



The Role of Civic Education and Sharia Business in Shaping a Generation of Young Entrepreneurs with Integrity in the Digital Era

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Abstract: This study aims to examine the interconnection between the values of Civic Education (PKn) and the principles of Sharia economics in the development of young entrepreneurs in the digital era, where digital transformation opens broad entrepreneurial opportunities through online platforms while simultaneously presenting challenges such as unhealthy competition, lack of transparency, and declining integrity in business practices. Using a literature review method, this research analyzes various theoretical sources related to Civic Education values, civic ethics, Sharia economic principles, and digital entrepreneurship. The findings indicate that Civic Education values—such as responsibility, honesty, legal awareness, and social concern—play a significant role in shaping the ethical character of young entrepreneurs, while Sharia economic principles, including justice, halal orientation, and the prohibition of gharar, reinforce fair, transparent, and accountable digital business practices. The integration of these two frameworks provides a comprehensive ethical foundation that supports the development of young entrepreneurs who are not only economically capable but also possess strong moral character and a commitment to the public good, thereby contributing to a sustainable and ethical digital entrepreneurship ecosystem.

Keywords: Civic Education (PKn), Sharia Economics, Young Entrepreneurs, Digital Era, Business Ethics

1. Introduction

The rapid development of digital technology has brought significant changes to modern society. The business sector is among the most affected by digitalization. Today's young generation has wider opportunities to engage in entrepreneurship through various digital platforms, such as marketplaces, social media, and application-based services. This condition enables them to develop creativity, expand market networks, and run businesses with more efficient capital. However, these vast opportunities are accompanied by various challenges, including intense business competition, information overload, and the rise of unethical practices that may harm consumers and other business actors.

In this context, integrity becomes the fundamental foundation that enables young entrepreneurs to survive and grow ethically. Integrity is not only related to honesty, but also to responsibility, moral steadfastness, consistency, and the ability to maintain public trust. The development of integrity cannot occur instantaneously; rather, it must be cultivated through a continuous educational process. This is where Civic Education plays an important role, as it emphasizes character formation through the values of Pancasila, legal awareness, social ethics, and civic responsibility. Civic Education helps learners understand the importance of moral principles in social life, including when they engage in the business sector.

Unlike other character education approaches that generally focus on individual moral traits such as honesty, discipline, and hard work, Civic Education offers distinctive and specific contributions to shaping the integrity of young entrepreneurs.

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Civic Education does not merely build personal character; it also instills awareness of one's role as a citizen, emphasizing legal, social, and moral responsibilities in all spheres of life, including digital entrepreneurship.

Through the internalization of Pancasila values, Civic Education encourages young entrepreneurs to uphold principles of humanity, social justice, and balance between rights and obligations. The emphasis on legal awareness motivates business actors to comply with digital business regulations, protect consumer rights and personal data, and avoid unlawful practices. Meanwhile, civic responsibility fosters the understanding that business activities are an integral part of social life and should contribute to the common good rather than solely pursue personal profit.

Thus, the contribution of Civic Education to entrepreneurial integrity is more comprehensive, as it integrates moral, social, legal, and civic dimensions elements that are not always fully addressed in other character education approaches. Furthermore, Sharia Business offers relevant guidelines for addressing the challenges of the digital era. Sharia principles such as justice, honesty, trustworthiness (amanah), transparency, and the prohibition of deceit serve as a strong ethical foundation for young entrepreneurs. Sharia Business places moral values at the core of economic activities, ensuring that business actors pursue not only profit but also blessings and the public good. In the digital business world, which is susceptible to online fraud, data manipulation, and consumer exploitation, Sharia principles provide an essential guide for maintaining business integrity.

The synergy between Civic Education and Sharia Business becomes a key factor in shaping the integrity of young entrepreneurs in the digital era. Civic Education establishes a moral, legal, and social foundation, while Sharia Business provides practical and applicable ethical principles for daily business practices.

The integration of these two fields creates a holistic educational approach in which young entrepreneurs not only understand ethical values conceptually but are also able to apply them concretely in digital business activities. Civic values reinforce social responsibility and justice, while Sharia Business principles emphasize honesty, trustworthiness, and the pursuit of ethical and sustainable economic outcomes.

