

Does Islamic Entrepreneurship Aligned with Digitalization Era ?

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ABSTRACT

The purpose of this article is to explain several research gaps including: the assumption that occurs in society that entrepreneurship carried out Islamically is often not in line with the digitalization era. The view that Islamic entrepreneurship is the same as trading conventionally is still inherent in society. In addition, digital problems are not the main goal of Muslims. Therefore, how to align Islamic entrepreneurship with the era of digitalization needs to be investigated further.

This study applies feasibility study with qualitative descriptive method. It is stated that problems that occur in society must be studied in certain situations, including regarding the relationship between events and SWOT analysis as a strategy, as well as the views that prevail in society. Because of such findings, the interjection using SWOT analysis as a strategy resulted in an enlightenment, namely Islamic entrepreneurship can be in harmony with digital technology. The novelty of the study is important, namely that research with this title has not existed before. The discovery of the novelty of this research can be seen in figure namely Analysis SWOT Diagram for Islamic Entrepreneurship Alignment with Digital Era. For The implication that can be carried out is that this research can be a reference material not only for Muslim entrepreneurs but also general entrepreneurship that to advance their businesses must align with technology at that time.

I. INTRODUCTION

Muslims today live in a digital age that is very fast and impossible to resist, so they must be aware and race against time in preparing themselves. Otherwise, Muslims will be left behind by the times (Menkominfo Rudiantara, opening of the 19th AICIS, 2019). Because the development of digitalization both in information and in entrepreneurship occurs very quickly, thus forcing Muslims to be adaptable in enlightening and resuscitating themselves to understand the diversity of technology. The issue of whether Islamic entrepreneurship can be in aligned with the digital era is an interesting and relevant issue with the times. Islamic entrepreneurship is entrepreneurship based on Islamic values, such as halal, thayyib, and barakah. The digital era is an era where information and communication technology are developed rapidly and provides opportunities and challenges for entrepreneur / business actors. According to several sources I found, Islamic entrepreneurship can be in harmony with the digital era if it meets several conditions, including:

1. Using digital technology as a means to improve the quality of products and services, and expand markets and business networks, without sacrificing ethical and moral aspects. (Malik, 2021). (Harususilo, Kompas.com, 2018)
2. Maintain a balance between the interests of the world and the hereafter, as well as between material and spiritual gains. (Malik, 2021).
3. Have interest, ability, and readiness for entrepreneurship in the digital era, and have high self-efficacy. (Putri, 2020)
4. Tailor products and services to consumer needs and preferences, and provide added value for consumers and society. (Nugraha, 2018)

This article is essential for dedicated as an effort to provide solutions and motivations for entrepreneurship not only in Islam but also to form a spirit as a foundation for entering the world of digitalization so that it can benefit others. The best of man is that which benefits man (H.R. Ahmad, ath-Thabrani, ad-Daruqutni). It is hoped that useful humans can create Islamic entrepreneurial value. In the Islamic view, entrepreneurship is value creation in the process of producing goods or services, distributing them to consumers, and using resources so that human needs can be met. (Rintasari et al., 2022)

The research problem that occurs in society is the assumption that entrepreneurship carried out Islamically is often not in line with the digitalization era. This means : The research problem has not yet been clearly defined. The view that Islamic entrepreneurship is the same as trading conventionally is still inherent in society, therein lies the research gap. Nevertheless, in this article will answer the question of Does how to Islamic entrepreneurship aligned with the era of digitalization by using SWOT analysis as a strategy which will be used to determine the extent of strengths, weaknesses, opportunities and challenges of digitalization in its use in Muslim entrepreneurs which is the purpose of the study.

Furthermore in a culture, religion defines the idea of life that is reflected in the values and attitudes of individuals and the entire society (HIsrich et al., 2008). This theory seems to be in line with the achievements of Islamic entrepreneurs that we see popping up a lot in Indonesia, that their existence allegedly brings many benefits in the entrepreneurial world. However, like any other research, the theory needs to be given real examples in its implementation in the digital world so that it can be aligned with entrepreneurship in an Islamic manner.

