

Digital Business Opportunities in the 5.0 Era: Preparing Dayah Darul Hikmah Students Who Are Ready to be Entrepreneurs

Lisa Elianti Nasution¹, Sri Rezeki², Dian Setyorini³, Zahri Hamat⁴, Muhammad Haris Riyaldi⁵, Nurma Sari⁶, Firdan Hidayat⁷, Panglima Martin Sitepu⁸

^{1,3,7,8} Sekolah Tinggi Ilmu Ekonomi Eka Prasetya, Indonesia, ² Universitas Negeri Medan, Indonesia, ⁴ University College Bestari, Malaysia, ^{5,6} Universitas Syiah Kuala, Indonesia

*Corresponding author

E-mail: lisa@eka-prasetya.ac.id (Lisa Elianti Nasution)*

Article History:

Received: May 2025

Revised: May 2025

Accepted: May 2025

Abstract: *The transformation towards the Society 5.0 era requires the younger generation to have adaptive skills to digital technology, including in the field of entrepreneurship. However, students in religious education institutions such as dayah still face limited access to information and training related to digital business opportunities. This community service activity was held at Dayah Darul Hikmah, Baitussalam District, Aceh Besar, on Friday, February 14, 2025, and was attended by 50 students. The purpose of this activity is to increase digital literacy and foster the spirit of entrepreneurship among students through interactive training. The implementation method includes interactive lectures, group discussions, and simple digital business practice workshops. The results of the activity showed that participants experienced an increased understanding of digital business concepts and were able to develop business ideas that were contextual with the surrounding environment. The positive response from the participants and the dayah showed that this activity succeeded in raising awareness of the importance of digital literacy and entrepreneurship. The follow-up plan includes an ongoing mentoring program, the preparation of learning modules, collaboration with strategic partners, and periodic evaluations of participants' development.*

Keywords:

Community Service, Digital Entrepreneurship, Pesantren, Society 5.0, Students

Introduction

The rapid development of digital technology has ushered the world into a new era known as Society 5.0, where the integration between technology and human life is becoming more and more close. This era demands human resources who are not only technology users, but also able to take advantage of digital transformation as an opportunity to create added value, including in the field of entrepreneurship. In the midst of these global challenges, religious education institutions such as dayah (pesantren) have a strategic role in equipping the young generation with 21st century competencies without abandoning Islamic values.

Dayah Darul Hikmah, which is located in Baitussalam District, Aceh Besar, is one of the Islamic educational institutions that is consistent in producing a generation of noble and knowledgeable characters. However, on the other hand, most students have not received adequate access to information and training regarding digital business potential that is relevant to the Society 5.0 era. This gap needs to be bridged through applicable education and training programs so that dayah students can develop an entrepreneurial spirit and be able to create business opportunities independently based on digital technology.

Responding to this need, a team of lecturers carried out community service activities at Dayah Darul Hikmah on Friday, February 14, 2025. This activity raised the theme "Digital Business Opportunities in the 5.0 Era: Preparing Dayah Darul Hikmah Students Who Are Ready to Be Entrepreneurial" and was attended by 50 selected students. The main purpose of this activity is to provide insights, practical knowledge, and motivation to students to understand and take advantage of digital business opportunities, as well as foster an entrepreneurial spirit that is adaptive to technological developments and market needs.

With a participatory approach and interactive learning methods, this activity is expected to be able to trigger the initial birth of a generation of students who not only excel in religious science, but are also ready to become ethical and highly competitive digital business actors. This activity is also a form of real contribution from academics in supporting the achievement of the Sustainable Development Goals (SDGs), especially in the aspects of improving the quality of education and strengthening the community's economy based on entrepreneurship.

Literature Review

A. Society 5.0 and Digital Transformation

The concept of Society 5.0 was first introduced by the Japanese

government as a vision of the future that puts humans at the center of technological progress (Fukuyama, 2018). In Society 5.0, digital technologies such as artificial intelligence, big data, and the Internet of Things (IoT) are integrated into various aspects of human life to create innovative solutions to social problems. In the context of education, Society 5.0 demands adaptive and participatory learning systems and encourages the development of 21st-century skills, such as critical thinking, creativity, and entrepreneurship (Yamamoto, 2019).

B. Digital Business Opportunities in the Modern Era

Digitalization has created promising new business opportunities, especially for the younger generation. Businesses based on digital platforms such as online stores (e-commerce), creative content, digital marketing, to application-based products and online education services can now be accessed with relatively low capital but have wide market potential (Kotler et al., 2021). According to data from (We Are Social & Kepios, 2024), the internet penetration rate in Indonesia has reached more than 77%, making Indonesia one of the largest digital markets in Southeast Asia. This phenomenon is a strategic opportunity for the younger generation, including students, to start a technology-based business.

