



## **STRENGTHENING MUSLIM WOMEN AND YOUTH PARTICIPATION IN CREATIVE INDUSTRIES: A SUSTAINABLE DEVELOPMENT APPROACH THROUGH FEBI MART UIN SYEKH WASIL KEDIRI**

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*This study examines the role of FEBI Mart at UIN Syekh Wasil Kediri as a platform for empowering Muslim women and youth in creative entrepreneurship within the framework of Sustainable Development Goals (SDGs), particularly Goal 5 (Gender Equality) and Goal 8 (Decent Work and Economic Growth). The research employs a qualitative descriptive approach with data collected through observation, interviews, and documentation. The findings reveal that FEBI Mart serves as a practical learning hub that integrates Islamic values, business ethics, and creative industry practices. It provides entrepreneurial training, product innovation workshops, and digital marketing assistance aimed at enhancing self-reliance and economic participation among students and the local community. The initiative also fosters an inclusive entrepreneurial ecosystem that supports women-led microenterprises and youth-driven creative projects. Through this model, FEBI Mart contributes not only to local economic development but also to the realization of sustainable and equitable growth based on Islamic ethical principles. The study concludes that integrating academic, entrepreneurial, and community-based initiatives in Islamic higher education institutions can be an effective strategy to strengthen participation, innovation, and sustainability in Muslim entrepreneurship.*

**Keywords:** Women, youth empowerment, creative entrepreneurship, sustainable development, Islamic economics



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## Introduction

The empowerment of Muslim women and youth has become a strategic agenda in advancing sustainable economic development in the modern era. In Indonesia, the world's largest Muslim-majority nation, enhancing their economic and social capacities is not only vital for national growth but also central to achieving the Sustainable Development Goals (SDGs). Specifically, SDG 5, which promotes gender equality, and SDG 8, which focuses on decent work and inclusive economic growth, provide a global framework that can be contextualized within Islamic higher education settings.

Despite their vast potential, Muslim women and youth often face constraints in accessing economic resources, entrepreneurial training, and creative platforms to express their ideas. (Muhammad et al., 2020) These limitations have resulted in persistent gaps in productive participation and creative enterprise development. Addressing this challenge requires an empowerment model that effectively integrates Islamic ethical principles with the goals of sustainable economic growth.

The creative industry has emerged as one of the most dynamic sectors driving Indonesia's economic transformation over the past decade. (Ferdiansyah, 2025) It generates employment, stimulates innovation, and strengthens national competitiveness. However, the involvement of Muslim women and youth in this sector remains limited, particularly in regions lacking a robust entrepreneurial ecosystem. (Aravik et al., 2025) In this context, campus-based entrepreneurship programs offer a strategic pathway to bridge this participation gap and cultivate creative potential grounded in Islamic values.

UIN Syekh Wasil Kediri, through its initiative FEBI Mart, represents a distinctive model of creative entrepreneurship development within an Islamic academic environment. Functioning as both a business laboratory and an empowerment platform, FEBI Mart provides students with practical business experience while fostering community-based economic activities. This initiative positions the university as a catalyst for socio-economic transformation guided by Islamic ethical and spiritual foundations.

The concept of FEBI Mart resonates with the framework of an entrepreneurial university—an institution that not only educates but also actively contributes to local economic growth. (Hassan, 2024) Through a range of training programs, product innovation workshops, and mentoring for microenterprises, FEBI Mart nurtures an inclusive and adaptive entrepreneurial ecosystem responsive to the needs of Muslim women and youth. The initiative reframes economic activity as an endeavor oriented toward ethics, *maslahah* (social benefit), and sustainability, rather than mere profit generation.

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The integration of education, creative enterprise, and Islamic ethical values distinguishes FEBI Mart's approach from conventional entrepreneurial models. Foundational principles such as *ṣidq* (truthfulness), *amānah* (trustworthiness), and *ʿadl* (justice) are embedded in students' business practices, reinforcing the moral dimension of entrepreneurship. (Sudarwati et al., 2025) This integration cultivates entrepreneurs who are not only economically competent but also socially responsible and spiritually grounded.

Viewed through the SDGs lens, FEBI Mart contributes directly to advancing gender equality and promoting inclusive economic productivity. It offers a platform for women and youth to enhance their creative and technical skills through halal product innovation and Islamic-based digital marketing. These initiatives strengthen economic independence and elevate the social standing of women and youth within both academic and community contexts. (Verma, 2024)

Moreover, FEBI Mart functions as a practical laboratory where theoretical knowledge of Islamic economics is applied in real business contexts. Students gain experiential learning that links classroom concepts with entrepreneurial realities, thereby aligning Islamic higher education with labor market demands and sustainable development goals. (Adib, 2024)

Its participatory framework demonstrates how Islamic educational institutions can evolve into community-based enterprises. Collaboration among lecturers, students, and local stakeholders creates synergistic networks that foster microenterprise development and socio-economic empowerment. (Khie et al., 2024) In this sense, FEBI Mart serves not only as an educational platform but also as a hub for social innovation grounded in sustainability principles.

