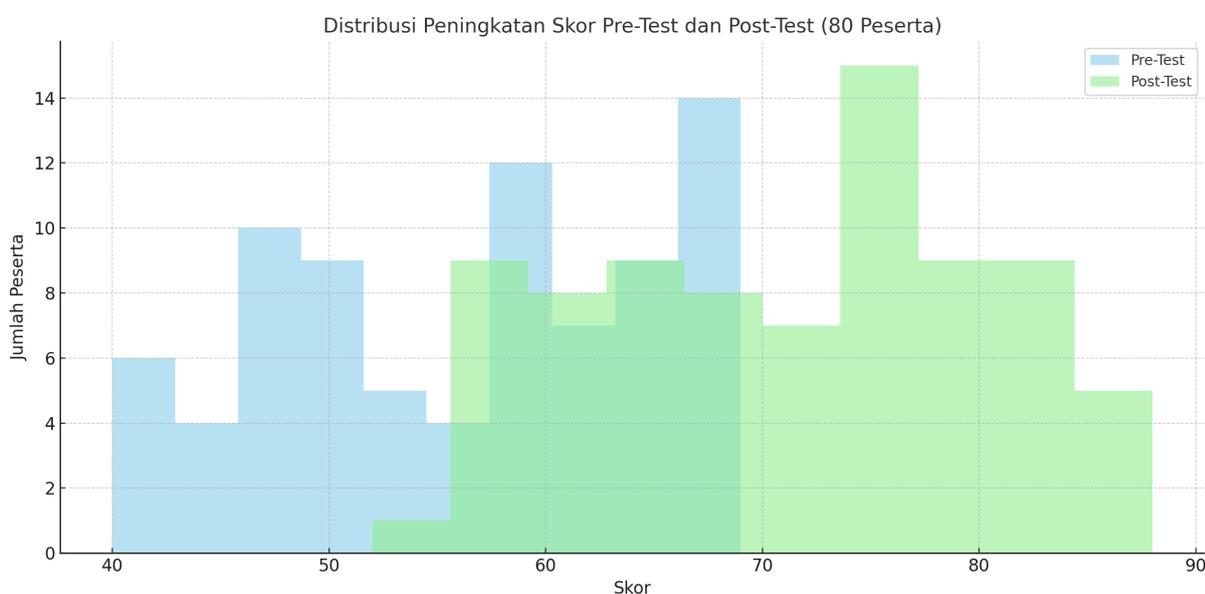
Through this CBR approach, this community service not only provides direct benefits to participants, but also strengthens the sense of ownership and responsibility of the community towards the results achieved. The results of this activity are expected to encourage the development of the fashion industry based on Islamic values in Rembau, as well as improve the skills of the younger generation in facing the challenges of entrepreneurship in the digital era. This CBR method provides a more collaborative approach, allowing the service team and community to work together in creating sustainable change at the local level.

Results and Discussion

The implementation of community service at Kolej Komuniti Rembau, Malaysia, which focuses on training in sharia-based marketing and design skills, has shown significant results, reflected in the increase in participants' pre-test and post-test scores. The program is designed to provide practical skills in marketing and design that are in accordance with sharia principles,

with the aim of preparing participants, who are mostly vocational students, to face challenges and opportunities in the modern business world, especially in creative industries such as fashion.

The pre-test results showed that most participants had limited basic knowledge about marketing and design, as well as the application of sharia principles in business. Before the training, most participants felt less confident in applying sharia principles in their business activities, and did not have adequate marketing skills. However, after attending a series of training sessions covering sharia marketing theory, product design, and digital entrepreneurship, the post-test results showed a significant increase in their understanding of both areas. The average score of participants increased substantially, indicating that they successfully absorbed the material taught and were able to apply it in a sharia-based business context. The following is a graph showing that the *dirembau* activity was successful based on the results of the pre-test and post-test



The graph above shows the distribution of pre-test and post-test scores from 80 training participants at Kolej Komuniti Rembau. In this graph, it can be seen that after participating in the training, most participants experienced an increase in scores, which is reflected in the shift in the post-test distribution towards a higher direction compared to the pre-test. This indicates that the training has succeeded in providing a positive impact on increasing participants' understanding and skills in the field of sharia-based marketing and design.