Supporting data obtained by researchers from observations and in various literature studies as an objectives research in the framework of Islamic entrepreneurship (both privately managed and stocks in the form of small and large scale) are in line with this digital era, including the following :

Table 1. (Islamic entrepreneurial products / services)

No	Product / Services	Management
1	Muslim salon	Convensional.
2	Biro Umroh and Hajj	Convensional and digital
3	Tour and travel	Convensional and digital
4	Sharia inns	Digital
5	Sharia joint venture	Digital
6	Sharia banking	Digital
7	Islamic educational institutions	Digital
8	Islamic hospital / Islamic clinic	Digital
9	Culinary business	Convensional / digital
10	Muslim catering	Convensional / digital

Source: Data processed, 2023. (Putra & Gunawan, 2021); (Kominfo, 2021); (Wikipedia, 2023) (OJK, 2022) ; (NISP, 2021). (University, 2021).

From the table above, it can be seen that there is one Islamic product/service that manages its business using

conventional, then there are four conventional and digital combinations, the rest have managed their business using digital technology.

II. LITERATURE REVIEW

Digital Entrepreneurship

Digital entrepreneur is a decision maker so that he must have a clear, effective and appropriate idea with managerial actions, plan, implement, monitor and evaluate digital business ideas and have information technology skills (Musnaini et al., 2020)

Digital entrepreneurship is a phenomenon that arises through the development of information and communication technology (Gutheri, 2014 in (Musnaini et al., 2020))

Islamic entrepreneurship.

Entrepreneurship is one way for Muslims to do business. In Islam, entrepreneurship is also called trading. Trading is one of the positive activities, as the Prophet said, "What is the best livelihood, O Messenger of Allah?". The Prophet replied: It is someone who works with his own hands and every clean buying and selling (H.R Al-Bazzar) as revealed in the research of Aprijon M.ED, 1, 2013 (Aprijon, 2013). The Prophet had exemplified this entrepreneurship when the Prophet was 12 years old and started entrepreneurship at the age of 17 years. In entrepreneurship or trading, the Prophet applied positive values, namely honest, trustworthy, trustworthy and maintaining the trust of buyers (consumers) and colleagues

Entrepreneurship is an attitude of courage in a person so that he has the ability to turn existing opportunities into something real and valuable based on creative, innovative, and risk-taking ideas (Sugita & Ansori (2018 and Dumasari (2014) in (Khatimah & Nuradi, 2021)

Digitization according to Islamic views

According to KBBI, the definition of digitalization means the process of giving or using a digital system. Digitalization is a term to describe the process of transferring media from printed, audio and video forms to digital forms (en.wikipedia/wiki/digitization). . The digital era is a term used in the emergence of digital, internet networks, especially computer information technology. New media is often used to describe digital technology. New media have characteristics that can be manipulated, network or internet. In addition to the internet such as print media, television, magazines, newspapers and other media do not fall under the New Media category. (S & Juditha, 2019)

Excerpted from the media Coil (2023), digitalization is the process of changing and using analog to digital technology. Serves to change interactions, communication, business functions, and business models to be more digital. Meanwhile, according to the MSME book in national digitalization (88,2023), digitalization is a process of converting from analog technology to digital technology, or the use of digital technology and data to improve performance, efficiency, or business models.

For Muslims, the use of digital technology, especially social media, is only seen as a medium and not seen as the purpose of life. (Khaeriyah, 2023). Therefore, it must be used as well as possible for things that benefit himself and others.

There are three concepts that must be understood when a Muslim wants to start a business, the three concepts are Muslim and Islam, wealth and entrepreneurship in the digital age:

1. Islam does not forbid its people to accumulate wealth from buying and selling or trading activities. Even the Prophet and his wife Khadija were successful traders of their time.
2. With the wealth he accumulates, a Muslim can benefit more people than himself and his family. That way, a Muslim is expected to become a strong Muslim in the Hereafter.
3. The digital era creates wide open market opportunities, so that a Muslim entrepreneur can expand his merchandise distribution channels to many countries, not limited to one location.