In terms of women's empowerment, FEBI Mart provides female students with opportunities to develop home-based enterprises such as halal culinary products, handicrafts, and modest beauty goods. This engagement not only nurtures entrepreneurial spirit but also reinforces women's roles in shaping a just and inclusive Islamic economy. Meanwhile, youth participants are encouraged to explore digital innovation, design, and creative marketing aligned with contemporary industry trends.

The FEBI Mart phenomenon exemplifies the transformation of Islamic higher education into a center for creative economic empowerment. It demonstrates a strategic response to the challenges of globalization and digitalization by merging intellectual pursuit, spiritual depth, and entrepreneurial practice. Through this synthesis, the institution fosters a generation of Muslim entrepreneurs who are adaptive, innovative, and globally competitive, yet firmly rooted in Islamic ethics.

Building on this background, the present study aims to examine the role of FEBI Mart at UIN Syekh Wasil Kediri in enhancing Muslim women's and youth's



participation in the creative industries through a sustainable development lens. The study contributes theoretically to the discourse on Islamic creative entrepreneurship and offers practical recommendations for strengthening sharia-based economic empowerment initiatives within Islamic higher education institutions.

### Literature Review

The empowerment of Muslim women and youth has long been a central topic in the discourse on Islamic economics and sustainable development. Scholars such as Kabeer (2012) and Sen (1999) argue that empowerment is not merely about access to economic resources, but also about enhancing agency, participation, and decision-making capacity.(Ganguly, 2022) Within the Islamic framework, empowerment is closely tied to the concept of *istiṭā'ah* (capability) and *maslahah* (public benefit), which emphasize human dignity and collective well-being.(Islam et al., 2025) This ethical foundation distinguishes Islamic empowerment from secular models by grounding it in the principles of justice (*'adl*), balance (*mīzān*), and trust (*amānah*) as outlined in the Qur'anic worldview.(Masorong, 2025)

In the context of Muslim societies, several studies highlight how education and entrepreneurship act as catalysts for empowerment. Andhy Tri Adriyanto et.al, suggest that integrating Islamic values into entrepreneurial education fosters ethical business practices and enhances socio-economic inclusion.(Tri Adriyanto et al., 2025) Similarly, Barqawi et. al. find that faith-based entrepreneurship promotes not only self-reliance but also social solidarity, particularly among women and youth in Muslim-majority countries.(Barqawi et al., 2025) These findings resonate with the notion that economic activity in Islam is a means of fulfilling both individual potential and communal responsibility.

The creative industry, as discussed by Kristina Kovaitė, et al, represents a key driver of modern economic transformation. It merges creativity, innovation, and technology to generate value while supporting inclusive growth.(Kovaitė et al., 2022) However, in many Muslim communities, participation in this sector remains constrained by cultural norms, limited institutional support, and a lack of access to digital infrastructure.(Armutcu et al., 2024) The gap indicates the need for an Islamic model of creative entrepreneurship that can reconcile religious values with the demands of a globalized creative economy.

The concept of the entrepreneurial university, introduced by Etzkowitz (2008), provides a theoretical lens for understanding how higher education institutions can bridge knowledge creation and economic application.(Garomssa, 2025) This model envisions universities as active agents in regional development through innovation, collaboration, and enterprise incubation. Within Islamic higher education, this concept



gains unique relevance, as universities are not only centers of knowledge but also institutions entrusted with the moral and spiritual formation of students.(Yunita et al., 2025) Integrating entrepreneurship into Islamic education thus aligns intellectual growth with ethical and societal responsibilities.

Empirical research in Islamic higher education further demonstrates the potential of campus-based entrepreneurship in advancing SDGs. For instance, studies show that student entrepreneurship initiatives grounded in sharia principles can enhance employability, reduce gender gaps, and stimulate local economies.(Halim et al., 2024; Shahriar et al., 2024) Similarly, Haneef et al. (2019) argue that faith-oriented business incubators within universities can generate sustainable economic impact while reinforcing Islamic ethical behavior in business.(Ghaliyati, 2025) These findings underscore the potential of institutions such as FEBI Mart to become models of ethical entrepreneurial ecosystems.