The synergy between Civic Education and Sharia Business becomes a key factor in shaping a generation of young entrepreneurs who are ethical, principled, and capable of adapting to changing times. Civic Education establishes a moral foundation and social responsibility, while Sharia Business provides economic ethical principles that can be directly applied in business practice. By integrating these two aspects, the younger generation is expected to become business actors who are not only digitally proficient and competitive, but also strongly committed to values of goodness and sustainability.

Based on the discussion above, the distinctive contribution of Civic Education compared to other character education approaches becomes increasingly evident, particularly in shaping the integrity of young entrepreneurs who are oriented toward legal compliance, social responsibility, and civic values. When these values are synergized with Sharia Business principles, they form a model of digital entrepreneurship that is not only economically competitive but also ethical, fair, and sustainable.

Therefore, research on the role of Civic Education and Sharia Business in developing the integrity of young entrepreneurs in the digital era is essential to provide both theoretical and practical contributions to education, entrepreneurship development, and the promotion of an ethical digital business culture.

Based on the discussion above, it is important to conduct research on the role of Civic Education and Sharia Business in developing young entrepreneurs with integrity amid the rapid advancement of the digital era. This study is expected to provide a comprehensive overview of the contributions of both fields in producing a generation of business actors who are professional, responsible, and ready to compete at the global level.

Based on the background of the study, this research seeks to answer several key questions concerning the role of Civic Education and Sharia Business in the development of young entrepreneurs in the digital era. Specifically, the study explores how Civic Education contributes to shaping the character, integrity, and civic responsibility of young entrepreneurs, how Sharia Business principles can be applied to address both the challenges and opportunities of digital business, and how the synergy between Civic Education and Sharia Business can foster entrepreneurs who are ethical, integrity-driven, and competitive. In line with these questions, the objectives of this study are to describe the role of Civic Education in instilling values of integrity, morality, and responsibility among young entrepreneurs, to analyze the application of Sharia Business values and principles in digital entrepreneurial activities, and to explain the forms of synergy between Civic Education and Sharia Business in developing a generation of young entrepreneurs who are ethical, adaptive, and competitive in the digital era. Furthermore, this study is expected to provide both theoretical and practical benefits, including contributing to academic discourse on the integration of character education, Sharia ethics, and digital entrepreneurship, serving as a reference for future research, enhancing young entrepreneurs' understanding of the importance of integrity and ethical responsibility, supporting educational institutions in designing integrated curricula or entrepreneurship programs, guiding novice entrepreneurs in applying Sharia principles and civic ethics, and encouraging the development of a clean, fair, and socially oriented digital business culture.

2. Materials and Methods

This study employs a qualitative approach using a literature review method. This approach was chosen as it is suitable for analyzing concepts, theories, and previous research related to Civic Education, Sharia Business, integrity, and the development of young entrepreneurs in the digital era. The literature review was conducted by collecting various relevant written sources, such as scientific articles, research journals, academic reports, reviews or credible online publications, and other documents that support the discussion. All obtained data were analyzed in depth to identify patterns, relationships among variables, and to gain a comprehensive understanding of the role of Civic Education and Sharia Business in fostering the integrity of young entrepreneurs.

The research process was carried out through several stages. First, the researcher identified the main issues or problems related to the challenges faced by young entrepreneurs in the digital era and the importance of fostering integrity through education and Sharia values. Second, the researcher collected various written sources relevant to the focus of the study, including those discussing the fundamental concepts of Civic Education, Sharia Business principles, and theories of integrity in entrepreneurship. Third, the researcher conducted a selection of sources by ensuring the relevance of the content and the quality of information to maintain credibility and accountability. Fourth, the researcher analyzed the content of these sources using a content analysis approach, examining the meaning, context, and interrelationships of the data to support the study's arguments.

Subsequently, the results of the analysis were organized into a systematic narrative to explain the role of the two fields—Civic Education and Sharia Business—in developing a generation of young entrepreneurs with integrity in the digital era. This literature review method does not involve interviews, field observations, or photographic documentation, as all data were obtained through the examination of available written sources. Through this approach, the study is expected to provide a strong and comprehensive theoretical overview and support an in-depth discussion of the research topic.