(sumber : <https://salam.ui.ac.id/international-guest-lecture/>

Islamic Entrepreneurship in the Digital Age

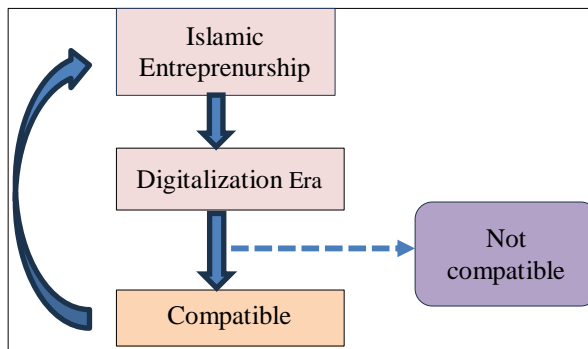
Entrepreneurship in the digital era has its own challenges, where the interaction of business actors is not only with fellow humans, but also with machines that are connected to the network. (Dzahab Jurnal Ekonomi dan Bisnis & Akbar, n.d.)

Islamic Education's Attention to the Field of Entrepreneurship

The impact of religion on entrepreneurship, consumption and business in general will vary depending on the strength of the dominant religious teachings, as well as the impact of those teachings on the values and attitudes of the culture. (HIsrich et al., 2008). One example of Islamic education containing entrepreneurship is found in the pesantren curriculum and several Islamic organizations that have educational institutions. Among them are Islamic boarding schools in Indonesia proven to have this curriculum. The activities held include an introduction to making business plans, building advice and infrastructure that supports entrepreneurial activities, etc.

In this section, an understanding of previous research by experts is given so that it has a basic theory that supports research as a basis for the authenticity of this paper. So that opportunities are found regarding the harmony of Islamic entrepreneurial relations when entering the era of digitalization. from this description, a clear conceptual framework can be made as shown below :

Conceptual framework



Source: Ifada. Processed data, 2023.

Figure 1. (Conceptual framework)
 Conceptual framework of Does Islamic entrepreneurship compatible with digitalization era ?

The following is an explanation of previous research that can be used as a reference in explaining the conceptual framework so that an explanation can be given about the alignment between the digitalization era and the views of Islamic entrepreneurs.

Table 2. Literature study previous research as a comparison

Num	Title	Method	Conclusion
1	The role of digital entrepreneurship in reducing unemployment (Mirna study noventri, 2021)	Literature	Among them: Digital-based entrepreneurship as a solution in reducing the unemployment rate.
2	Islamic entrepreneurship di era digital (Study on Muslim Fashion Online Business in Makassar Dagang). (Hartati , 2020)	Deskriptive analysis	The digital era for Muslim entrepreneurs in Makassar Dagang is very beneficial for their business. There is a harmony of religious knowledge with the understanding of effort. Judging from the questions asked about: Honesty in selling goods, friendly and polite service, unity of tawhid by maintaining mandatory worship every day, responsible for the products / services sold.
3	Analysis of Islamic entrepreneurship in the digital era (umama gallery online business case study) (Pinky vinanika putri, Alim murtani, 2023)	Deskriptive analysis (field research)	Making housewives more productive doing business activities at home. Digitization increasingly encourages individuals and organizations to create advanced applications and features.
4	E-commerce in the industry era 4.0	Study	Digital transformation has changed