Nevertheless, gaps remain in understanding how Islamic ethical values are operationalized in creative industry practices. While there is extensive literature on Islamic finance and halal industries, fewer studies focus on the integration of Islamic ethics within micro-entrepreneurial or creative enterprise contexts. This leaves open questions regarding how principles such as *ṣidq* (truthfulness), *amānah* (trustworthiness), and *‘adl* (justice) are internalized in everyday business decisions, marketing, and innovation processes. Addressing these questions requires contextualized studies that examine real cases within Islamic academic environments.

Furthermore, research on gender and youth participation in Islamic entrepreneurship often emphasizes quantitative outcomes, such as income generation or employment rates, while overlooking qualitative aspects like empowerment, confidence, and ethical transformation. As Sally Jones et al. note, empowerment in Muslim contexts should be understood holistically—combining economic independence with moral development and community engagement.(Jones et al., 2025) In this regard, initiatives such as FEBI Mart can be studied as laboratories where empowerment is cultivated through lived experience and spiritual practice.

## Methods

This study employs a qualitative descriptive design to explore the role of FEBI Mart at UIN Syekh Wasil Kediri in empowering Muslim women and youth through Islamic value-based creative entrepreneurship. The qualitative design enables a contextual and holistic understanding of social phenomena by capturing interactions between economic activity, religious values, and sustainable development goals (SDGs). Data were collected through participatory observation, in-depth interviews,



and documentation of FEBI Mart's activities. Key informants included store managers, supervising lecturers, student entrepreneurs, and local community partners involved in the program.

The collected data were analyzed using thematic analysis through the stages of data reduction, data display, and conclusion drawing. Data validity was strengthened using triangulation of sources and methods to ensure the reliability of findings. The analysis focused on identifying empowerment patterns, mechanisms of Islamic values integration in creative business practices, and FEBI Mart's contribution to achieving SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth). This methodological approach provides an empirically grounded understanding that contributes to developing an inclusive and sustainable model of Islamic entrepreneurship within higher education contexts.

## **Result and Discussion**

### **Profile and Development Concept of FEBI Mart at UIN Syekh Wasil Kediri**

The Faculty of Islamic Economics and Business (FEBI) at UIN Syekh Wasil Kediri established FEBI Mart as a strategic initiative to strengthen practice-based entrepreneurship learning. Officially launched on September 20, 2022, this unit embodies the learning by doing concept within the Sharia Business Management curriculum. It reflects the institution's commitment to the vision of an entrepreneurial university, a campus that functions not only as an academic institution but also as a training ground for business competence and student economic empowerment. FEBI Mart thus serves as more than a commercial outlet; it is an experiential learning hub that bridges Islamic economic theory with real-world business practice.

According to Sri Hariyanti, a faculty member and coordinator of FEBI Mart, the initiative was designed to cultivate students' entrepreneurial spirit by offering them direct experience in managing business operations. Students are given the autonomy to produce, package, market, and sell their own products under faculty supervision. Through this participatory approach, they gain not only technical and managerial skills but also essential soft skills such as responsibility, discipline, and teamwork, competencies crucial for nurturing a generation of ethical and capable Muslim entrepreneurs.

Institutionally, FEBI Mart operates under the faculty and is jointly managed by lecturers and students. Its semi-cooperative governance structure allows students to engage in decision-making regarding operations and marketing, while lecturers serve as mentors and strategic advisors. This collaborative framework demonstrates the integration of academic and entrepreneurial dimensions, transforming business



activities into a continuous learning process. Through this model, FEBI Mart has successfully fostered a productive academic culture aligned with the evolving demands of the labor market.

Situated strategically within the university campus, behind the UIN Syekh Wasil Kediri Library and west of the FEBI building entrance, FEBI Mart benefits from high accessibility and visibility. The store functions as a focal point for faculty and student activities, ensuring a consistent internal consumer base. Its on-campus location reinforces its role as a living laboratory for entrepreneurship, where every business operation becomes a subject of academic reflection and applied research. This positioning aligns with UIN Syekh Wasil Kediri's vision of becoming an Islamic university distinguished by the integration of knowledge, faith, and action.

Operationally, FEBI Mart offers a diverse range of student-made products, including food items such as snacks, dim sum, siomay, nasi ayam geprek, nasi lalapan, and rice bowls, as well as non-food items like stationery, accessories, and tote bags. This diversification reflects students' understanding of campus consumer behavior and their responsiveness to local market needs. It also nurtures awareness of halal product innovation and ethical business conduct consistent with Islamic economic principles. Within the creative economy context, FEBI Mart represents a student-led enterprise that promotes creativity, social responsibility, and sustainable entrepreneurship.