3. Results and Discussion

3.1 *The Role of Civic Education in Building the Integrity of Young Entrepreneurs in the Digital Era*

Civic Education plays a fundamental role in shaping the character and integrity of the younger generation who will enter the entrepreneurial world (Pendidikan & Politik, 2024). Amid the rapid development of digital technology, integrity has become a crucial element, as economic activities now take place in a fast-paced environment that is transparent and highly susceptible to misuse (Prabandari et al., 2024). Civic Education provides moral values, ethics, and an understanding of rights and responsibilities, which can serve as a guide for young entrepreneurs in conducting business activities honestly and responsibly. (Bila et al., 2023; Hasanah & Medan, 2024).

Through learning about national values, social justice, responsibility, public ethics, and anti-corruption, Civic Education strengthens the younger generation's awareness of the importance of ethical behavior in economic activities (Yuniarto et al., 2024). This understanding is particularly crucial in the digital era, as entrepreneurs face challenges such as fake news, promotional content manipulation, non-transparent transactions, and potential online fraud. With the foundation of Civic Education, young people can better appreciate the importance of upholding honesty in digital marketing, protecting customer data, and conducting business in accordance with applicable laws and regulations. (Saqinah Aifi Kirmala et al., 2024)

In addition, Civics Education (PKn) also strengthens digital citizenship awareness, which refers to the ability to behave ethically, responsibly, and wisely in digital spaces (Ali, 2025; Ishtiaq, 2019). This is highly relevant for young entrepreneurs who utilize social media, e-commerce, and various digital platforms in business development (Kale et al., 2025; Munawarsyah et al., 2024). Thus, Civic Education not only instills moral values, but also shapes entrepreneurial character that upholds integrity, is adaptive to technological advancement, and is committed to social responsibility. (Muh. Hanif, 2024; Wirawan, 2020)

3.2 *The Contribution of Sharia Business Principles in Strengthening Young Entrepreneurs' Ethics in the Digital Era*

Sharia-based business provides clear ethical guidelines for young entrepreneurs, especially in facing a competitive and dynamic digital business environment (Faradisa & Dkk, 2023). Fundamental principles of Sharia business such as honesty (*shiddiq*), trustworthiness (*amanah*), justice (*'adl*), transparency (*tabligh*), as well as the prohibition of fraudulent practices (*gharar*) and manipulation (Kristiani et al., 2024), offer a strong ethical framework to maintain consumer trust and ensure business sustainability. (Beekun, 2019; Firmansyah et al., 2024).

In the digital era, various opportunities and challenges arise simultaneously. The ease of market access may trigger unethical practices such as the use of fake testimonials, price fraud, concealment of product information, and customer privacy violations. In this context, Sharia principles serve as a relevant guideline for entrepreneurs to maintain honesty in product descriptions, set fair prices, and ensure that transactions are carried out transparently and without harming any party. (Hasanah & P, 2024; Moch Anshori & Tachiyat, 2025).

The application of Sharia principles also reinforces the aspect of social responsibility in business. Young entrepreneurs are not only profit-oriented, but they also consider blessing values (*barakah*), business sustainability, and benefits for society (Mujib & Surabaya, 2024). This is reflected in the growing interest among the younger generation to run businesses with ethical approaches that are environmentally friendly and aligned with moral values—providing not only economic gain but also social impact. (Rustyawati & Siswoyo, 2023)

Thus, Sharia-based business plays an important role in shaping the mindset of the younger generation to remain grounded in ethics, even amid the pragmatic tendencies of digital technological development. These principles help create entrepreneurs who are able to compete while upholding moral values and justice.(Kontemporer, 2022)

3.3 Integration of Civic Education and Sharia Business in Developing Young Entrepreneurs with Integrity in the Digital Era

The integration of Civic Education and Sharia Business creates a comprehensive approach to shaping young entrepreneurs who are not only technically competent but also possess strong character and integrity. Civic Education provides an ethical and moral foundation related to national values, rights and obligations, as well as public ethics. Meanwhile, Sharia-based business reinforces morality in economic practices through principles of honesty, justice, and responsibility.(Ningrum, 2022; Trissetianto & Ali, 2025).