	and society 5.0 (Decky hendarsyah, literature 2019)		the way people live in the industry, thus bringing a great influence on the progress of e-commerce. The era of industry 4.0 and society 5.0 is the era of transformation of analog technology into digital.
5	Development of digital media-based creative industries in Surabaya in an Islamic perspective (Rio febianur ranchman)	Method qualitative study case approach	The development of digital media-based creative industries, both by marketing design works, websites, e-commerce, and strengthening MSMEs, aims to foster an entrepreneurial climate.
6	Success factors for MSME entrepreneurs Muslim women who use digital channels (Fenty fauziah, Azhar latief, 2021)	Descriptive qualitative approach with quantitative technique	There are almost no obstacles to starting a business. Women's digital entrepreneurship offers flexibility between work and domestic affairs.
7	Three concepts that must be understood when a Muslim wants to start a business (M.Sharif Banna, Public lecture 2018, May)	General lecture	The digital era creates wide open market opportunities, so that a Muslim entrepreneur can expand his merchandise distribution channels to many countries, not limited to one location.
8	Islamic entrepreneurship research since 1990 : A systematic literature review (Ahmad Rafiki, Sutan emir hidayat, Alfatih gessan pananjung, 2023)	Literature review	It was found that research on Islamic entrepreneurship was carried out in the fields of business, management and accounting.
9	Si Wira shared: Digital-based Entrepreneurship Socialization at Daar el Nayil Islamic boarding school, Bogor, West Java. (Bahrudin, Maskhdur Dwi Saputra, 2022)	Counseling method (Community service activities) through lectures and discussions	The use of digital technology developments is used to run an online business (e-commerce). Digital entrepreneurship material is given because today's technological developments are developing very quickly.
10	Digital economy: Opportunities and future hands on Indonesia's sharia economy (Shinta Maharani, Miftahul Ulum, 2019)	Quantitative	The Islamic economy is expected to be able to read opportunities and answer the challenges of using internet networks, social media and its applications and devices in other digital economies
11	Digital entrepreneurship in Indonesia : A Human capital perspective (Muafi Muafi, Wirman Syafri, Hadi Prabowo, Sofyan ashari nur , 2021)	Qualitative method with an interview as the data collecting technique.	Digital academic entrepreneurship can be developed in a university.
12	Digital entrepreneurship strategy in online business companies in Central Java from an Islamic perspective (Sutadi, 2022)	Qualitative descriptive	The Islamic view of digital entrepreneurship strategies set by online business companies in Central Java applies four principles, namely: customer focus, transparency, fair competition and fairness.
13	The influence of digital economy	Quantitative	There is a positive and significant

implementation and entrepreneurial approach data influence between the orientation on the income of micro, primary. implementation of the digital small and medium enterprises (MSMEs) from an Islamic economic perspective. (Ahmad riyandi Saputra, 2022)

14 Entrepreneurial success in the digital era from the perspective of entrepreneurial orientation (study literature) (Zulkifli, Irwan sugiarto, Fithriah napu, Arief yanto rukmana, Puji hastuti, 2023)

15 Islamic Entrepreneurship: Library Application of the concept of entrepreneurship and sharia transactions with vertical dimensions (Hablumminallah) and horizontal dimensions (hablumminannas). (Bahri, 2018).

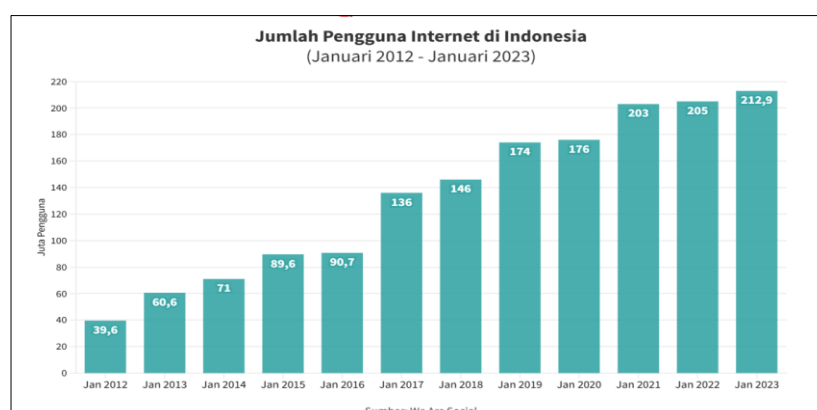
Entrepreneurial orientation has a positive and significant effect on the income of food and beverage MSMEs in Sukarame District, Bandar Lampung city.

A good entrepreneurial orientation can help entrepreneurs to develop the ability to utilize digital technology and adaptable to changes in the digital era. Entrepreneurial orientation is an important factor that needs to be considered in achieving entrepreneurial success in the digital era.

Entrepreneurship in Islam is closely related to the horizontal dimension relationship, namely the relationship between humans, while vertical is related between humans and God, Where it will be accounted for in the end. The concept of entrepreneurship for Muslims by sticking to Allah SWT is related to entrepreneurship solely because of Allah, entrepreneurship is worship, piety, tawakal, dhikr, and gratitude. Relationships with fellow humans in this case are related to relationships with fellow humans with employees, customers, building networks with the community and harmonious relationships between subordinates and superiors (employees).

Source: Processed data , 2023.