The development concept of FEBI Mart embodies an Islamic value-based entrepreneurial model oriented toward sustainable development. By emphasizing business ethics, economic sustainability, and social empowerment, FEBI Mart serves as a micro-level laboratory for advancing the Sustainable Development Goals, particularly SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth). The active involvement of Muslim women and youth illustrates the effective integration of education, spirituality, and equitable economic practice. Consequently, FEBI Mart stands as a tangible example of Islamic creative entrepreneurship within higher education, reinforcing both competitiveness and the internalization of Islamic values in the landscape of modern economic practice.

### **Participation of Muslim Women and Youth in Creative Entrepreneurship Activities**

The participation of Muslim women and youth in the management of FEBI Mart at UIN Syekh Wasil Kediri illustrates the pivotal role of students in shaping a campus-based entrepreneurial ecosystem. The business unit operates under the Faculty of Islamic Economics and Business (FEBI), which comprises four academic programs, Islamic Economics, Islamic Banking, Sharia Business Management, and Sharia Accounting. This interdepartmental collaboration positions FEBI Mart as an integrative



platform linking Islamic business theory with applied practice. Notably, women constitute the majority of managers and contributors, both as employees and student entrepreneurs, reflecting the growing independence, creativity, and agency of Muslim women in the entrepreneurial domain.

Currently, around fifty active sellers have entrusted their products to FEBI Mart. Most are students, while several lecturers also participate by contributing items born of their own creativity. Each seller is permitted to consign a maximum of three product types to maintain diversity and market uniqueness. This rule also functions as an instructional mechanism for students to understand fair competition and product innovation. Through this system, they learn the fundamentals of marketing and Islamic business ethics, emphasizing not only profit generation but also barakah (blessing) and social responsibility as core entrepreneurial values.

FEBI Mart operates from Monday to Friday, with hours adjusted to the students' academic schedules. Beyond in-store transactions, the student management team has introduced a delivery service with a minimum order requirement, demonstrating their ability to adapt digital technologies to broaden market reach. Regular programs such as Jumat Berkah (Blessed Friday) embody Islamic philanthropic values within small-scale business operations, where a portion of sales revenue is allocated to campus or community-based social initiatives.

From the consumer perspective, FEBI Mart offers tangible benefits to students. Many express appreciation for the convenience of accessing daily necessities without leaving campus, which indirectly enhances learning efficiency and fosters loyalty toward locally produced goods. Nevertheless, several challenges remain, particularly the suboptimal location and limited display space. Such feedback indicates an emerging collective awareness among students of the need to improve spatial design and retail strategy to create a more attractive and competitive business environment.

The prominent involvement of women in FEBI Mart exemplifies the Islamic concept of women empowerment, which encourages women's active participation in economic activities while upholding moral integrity and modesty. Female students not only serve as vendors but also assume roles in operations management, digital marketing design, and strategic product development. This demonstrates that empowerment in Islamic higher education is not merely symbolic but oriented toward sustainable capacity building and leadership development.

Simultaneously, the engagement of Muslim youth in FEBI Mart aligns with youth empowerment theory, emphasizing experiential learning as a key process in developing self-efficacy and innovation.(Al Issa et al., 2025) By managing inventory, marketing, and customer service, students cultivate critical thinking and creative problem-solving abilities.(Chen & Chang, 2024) These activities reinforce



entrepreneurial character grounded in Islamic ethics, honesty (*ṣidq*), cooperation (*ta'āwun*), and social responsibility. (Yasmeen, 2024) FEBI Mart thus functions not merely as a retail enterprise but as a formative arena for developing ethical and sustainability-oriented entrepreneurial mindsets.

### **Integration of Islamic Values in Creative Entrepreneurship Practices**

The application of sharia principles in entrepreneurial practices at FEBI Mart, UIN Syekh Wasil Kediri, represents a defining feature that distinguishes it from conventional business models. This business unit is not solely profit-oriented but also aims to embed moral and spiritual values derived from Islamic teachings. (Nordin et al., 2022) The business concept developed at FEBI Mart integrates the principles of *amanah* (trustworthiness), *ṣidq* (honesty), *'adl* (justice), and *maslahah* (public benefit) into every operational activity. These values form the ethical foundation that guides managers, sellers, and consumers to interact fairly, honestly, and responsibly. Consequently, economic activities become not only a means of generating income but also a vehicle for cultivating Islamic character within the context of modern business practices. (Khalidin, 2024)