This integration reflects a synergistic relationship, in which civic values provide a macro-social, legal, and citizenship-based orientation, while Sharia economic principles offer micro-level ethical guidance in daily entrepreneurial practices. Civic values shape entrepreneurs' awareness that business activities are embedded within a broader social system and therefore must contribute to societal well-being, environmental balance, and long-term national development (Najmudin et al., 2024).

At the same time, Sharia economic principles emphasize that economic behavior is not value-neutral, but morally accountable, both socially and spiritually. Concepts such as *maslahah* (public benefit), *barakah* (blessing), and balance (*mizan*) reinforce ethical decision-making that prioritizes sustainability over short-term profit (Hidayat & Hamid, 2024).

From a sustainability perspective, this synergy encourages young entrepreneurs to adopt sustainability-oriented entrepreneurial behavior, characterized by long-term orientation, responsible innovation, ethical resource management, and social impact awareness. Civic Education promotes sustainability through values of social justice, collective responsibility, and intergenerational equity, while Sharia economics strengthens these values through moral accountability and the pursuit of societal welfare (Yogasrini, 2018)

In the context of digital entrepreneurship, this synergistic relationship becomes increasingly relevant. Rapid technological advancement often leads to exploitative business models, excessive digital manipulation, and neglect of social and environmental impacts. Entrepreneurs who internalize both civic values and Sharia principles tend to use digital platforms ethically, ensuring transparency in digital marketing, protecting consumer data, avoiding deceptive practices, and developing products or services that provide genuine value to society (Sudi et al., 2024)

Empirically, the integration of civic values and Sharia economic principles can be observed in sustainability-oriented entrepreneurial behaviors such as ethical digital branding, fair pricing strategies, environmentally conscious production, inclusive employment practices, and responsible innovation. Entrepreneurs guided by this dual-value framework are more likely to align business objectives with social and environmental sustainability (Uliya et al., 2023).

Furthermore, this synergy fosters a mindset in which young entrepreneurs perceive themselves not only as market actors but also as citizens and moral agents. This dual identity strengthens ethical decision-making, accountability, and commitment to sustainable business growth. As emphasized by (Garces & Adriatico, 2019), entrepreneurship functions as a driver of social transformation, and when grounded in civic and Sharia values, it contributes positively to sustainable development goals.

In conclusion, the synergistic relationship between civic values and Sharia economic principles plays a crucial role in shaping sustainability-oriented entrepreneurial

behavior among young entrepreneurs in the digital era. Civic Education instills social responsibility, legal awareness, and civic ethics, while Sharia economics reinforces moral accountability, justice, and public welfare. Together, these frameworks create a holistic foundation for ethical, resilient, and sustainable entrepreneurship (Najmudin et al., 2024).

When these two aspects are combined, a more holistic understanding is formed regarding how to conduct digital business ethically. Young entrepreneurs can understand that business success is not measured solely by financial profit, but also by how far the business benefits society without violating moral values (Porter & Kramer, n.d.). This integration also shapes the mindset that digital technology should be used wisely—not to deceive or exploit consumers, but to create valuable and trustworthy products and services. (Manurung et al., 2025)

In its implementation, this integration can be seen through various aspects such as honest digital marketing content, secure online transactions, ethical use of customer data, and a commitment to avoiding harmful business practices. Entrepreneurs who are educated through the perspectives of Civic Education and Sharia tend to have a higher awareness of the social and ethical impacts of digital business activities. This becomes an important asset in building a strong and sustainable business reputation (Uliya et al., 2023).

In addition, this integration enables the younger generation to develop digital businesses with a spirit of nationalism, social ethics, and justice-oriented sustainability values (Schumpeter, 2017). They do not only become economic actors, but also agents of change who promote a more ethical, innovative, and responsible business culture in the digital era. (Achmad Ardanu & Rohmawati Kusumaningtias, 2025)

4. Conclusions

Civic Education and Sharia Business play a crucial role in shaping a generation of young entrepreneurs with integrity in the digital era. Through Civic Education, young people gain a fundamental understanding of moral values, public ethics, social responsibility, as well as awareness of being good citizens within digital spaces. Values such as honesty, anti-corruption attitudes, discipline, and compliance with the law become essential foundations for entrepreneurs to conduct business activities ethically and responsibly. Amid the advancement of digital technology that brings both opportunities and risks, the integrity instilled through Civic Education serves as a moral compass that protects entrepreneurs from unethical practices.