C. The Role of Islamic Boarding School Education in Entrepreneurship Development

Pesantren as a traditional Islamic educational institution has great potential in shaping the character and entrepreneurial spirit of its students. Values such as independence, honesty, discipline, and a high work ethic have long been taught in the pesantren environment. According to (Hasan, 2020), the integration of entrepreneurship education in the pesantren curriculum can strengthen the competitiveness of students in the midst of global competition. Instilling the spirit of entrepreneurship based on Islamic values is also an important foundation for creating young entrepreneurs who are ethical, resilient, and contribute to the economic development of the people.

D. Empowering Students Through Training and Mentoring

Digital literacy-based training and community service programs are one of the effective empowerment strategies. Through digital entrepreneurship training, students can gain practical skills such as content creation, social media marketing, online store management, and technology-based small and medium business management. A study by (Ramdani, R., M. H., 2022) shows that digital entrepreneurship training in the pesantren

environment increases the motivation, market understanding, and confidence of students to start an independent business.

Method

Implementation Method

This community service activity is carried out through an educational-participatory approach, which combines interactive lecture methods, group discussions, simulations, and hands-on practice. This method was chosen to ensure that participants not only understand the concept of digital entrepreneurship theoretically, but are also able to apply it in contexts relevant to their environment.

1. Time and Place of Execution

The activity was held on Friday, February 14, 2025, at Dayah Darul Hikmah, Baitussalam District, Aceh Besar Regency.

2. Activity Participants

The participants of the activity amounted to 50 Dayah Darul Hikmah students who had been selected by the dayah based on age criteria, interest in entrepreneurship, and readiness to participate in training.

3. Stages of Implementation

The implementation of the activity consists of the following stages:

a. Preparation

This stage includes coordination with the dayah leadership, preparation of training materials, provision of logistics, and the creation of learning aids such as presentation slides, summary modules, and worksheets.

b. Implementation of Activities

The core activities were carried out in three main sessions: Session 1: Introduction to the Society Era 5.0 and Digital Transformation Delivery of material on technological developments and digital business opportunities in the 5.0 era. Session 2: Inspiration and Motivation of Digital Entrepreneurship for Students Presentation of examples of digital businesses that can be run by dayah students, including case studies of successful digital-based MSMEs with limited capital. Session 3: Digital Business Practice Workshop Participants were divided into several small groups to practice digital business simulations, such as creating an online store account, designing simple promotional content, and developing a technology-based mini business plan.

c. Evaluation and Reflection

Evaluation was carried out through a short questionnaire to measure participants' understanding and joint reflection to explore experiences and follow-up plans after the activity was completed.

Results of Community Service Implementation

The community service activity which was carried out at Dayah Darul Hikmah on February 14, 2025 ran smoothly and received a very positive response from participants and the dayah. All stages of the activity were successfully carried out as planned, starting from the delivery of materials to practice and evaluation sessions. Based on the results of observations, evaluation questionnaires, and participant reflections, this activity has a significant impact in increasing students' understanding and motivation to be involved in the digital business world.

1. Increasing Digital Literacy and Entrepreneurial Insights

Before the activity started, the majority of participants admitted that they did not understand the concept of Society 5.0 and digital business opportunities as a whole. However, after the introduction session and interactive discussion, there was a significant increase in understanding. This can be seen from the results of the evaluation questionnaire which showed that more than 80% of participants were able to re-explain the meaning of digital business and mentioned at least two examples of digital businesses that can be run by students. In addition, group discussions encourage participants to exchange ideas and build confidence. Many participants, who were initially passive, began to actively ask questions and convey simple business ideas based on local potential, such as the sale of pesantren herbal products, snacks, and digital design services.

2. High Enthusiasm in Practical Workshops

The workshop session is the most interesting part of this activity. The participants were divided into small groups and asked to create a simulation of a digital business account, design promotional content, and develop a mini-business plan. The participants' work showed high creativity and a good initial understanding of digital business flows. Several groups have succeeded in developing business plans based on social media platforms and local marketplaces, targeting realistic target markets such as fellow students, guardians, and the community around dayah. This shows that even though

the background of the participants is that of a dayah student, they have great potential in developing their business if they get the right training.

3. Support and Expectations from Dayah

The management of Dayah Darul Hikmah expressed their appreciation for this activity because it was considered to be able to open new insights for students regarding future opportunities that are relevant to the development of the times. They hope that similar activities can be carried out on a sustainable basis and formalized in the form of a digital entrepreneurship development program that is integrated into the non-formal dayah curriculum.

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