The principle of *amanah* serves as the core pillar of FEBI Mart's management system. Each seller entrusted to market their products must comply with the established standards regarding pricing, quality, and hygiene. Managers are responsible for ensuring that all goods sold meet consumer safety and quality requirements, reflecting the producer's accountability to the public. *Amanah* is also applied in financial systems through transparent and accountable bookkeeping. Mutual trust among managers, sellers, and buyers thus becomes a form of social capital that sustains the enterprise. From an Islamic economic perspective, maintaining *amanah* ensures that every business transaction yields blessings (*barakah*) and avoids elements of *gharar* (uncertainty) or *ghashb* (unlawful appropriation of others' rights). (Aksana, 2024)

The value of *ṣidq*, or honesty, constitutes the ethical foundation embedded in promotion and trade interactions. Students are trained to avoid exaggerative, manipulative, or misleading marketing practices. Each product must be presented truthfully, including its materials, price, and benefits. (Haer et al., 2025) This commitment to honesty not only builds customer trust but also shapes students' integrity and communication ethics. In the academic context, practicing *ṣidq* reinforces the notion that business success should not be measured merely by profit margins but by sincerity and truthfulness in work. (Jazil & Firdaus, 2024) Consequently, FEBI Mart functions as a living laboratory of Islamic business ethics, offering hands-on experience in upholding honesty as a core principle of business reputation.



Furthermore, the principle of *‘adl* (justice) governs the relationship among managers, sellers, and consumers. FEBI Mart enforces policies ensuring equal treatment for all sellers regardless of their academic program or social standing. Regulations limiting each student to three product types within a specified price range promote fair competition and inclusivity. Managers also ensure that profits from sales are distributed transparently and proportionally. In the educational context, this practice fosters students’ awareness of economic justice as a dimension of Islamic social responsibility. The principle of *‘adl* thus establishes balance between individual interests and collective welfare, reflecting Islam’s holistic approach to fairness in economic life.(Kurniadi & Salsabilla, 2025)

The concept of *maslahah* (public benefit) serves as the primary orientation of FEBI Mart’s operations. Beyond providing financial gain for students, the unit contributes to community welfare through initiatives such as the “Jumat Berkah” (Blessed Friday) program, which distributes free meals to local residents. This initiative embodies the realization of socially conscious Islamic economics grounded in compassion and equity. From the perspective of *maqāṣid al-sharī‘ah*, *maslahah*-oriented economic activities emphasize not only material profit but also the creation of moral and humanitarian value. FEBI Mart thus exemplifies an inclusive Islamic business model that harmonizes economic, social, and spiritual dimensions in a sustainable manner.(Putri & Aziz, 2025)

In its business decision-making process, sharia values function as the guiding framework influencing marketing strategies, pricing policies, and partnership agreements. For instance, product selection adheres strictly to halal standards and consumer protection principles. Marketing communication emphasizes educational and spiritual content rather than mere consumerism. Customer relations are cultivated through politeness, prompt service, and respect for each transaction as an act of worship. FEBI Mart, therefore, serves not only as a training ground for entrepreneurship but also as a moral formation platform rooted in the principles of *tawhīd* (oneness of God) and *ukhuwah Islāmiyyah* (Islamic solidarity).(Muhsin et al., 2024)

### **The Impact of FEBI Mart on Achieving SDG 5 and SDG 8**

The establishment of FEBI Mart under the Faculty of Islamic Economics and Business (FEBI) at UIN Syekh Wasil Kediri illustrates the tangible contribution of Islamic higher education institutions to the implementation of the Sustainable Development Goals (SDGs), particularly Goal 5 on gender equality and Goal 8 on decent work and economic growth. These two goals are highly relevant because FEBI Mart not only generates new economic opportunities for students but also enhances



women’s participation in entrepreneurship. This initiative affirms that Islamic higher education can drive inclusive development through a values-based approach, where economic activity is inseparable from principles of social justice and equality of roles.(Hadi et al., 2025)

In relation to SDG 5, FEBI Mart functions as an empowerment space for Muslim women actively engaged in production, distribution, and business management. Most of its managers and sellers are female students from programs such as Islamic Business Management, Islamic Banking, and Islamic Accounting. Their involvement strengthens entrepreneurial capacity while enhancing self-confidence, negotiation ability, and economic independence. Interviews with student managers reveal that the FEBI Mart experience serves as a practical learning platform for mastering essential business skills such as stock management, customer service, and marketing strategies. Consequently, FEBI Mart operates as a social learning arena that encourages Muslim women to be active and productive in public spaces while maintaining Islamic values.(Ghaliyati, 2025)