As explained on the previous page about digital technology, its use is not only through computer storage but also through internet media. So if we do a digital-based business, then it is identical to a business using the internet. The internet itself is part of digital. Let's take a look at internet users in Indonesia from year to year below :



Source : [Pengguna Internet di Indonesia Sentuh 212 Juta pada 2023 \(dataindonesia.id\)](https://dataindonesia.id)

Figure 2. (Digital user)
Number digital internet users from year to year (location Indonesia)

As explained on the previous page about digital technology, its use through smartphone also. So if we do a digital-based business, then it is identical to a business using from smartphone. The smartphone itself is part of digital. Let's take a look at number of smartphone users in Indonesia, below :



Source : DataIndonesia.id (<https://dataindonesia.id/digital/detail/persentase-pengguna-telepon-genggam-ri-capai-6487-pada-2021>)

Figure 3. (Digital Users) Smartphone users in Indonesia from 2015-2021

From table above, the percentage of mobile phone users in Indonesia is on an upward trend. In 2021, the Central Statistics Agency (BPS) recorded that the percentage of mobile phone users in the country had reached 65.87%. This figure represents an increase from 2020, when the percentage stood at 62.84%. Moreover, this is the highest percentage recorded in the last seven years. Looking at the trend, the percentage of mobile phone users in Indonesia has continued to steadily increase by 1%-3% annually, except for in 2020 when there was a decrease to 62.84%.

III. METHODOLOGY

Descriptive qualitative research method is a research method based on the philosophy of postpositivism which is used to examine objects with natural conditions (real conditions, not set or in experimental conditions) where the researcher is the key instrument¹. This method aims to describe a population, condition, or event systematically and accurately through descriptive data analysis techniques, where data presentation is through tables, graphs, diagrams. (Sugiyono, Metode Penelitian Bisnis, 2012).

The reason for using qualitative methods is because the problem is unclear, holistic, complex, dynamic and full of meaning so that it is impossible for data on social situations to be collected by quantitative research methods with instruments such as tests, questionnaires, interview guides. besides that, researchers intend to understand social situations in depth, find patterns, hypotheses and theories (Sugiyono, Metode Penelitian Kuantitatif Kualitatif dan R&D, 2011)

In descriptive qualitative research methods with literature study and SWOT analysis, there are several stages that can be carried out : (Thabroni, 2022)

1. Planning: Determine the purpose of the research and the research questions to be answered. Identify the resources required, such as time, budget, and research participants. Plan appropriate data collection methods, such as interviews, observations, or document analysis.
2. Data Collection: Conduct data collection using the planned methods. For example, interviews with research participants, direct observation, or analysis of relevant documents. Be sure to record data accurately and systematically.

3. **Data Analysis:** Analyze the collected data using appropriate analytical methods. In this case, you can use SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to qualitatively analyze the data. Identify the strengths, weaknesses, opportunities, and threats that arise from the data that has been collected.
4. **Interpretation:** Interpret the results of the data analysis by considering the research context and the research questions posed. Identify key findings and relate them to relevant theories. Explain the implications of the research findings and any research limitations.
5. **Reporting:** Write a clear and systematic research report. Include a summary of the research, methodology used, key findings and conclusions. Be sure to reference resources used in the research, such as SWOT analysis.

It is important to note that descriptive qualitative research methods with desk research and SWOT analysis may vary depending on the research context and the research questions being asked. Therefore, it is important to carefully plan and execute the research according to your research needs. (Anis Nur, 2019).

Descriptive research through a qualitative approach is used as this research method, SWOT analysis which will be used to determine the extent of strengths, weaknesses, opportunities and challenges of digitalization in its use in Muslim entrepreneurs. In extracting information, no informants were directly involved in this research. So it is necessary to use research instruments by field observation through supporting tools through digital media to be relevant and save time.

Data collection techniques use literature study, documentation and observation. While the data analysis uses SWOT analysis. The SWOT analysis approach is used qualitatively, consisting of Strength (strengths), Weaknesses (weaknesses), Opportunity (opportunities), Threat (challenges) aim to maximize strengths and opportunities, as well as minimize weaknesses and threats/challenges. Strengths and weaknesses enter internal factors, while obstacles and challenges enter external factors. (Rangkuti, 2008).