Meanwhile, the principles of Sharia business strengthen ethical and moral aspects within digital economic activities. Values such as justice, transparency, trustworthiness, as well as the prohibition of fraud and information manipulation, are highly relevant to be applied in online business, which is vulnerable to deceitful practices. Sharia business guides young entrepreneurs not to focus solely on profit, but also to uphold public benefit (*maslahah*), sustainability, and social responsibility. Thus, Sharia-compliant business provides clear direction for the younger generation to build enterprises that are moral, trustworthy, and beneficial to society.

The integration of Civic Education and Sharia Business serves as a key factor in shaping young entrepreneurs with complete character—those who are competent in utilizing digital technology while maintaining a strong moral foundation. The synergy between these two fields leads to the understanding that business success is not only determined by creativity and digital innovation, but also by ethics, responsibility, and honesty. Young generations who understand Civic Education and apply Sharia principles will be able to develop digital businesses wisely, transparently, and in alignment with humanitarian values and the public good.

Overall, it can be concluded that Civic Education and Sharia Business hold an important contribution in developing a generation of young entrepreneurs with integrity. Both serve as moral and ethical foundations that are highly needed amid the

rapid advancement of digital technology. Through the implementation of Civic Education values and Sharia principles, young entrepreneurs are expected to create a digital business ecosystem that is honest, sustainable, innovative, and beneficial to the wider society.

Based on these findings, further research is strategically needed to empirically test the effectiveness of integrating Civic Education values and Sharia Business principles in shaping ethical and sustainability-oriented entrepreneurial behavior in the digital age. Future studies should move beyond conceptual and normative analyses by adopting empirical research designs that are able to measure the real impact of this integration on young entrepreneurs' attitudes, decision-making processes, and business practices.

One strategic direction for future research is the use of quantitative approaches, such as surveys or structural equation modeling (SEM), to examine the relationship between internalized civic values, Sharia ethical principles, and entrepreneurial integrity, sustainability orientation, and digital business performance. This approach would allow researchers to statistically test causal relationships and identify key variables that significantly influence ethical entrepreneurial behavior.

Another important direction is the implementation of qualitative and mixed-methods studies, including in-depth interviews, case studies, and digital ethnography. Such approaches can provide deeper insights into how young entrepreneurs interpret and apply Civic Education values and Sharia principles in real digital business contexts, particularly when facing ethical dilemmas such as data privacy issues, misleading online marketing, or unfair competition.

5. Patents

Educational institutions are encouraged to strengthen the integration between Civic Education and Sharia Business principles within the curriculum, so that students not only understand ethical concepts and moral values, but are also able to apply them in digital business practices. More applicative learning approaches, such as case studies and digital-based entrepreneurship projects, can help students understand real challenges they may face as future entrepreneurs. Young people entering the business world must also continue to improve their digital and ethical literacy so they can run their ventures transparently, honestly, and fairly. Sharia values such as trustworthiness (*amanah*), justice, and honesty need to be applied in every marketing process and digital transaction to build trust and support business sustainability. Meanwhile, the government is expected to strengthen regulations that support the creation of a safe and fair digital business environment through policies related to consumer protection, data security, and digital literacy education for the public. Considering that the digital world continues to evolve, future research is suggested to explore the relationship between emerging technologies—such as artificial intelligence, big data, or digital automation—and the development of ethical awareness among young entrepreneurs, so as to provide a deeper understanding of how Civic Education values and Sharia business principles can be applied in an increasingly modern and complex digital business ecosystem. In addition, society as consumers is expected to play an active role in supporting entrepreneurs who uphold integrity by choosing honest, transparent, and non-harmful products and services, thus encouraging the creation of a healthier and more ethical digital business environment.

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data resources and curated the data according to the research needs. The initial manuscript drafting was completed by Author 1, while final review and editing were performed by Author 4. Visualizations in the form of charts or conceptual flow diagrams were designed by Author 5, who also contributed to funding acquisition. Research supervision was conducted by Author 4, and project administration was managed by Author 2.

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