Gender equality is further reinforced through a managerial system that provides equal opportunities for male and female students in business management. Field data, however, show that female participation is dominant, accounting for approximately 70 percent of FEBI Mart’s entrepreneurs. This indicates a positive shift in social perceptions regarding women’s roles within academic and economic settings. FEBI Mart provides a safe and supportive environment where women can learn and innovate without facing structural discrimination. Through this active participation, female students not only acquire entrepreneurial competencies but also strengthen their position as social change agents within the university and the wider community.(Pech & Řehoř, 2021)

**Figure 4.** Motives Behind Female Entrepreneurship





FAKULTAS EKONOMI DAN BISNIS ISLAM  
كلية الاقتصاد الإسلامي والتجارة  
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Source: Qual Quant(Abrar ul Haq et al., 2021)

From the perspective of SDG 8, FEBI Mart contributes significantly to promoting students' economic participation and creating decent work opportunities. The initiative cultivates an entrepreneurial mindset grounded in Islamic values, encouraging students to balance financial gain with ethical conduct and social accountability. FEBI Mart also offers part-time employment opportunities for students serving as cashiers, administrative staff, and digital marketing managers. This hands-on experience equips them with essential workplace skills aligned with industry demands, including business communication, financial management, and customer relations. As such, FEBI Mart plays a vital role in improving student employability, one of the key indicators of SDG 8.

Beyond its direct economic impact, FEBI Mart fosters local economic growth through partnerships with nearby micro, small, and medium enterprises (MSMEs). Many of the products sold originate from local businesses producing snacks, herbal beverages, and handmade accessories. This collaborative model positions FEBI Mart not merely as an internal business laboratory but also as a bridge between academia and the community's economic ecosystem. By expanding networks of production and distribution, FEBI Mart strengthens a community-based economy that is both inclusive and equitable.

Moreover, the entrepreneurial approach practiced at FEBI Mart aligns with the concept of Islamic social entrepreneurship, which emphasizes balance among profit, people, and planet. Its business activities go beyond financial profit to ensure social benefit and environmental sustainability. Programs such as *Jumat Berkah* (Blessed Friday) and regular donation drives exemplify how profits are redirected toward social welfare initiatives.(Karakulah & Aishath Muneeza, 2024) Through these activities, students learn to internalize social responsibility in business and embody the Islamic principle of *maslahah* (public good) as outlined in *maqāṣid al-sharī'ah*.(Miftahussurur et al., 2025)

Conceptually, FEBI Mart represents a micro-model of sustainable development grounded in Islamic ethical values within higher education. The integration of education, business, and Islamic ethics demonstrates that the pursuit of SDGs can be contextually implemented without detaching from the moral and spiritual foundations of Muslim society.(Abuzar & Khondoker, 2024) The empowerment of women and youth in creative economic activities not only contributes to local economic growth but also broadens students' roles as agents of social transformation.(Adejoke, 2021) In this sense, FEBI Mart at UIN Syekh Wasil Kediri serves as a best-practice example of SDG



5 and SDG 8 implementation within Islamic economic frameworks, anchored in justice, independence, and sustainability.

Table 1. Empirical Findings: FEBI Mart's Contribution to SDG 5 and SDG 8

SDG Target	Key Indicators / Observed Practices	Findings / Empirical Evidence	Interpretation & Theoretical Implication
<b>SDG 5 – Gender Equality</b>	Increased female participation in business activities ( $\approx 70\%$ of student entrepreneurs are women)	Majority of FEBI Mart managers and sellers are female students from Islamic Business Management, Islamic Banking, and Islamic Accounting programs.	Demonstrates gender empowerment in Islamic higher education; supports women's access to entrepreneurship and leadership opportunities.
	Skills enhancement and confidence building among female students	Women involved in business management reported increased confidence, negotiation skills, and financial literacy.	Reflects <i>capability development</i> in line with Amartya Sen's human development theory, adapted to Islamic ethics.
	Equal access to managerial roles and decision-making	Managerial structure offers balanced opportunities for male and female students, with leadership positions open to both.	Reinforces inclusive governance aligned with maqāṣid al-sharī'ah principles of <i>'adl</i> (justice) and <i>musāwah</i> (equality).
	Safe and supportive working environment	Female students experience non-discriminatory, collaborative work culture.	Aligns with SDG 5.5 (ensuring full participation of women in leadership and decision-making). Enhances campus inclusivity.
	Integration of Islamic ethical values in women's empowerment	Activities designed within framework of <i>ihsan</i> and <i>maslahah</i> ; women encouraged to lead with integrity.	Illustrates Islamic ethical foundation for sustainable gender equality beyond Western empowerment paradigms.
<b>SDG 8 – Decent Work and</b>	Creation of student employment opportunities	Students employed part-time as cashiers, digital marketing managers, and administrative staff.	Supports SDG 8.3 (promote development-oriented policies that support productive activities and decent job creation).
	Entrepreneurship and skill-based learning	Students engage in business operations: stock	Enhances employability and aligns with <i>experiential</i>