Internal and external factors are described in the following table :

Table 3. Internal dan Eksternal Factor

Internal Factor	Strenght	The advantages possessed by the business you manage The uniqueness it has. Factors that increase sales and marketing The advantages of managed business are seen from the consumer side
	Weakness	Shortcomings that are felt still to be corrected from the Company's side. Competitor advantages it doesn't have Human and natural resources that must be improved Factors to avoid Trends that suit the business being pursued.
Eksternal factors	Opportunity	Target market segment Can you always find a solution to every problem? What changes in government regulations threaten your business ?
	Thread	Obstacles currently faced What technological developments threaten the sustainability of your business Competitor progress that threatens your business

Source: Processed data, 2023.

IV. RESULTS AND DISCUSSION

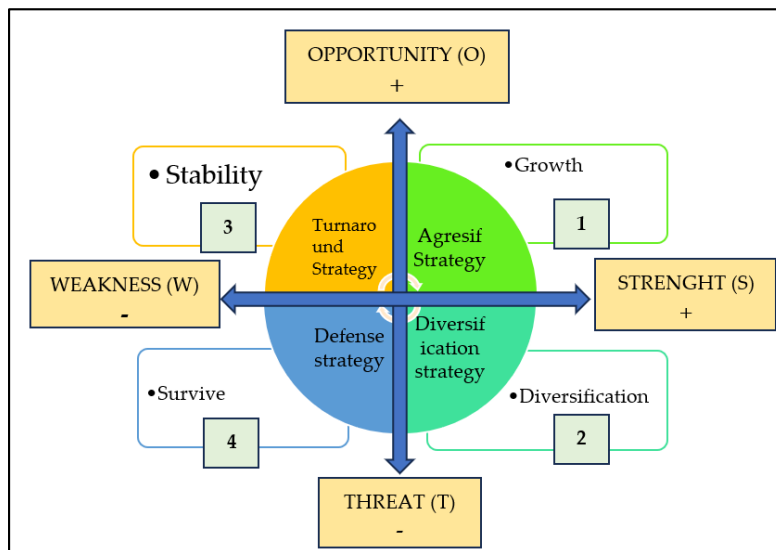
Result

Based from the research result of experts on Islamic and general entrepreneurship and digitalization, the alignment of digitalization with Islamic entrepreneurship can be made variously in the SWOT analysis table and diagram below :

Table 4. Analysis SWOT product / services digital

<p>STRENGTH</p> <ol style="list-style-type: none"> 1. Target market according to the services offered 2. Various application features that can meet market needs 3. Internet users are increasing 	<p>WEAKNESS</p> <ol style="list-style-type: none"> 1. Lack of human resources (digital skilled personnel) 2. Lack of development speed due to lack of resources 3. Capital for digital investment in the company
<p>OPPORTUNITY</p> <ol style="list-style-type: none"> 1. There are not many applications developed for this field. 2. There is a right moment to release the application. 3. Implementing Islamic economics 	<p>THREAT</p> <ol style="list-style-type: none"> 1. Development delays that cause missed exact release moments 2. Rules in Islam that expressly govern riba.

Source : Processed data , 2023.



Source : processed data, 2023.

Figure 4. Analysis swot diagram for Islamic entrepreneurship alignment with digital era

Description of the quadrant figure 4 :

1. Quadrant 1, is a very favorable situation. Companies have opportunities and strengths so that they can take advantage of existing opportunities. The strategy that must be established supports aggressive growth and development policies.
2. Quadrant 2, despite the threat of the company still has strength in terms of internal. The strategy that must be applied uses strength to take advantage of long-term opportunities by means of product and market differentiation.
3. Quadrant 3, the company faces a huge market opportunity but has some internal constraints or weaknesses. The focus of this corporate strategy is to minimize internal problems so as to seize better opportunities.
4. Quadrant 4, the company faces various internal threats and weaknesses so that the situation is not favorable. A strategy that is applied in a defensive way that is focused on improving the company.

Strategic Planning

After a SWOT analysis, the next stage is to strategic plan. Strategic planning is carried out through three stages of analysis, namely (a) collection data, analysis, and decision making.