Theoretically, this increase can be explained through several theories that are relevant to the learning process and skills development, especially those related to vocational education and entrepreneurship. According to Schwab (2017), education that is relevant to the Industrial Revolution 4.0 must be able to accommodate technological developments and changing industry needs, so that digital and business skills-based training becomes very important. This can be seen in the mastery of digital skills by training participants, which is part of an effective vocational education strategy in the digital era. The application of constructivist learning theory, which states that learners build their understanding through direct experience and interaction with the material being studied (Latchem, 2017), is also relevant in this context. Training programs based on practice and Islamic business case studies provide participants with the opportunity to apply the knowledge they have acquired directly to real situations, which strengthens their understanding.

On the other hand, the success of this training can also be seen in the context of implementing sharia marketing. Abdullah and Ismail (2016) stated that sharia marketing is not only related to material gain, but must also prioritize ethics and principles of justice that are in line with Islamic teachings. The training provided includes an understanding of how to manage a business in a manner that is in accordance with sharia principles, such as avoiding usury and gharar (uncertainty). This ethics-based marketing theory shows that training at Kolej Komuniti Rembau not only provides technical skills, but also integrates high moral values in running a business. The post-test results showing an increase in knowledge about sharia aspects in marketing indicate that participants are increasingly able to manage their businesses in a manner that is in accordance with Islamic principles.

In addition, relevant entrepreneurship theories, as proposed by Obschonka and Audretsch (2020), emphasize the importance of entrepreneurial skills in facing market dynamics that are increasingly influenced by digitalization. Training at Kolej Komuniti Rembau also focuses on developing digital entrepreneurship skills that enable participants to utilize technology in managing and marketing their products. This is reflected in the post-test results, where participants showed an increase in understanding the use of social media and digital platforms for marketing, which are important skills in the fashion industry and modern business.

The importance of vocational education based on practical skills in supporting the development of sharia economy is also emphasized by Setiawan and Aditya (2019), who show that sharia-based entrepreneurship education can empower the younger generation to contribute to a more equitable and sustainable economy. In this case, community service carried out at Kolej Komuniti Rembau not only provides technical skills but also equips participants with a deeper understanding of how to run a business in an ethical manner and in accordance with Islamic principles.

Overall, the implementation of this community service shows that with the right approach, training can have a significant impact on improving participants' skills. The pre-test and post-test results that showed a clear increase illustrate the effectiveness of the training in enriching participants' knowledge and skills in the fields of marketing, design, and sharia-based entrepreneurship. This program proves that vocational education based on sharia principles and digital entrepreneurship can be the right solution to prepare the younger generation to face business challenges in the 4.0 era.

The implementation of community service at Kolej Komuniti Rembau which focuses on sharia-based marketing and design skills training not only has a positive impact in terms of improving participants' skills, but also shows a major contribution to the sharia economy and the development of digital entrepreneurship. Through the application of relevant educational and entrepreneurship theories, this program has succeeded in formulating strategic steps that can be adapted by vocational education in the era of the Industrial Revolution 4.0.

The application of constructivism theory in this training provides an approach that prioritizes experiential learning. This theory suggests that individuals learn more effectively when they actively construct knowledge through real experiences. In this case, participants were given the opportunity to learn through a sharia business case study, where they had to solve real business challenges using the knowledge they had acquired. This was seen in the substantial increase in post-test scores, reflecting that participants not only understood the concept of sharia-based marketing and design, but were also able to apply it in real-world situations. As part of the program, training on sharia marketing was also implemented with principles that

guide Islamic business ethics, such as the prohibition of usury and gharar. Abdullah and Ismail (2016) explained that sharia marketing focuses on justice, transparency, and social responsibility. In this context, training at Kolej Komuniti Rembau integrates the concepts of Islamic business ethics in every training session. Participants are taught to manage a business in a way that not only prioritizes profit, but also pays attention to the wider social impact. Post-test results showed that participants were increasingly able to implement these principles in their businesses, indicating a significant change in the way they understood Islamic marketing.