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<b>Economic Growth</b>		management, marketing, and customer relations.	<i>learning</i> theory in entrepreneurial education.
	Collaboration with local MSMEs	FEBI Mart sources products from nearby small enterprises (snacks, herbal drinks, accessories).	Fosters local economic linkages; applies <i>triple helix model</i> by connecting university, community, and market.
	Ethical and value-based entrepreneurship	Business model integrates profit with social and environmental responsibility.	Represents <i>Islamic social entrepreneurship</i> —balancing profit ( <i>kasb</i> ), people ( <i>ukhuwah</i> ), and planet ( <i>amanah</i> ).
	Community-based redistribution (e.g., <i>Jumat Berkah</i> program)	Profits used to fund charitable activities and student welfare initiatives.	Embodies <i>maqāṣid al-sharī'ah</i> through realization of <i>maslahah 'ammah</i> (public good); connects SDG 8 with SDG 10 (reduced inequalities).

**Capacity Building and Innovation in the Islamic Creative Industry Ecosystem**

The concept of the entrepreneurial university has become a key paradigm in modern higher education, positioning universities not only as academic institutions but also as catalysts of innovation, entrepreneurship, and local economic development. (Rådberg & Löfsten, 2024) FEBI Mart at UIN Syekh Wasil Kediri embodies this spirit by integrating creative entrepreneurial activities within the framework of Islamic economics education. As a campus-based business unit, FEBI Mart is designed to strengthen students' capacity in managing value-oriented, innovative, and sustainable enterprises. This initiative encourages students to act as agents of change within the emerging Islamic creative industry ecosystem in Kediri.

Student capacity building at FEBI Mart is carried out through an experiential learning approach, where students not only study entrepreneurship theory in the classroom but also apply it directly through business activities. By engaging in operational management, inventory control, sales strategy, and digital promotion, students acquire technical competencies while cultivating Islamic work ethics such as *amanah* (trustworthiness) and *istiqamah* (consistency). (Najmudin et al., 2024) This approach aligns with the objectives of SDG 4 on quality education and SDG 8 on decent



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work and economic growth, providing students with both practical experience and moral grounding.

One of FEBI Mart's most notable contributions lies in the development of halal and environmentally friendly products as part of its Islamic creative industry identity. Students are given opportunities to design and market food, beverages, and accessories that meet halal and ethical standards. (Ismail, 2025) In this regard, FEBI Mart functions as an incubator of halal innovation, not only strengthening the campus economy but also expanding students' understanding of halal regulations and the Islamic value chain. This initiative reinforces UIN Syekh Wasil Kediri's reputation as an institution that integrates Islamic principles with sustainability practices.

Beyond product development, innovation at FEBI Mart also focuses on design and digital marketing. The unit provides training in graphic design, product photography, and social media management to enhance students' competitiveness in the digital business landscape. These training sessions not only develop technical proficiency but also instill ethical awareness in promotional practices, such as honesty in advertising and social responsibility in marketing communication. Through this approach, students cultivate digital literacy that harmonizes spiritual values with professional integrity. (Kolotouchkina et al., 2021)

Synergy among lecturers, students, and the surrounding community forms a vital element in building an Islamic entrepreneurial ecosystem within FEBI Mart. (Halim et al., 2024) Lecturers serve as mentors and facilitators, while students act as primary drivers implementing business ideas. This collaborative relationship extends to partnerships with local MSMEs, which serve as suppliers and co-innovators in product development. As a result, FEBI Mart functions not only as a campus business laboratory but also as a bridge connecting academia with real economic sectors.

This collaborative approach reflects the triple helix model, which links academia, industry, and society in a unified innovation ecosystem. (Schebesch et al., 2024) Within FEBI Mart, this model evolves into an Islamic entrepreneurial ecosystem, where business activities are guided not solely by profit motives but by the pursuit of *barakah* (divine blessing) and *maslahah* (social benefit). Consequently, students are nurtured not only as young entrepreneurs but also as pioneers of socially conscious innovation rooted in Islamic ethics.