Discussion

1. Data collection

This stage carries out data collection, data classification, and pre-analysis activities. At this stage the data is divided into two, namely external and internal. From external data can be obtained data from the external environment of the company, such as: market analysis, competitor analysis, community analysis, supplier analysis, government analysis, and specific interest group analysis. Internal data can be obtained through data within the company itself, such as in financial statements, human resource activity reports, operational activity reports, and marketing activity reports.

2. Analysis Phase

Based on the table 2 , figure 2 and 3 this research must make not only possibility to SWOT strategy but also for all types of entrepreneurship Islamic. After collecting all the information that affects the continuity of the company, the next stage is to utilize all the information in strategy formulation models. There are several models that can be used, on this occasion the SWOT matrix will be used as in figure 5 as follows.

Matriks Analisis SWOT		
SW	STRENGTH (S)	WEAKNESSES (W)
OT	Have various application Investor interest	Lack of knowledge about Islamic entrepreneurship
OPPORTUNITIES (O) The role of social network (Tiktok, Instagram, X (twitter), Facebook, Shopee, etc)	STRATEGI SO Expanded internet usage Reducing the unemployment rate	STRATEGI WO Increase knowledge about Islamic entrepreneurship and take the time to open the application regulations used for business.
THREATS (T) Bank usury law is a concern for some Muslims. Lack of Islamic entrepreneurship knowledge	STRATEGI ST Choose an application according to the rules that apply to Muslims, avoid riba and understand more about the legal requirements of a business. This knowledge can be obtained on the internet.	STRATEGI WT minimize usury and recruit employees who have a lot of knowledge about Islamic law

Source: Data processed , 2023

Figure 5. Matriks Analisis SWOT for Islamic entrepreneurship alignment with digital era

Matrix Description of figure 5 :

a. SO Strategy

This strategy is made based on the organization's way of thinking, namely by utilizing all forces to seize and take advantage of the greatest opportunity. This strategies are as follows :

1. Expanded internet usage.
2. Reducing the unemployment rate

b. ST Strategy

Strategies in using the strengths that the organization has to overcome threat. The strategies are as follows :

1. Choose an application according to the rules that apply to Muslims.
2. Avoid riba and understand more about the legal requirements of a business.
3. This knowledge can be obtained on the internet.

c. WO Strategy

This strategy is applied based on utilizing existing opportunities by means of minimize existing weaknesses. The strategies are as follows :

1. Increase knowledge about Islamic entrepreneurship.
2. Take the time to open the application regulations used for business.

d. WT Strategy

This strategy is based on activities that are definitive and seeks to minimize existing weaknesses and avoid threats. The

strategies are as follows :

1. Minimize usury and recruit employee.
2. Recruit employees who have a lot of knowledge about Islamic law.

A critical discussion of the findings in this SWOT analysis, an explanation of the novelty of the results has been put forward, and a discussion of how the results differ or are the same as other related studies is clear.

In this study, the IFAS and EFAS matrices were not measured using weight and rating calculations. This is because the SWOT matrix is not intended for strategy making, but only as a qualitative method approach. Therefore, only observations can be made from the literature study and SWOT fundamentals.

V. CONCLUSION

This search for answers to whether entrepreneurship in Islam is in line with the digital era seems to be answered. From the finding there are several important points including:

1. Digital is not the main goal for Muslims.
2. The goal to be achieved in Islamic entrepreneurship is the relationship to God (Hablumminallah) and the relationship to fellow humans (Hablumminannas).
3. But we also have to adjust to the times.
4. Digital technology has a significant influence on Islamic entrepreneurship.

The four points based on SWOT Analysis diagram, so it applicable to align the digital era with Islamic entrepreneurship.

The discovery of the novelty of this research can be seen in figure 4, namely Analysis SWOT Diagram for Islamic Entrepreneurship Alignment with Digital Era. For more details , this research has been designed for continuous research so that it can provide wider benefits to digital technology users, not only Islamic entrepreneurs but also general entrepreneurs. This novelty concluded that it can be ascertained to answer the question of “Does Islamic entrepreneurship aligned with digitalization era?”. This research is recommended in the growing business sector, so that business actors pay attention to comfort in the Islamic digital world.

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