In the context of vocational education, mastery of digital skills is very important, especially in facing the Industrial Revolution 4.0 which affects almost all economic sectors. Schwab (2017) stated that vocational education must be able to accommodate rapid technological changes. The training program at Kolej Komuniti Rembau includes elements of digital entrepreneurship that focus on the use of technology in marketing, such as social media and other digital platforms. The increase in digital skills demonstrated by participants, as reflected in the post-test scores, is an indication that this training is able to anticipate the needs of modern industry, especially in the creative business sector such as fashion. Obschonka and Audretsch (2020) stated that digital entrepreneurship must be seen in the context of globalization and digitalization that continues to grow. In this training program, participants are not only taught basic entrepreneurial skills, but also how to optimize technology to increase the efficiency of their business. This is in line with the objectives of vocational education which aims to prepare participants to face the business world which is increasingly influenced by digital technology. In this case, learning about managing sharia businesses that focuses on digital marketing is very relevant.

To further clarify the impact of the theories applied in this training, here is a comparative table between several relevant theories in the context of training at Kolej Komuniti Rembau.

Table 1 Relevant theories in the training context at Rembau Community College

Theory	Main Principles	Applications in Training	Results Achieved
Constructivism Theory (Latchem, 2017)	Learning occurs through direct experience and interaction with the material being studied.	Use of case studies and sharia business simulations to engage participants in real-life learning experiences.	Significant improvement in participants' understanding of sharia-based marketing and design.
Sharia Marketing (Abdullah and Ismail, 2016)	Marketing that prioritizes ethics, justice, and Islamic values in every aspect of business.	Learning about sharia principles in marketing and how to avoid unethical business practices.	Participants are able to manage their business more ethically and in accordance with sharia principles.
Digital Entrepreneurship (Obschonka and Audretsch, 2020)	Entrepreneurship that integrates digital technology to increase efficiency and respond to the challenges of globalization.	Digital entrepreneurship training with a focus on the use of digital platforms and social media for marketing.	Improved skills in the use of digital technologies for marketing.
Industrial Revolution 4.0	Education that is adaptive to rapid	Focus on developing digital skills in the	Participants demonstrate

(Schwab, 2017)	technological developments accommodates needs of modern industry.	business world, such as digital-based product design and online marketing.	mastery of digital skills relevant to industry 4.0.
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Vocational education based on sharia principles and digital entrepreneurship also contribute to the development of the sharia economy. Setiawan and Aditya (2019) emphasized the importance of sharia-based entrepreneurship education in empowering the younger generation to contribute to a more equitable and sustainable economy. In this case, the training conducted at Kolej Komuniti Rembau not only equipped participants with technical skills, but also with an understanding of the importance of running a business in accordance with sharia principles. This success can be seen in the increase in participants' knowledge of sharia-based entrepreneurship, which is reflected in higher post-test scores. This training program also has a positive impact on the creative industry, especially in the fashion sector, which is now growing rapidly in the digital world. Participants trained at Kolej Komuniti Rembau acquired product design skills that not only follow global fashion trends but also comply with sharia principles. By mastering digital skills, participants can utilize social media and e-commerce platforms to market their products, which is very relevant to market dynamics in the digital era. This shows that vocational education based on sharia and digital technology is able to prepare participants to compete in the increasingly growing global market.

Conclusion

The implementation of community service overall at Kolej Komuniti Rembau has proven successful in improving participants' skills in marketing, design, and sharia-based entrepreneurship. Based on the results of the pre-test and post-test, participants showed a significant increase in their understanding and application of the skills taught. The application of constructivism, sharia marketing, and digital entrepreneurship theories in this training program has proven effective in preparing participants to face the challenges of the modern business world, especially in the sharia-based creative industry in Indonesia and Malaysia. This success shows that vocational education that integrates sharia principles and digital technology can be the right solution to prepare the younger generation to face an increasingly complex and globally connected business world.

Author's Contribution

First and second author: Creating and designing analyses, collecting data, and contributing data or analysis tools; Third and Fourth author: performance analysis; Writing papers. Fifth - Tenth: Editing; Proofread

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Declaration of Competing Interest

The authors declare that they have no conflict of interest.

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