FEBI Mart also serves as an experimental space for developing social entrepreneurship, particularly in supporting female and youth entrepreneurs with limited financial resources. Through a consignment system, students can market their products with minimal capital requirements, promoting inclusive economic participation. (Strydom & Kempen, 2021) This business model reinforces the

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implementation of SDG 5 (Gender Equality) by providing equitable opportunities for women to compete and thrive within the Islamic creative industry.

Overall, FEBI Mart at UIN Syekh Wasil Kediri demonstrates that integrating education, innovation, and Islamic values can foster a sustainable creative industry ecosystem. Through student capacity enhancement, halal product development, and cross-sector collaboration, FEBI Mart stands as a tangible example of a Sharia-based entrepreneurial university. This model contributes not only to local economic development but also strengthens the role of Islamic higher education as a center of innovation aligned with the comprehensive realization of the Sustainable Development Goals.



## **Theoretical and Practical Implications for the Development of Islamic Entrepreneurship**

This study makes a significant theoretical contribution by strengthening the concept of Islamic creative entrepreneurship as an integrative model that combines sharia-based values with principles of innovation and sustainability. In Islamic entrepreneurship literature, values such as *amanah* (trustworthiness), *‘adl* (justice), *maslahah* (public benefit), and *ihsan* (excellence) are often cited as the ethical foundations of business activity. This research extends that understanding by demonstrating how these values can be practically implemented in the management of campus-based business units such as FEBI Mart. The findings affirm that Islamic entrepreneurship is not merely profit-oriented but also grounded in human capacity building and social justice.

Theoretically, the findings also enrich the discourse on the nexus between the entrepreneurial university and Islamic economics education. FEBI Mart functions as a transformative learning environment that merges experiential learning with spiritual and ethical business practices. This concept underscores that Islamic universities can act as incubators of ethical innovation, where students not only generate creative business ideas but also cultivate moral and social awareness. Consequently, this study expands the boundaries of Islamic entrepreneurship theory from a purely normative framework toward one that is more applied and contextually grounded.

From the perspective of sustainable development, the study provides a conceptual basis suggesting that the engagement of women and youth in Islamic creative industries can serve as an effective strategy to achieve SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth). The FEBI Mart model illustrates that gender inclusivity and value-based entrepreneurial training can strengthen the balance between economic growth and social justice. This reinforces the argument that Islamic economics offers an ethical and sustainable alternative paradigm for development.

The practical implications of this research lie in how Islamic higher education institutions can adopt similar models to nurture student entrepreneurship. FEBI Mart exemplifies that entrepreneurial capacity building can be achieved through the integration of curriculum design, hands-on training, and faculty mentorship. Other Islamic universities may replicate this framework by adapting it to their local contexts, thereby creating a learning ecosystem that supports students' economic self-reliance while maintaining sharia compliance.

In addition, the research offers practical guidance for FEBI Mart's management and comparable institutions in strengthening business sustainability. Enhancing managerial systems, diversifying halal products, and optimizing digital marketing



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strategies are crucial for long-term growth. The integration of information technology into management and promotion, for instance, can expand market reach and strengthen the branding of Islamic entrepreneurship among younger generations. In this way, FEBI Mart can evolve into a center of excellence for campus-based Islamic business innovation.

## Conclusion

The findings of this study underscore the strategic and ethical significance of developing Islamic creative entrepreneurship as a transformative framework that bridges religious values, innovation, and sustainability within higher education. By positioning FEBI Mart as a living laboratory of entrepreneurial university principles grounded in sharia-compliant ethics, the research demonstrates that Islamic entrepreneurship can simultaneously nurture economic creativity, social inclusivity, and moral accountability. This integration not only advances theoretical discussions on the role of faith-based institutions in economic development but also offers a replicable model for empowering youth and women in the creative industries, thereby contributing to the achievement of key Sustainable Development Goals. The study's practical implications extend to curriculum design, business incubation, and digital transformation strategies in Islamic universities, suggesting that entrepreneurial education should evolve beyond conventional market orientation toward fostering ethical innovation and community resilience. Nevertheless, the research is limited by its case-based scope and institutional focus; future studies could adopt comparative or longitudinal approaches to assess the scalability and long-term impact of such models across diverse educational and cultural contexts. Overall, this study reinforces the relevance of Islamic entrepreneurship not merely as an economic activity but as a moral enterprise, one that embodies the synthesis of *'ilm*, *īmān*, and *'amal* in realizing social justice and sustainable prosperity in contemporary Muslim societies.

## Author Contributions

Arif Zunaidi designed the research framework, conducted data interpretation, and finalized the manuscript. Fachrial Lailatul Maghfiroh collected and analyzed qualitative data and prepared the initial draft. Both authors reviewed and approved the final version of the paper.

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