



Marketing and Entrepreneurship Analysis of Global Issues at UIN Syarif Hidayatullah Jakarta

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh globalisasi terhadap pemasaran dan kewirausahaan di UIN Syarif Hidayatullah Jakarta, dengan fokus pada integrasi nilai-nilai etika Islam dalam kegiatan kewirausahaan. Metode penelitian yang digunakan adalah deskriptif kualitatif, dengan pendekatan studi lapangan yang melibatkan observasi partisipan, wawancara, dan analisis dokumen. Hasil penelitian menunjukkan bahwa globalisasi memberikan peluang besar bagi mahasiswa untuk memanfaatkan teknologi digital, seperti media sosial dan e-commerce, untuk memperluas jangkauan pasar hingga tingkat internasional. Namun, tantangan utama adalah persaingan yang semakin intens dan kebutuhan untuk terus berinovasi. Dalam konteks ini, mahasiswa UIN Jakarta diajarkan untuk mengintegrasikan nilai-nilai etika Islam, seperti kejujuran, keadilan, dan tanggung jawab sosial, dalam praktik kewirausahaan mereka. Pendidikan kewirausahaan berbasis nilai-nilai Islam tidak hanya bertujuan untuk menciptakan pengusaha yang kompeten, tetapi juga yang memiliki dampak sosial positif. Penelitian ini juga menyoroti pentingnya kolaborasi internasional dan pelatihan digital untuk mendukung mahasiswa menghadapi tantangan global. Dengan inovasi dan penerapan teknologi, mahasiswa dapat menciptakan solusi kreatif yang relevan dengan dinamika pasar global, sekaligus menjaga identitas lokal mereka.

Kata Kunci: Globalisasi, Pemasaran, Kewirausahaan, Etika Islam, Inovasi

Abstract

This study aims to analyze the impact of globalization on marketing and entrepreneurship at UIN Syarif Hidayatullah Jakarta, focusing on the integration of Islamic ethical values in entrepreneurial activities. The research method used is descriptive qualitative, with a field study approach involving participant observation, interviews, and document analysis. The research findings indicate that globalization provides significant opportunities for students to leverage digital technology, such as social media and e-commerce, to expand their market reach to an international level. However, the main challenges lie in increasing competition and the need for continuous innovation. In this context, UIN Jakarta students are taught to integrate Islamic ethical values, such as honesty, justice, and social responsibility, into their entrepreneurial practices. Entrepreneurship education based on Islamic values aims not only to create competent entrepreneurs but also to foster those with positive social impacts. This study also highlights the importance of international collaboration and digital training to support students in facing global challenges. Through innovation and the application of technology, students can create creative solutions relevant to the dynamics of the global market while preserving their local identity.

Keywords: Globalization, Marketing, Entrepreneurship, Islamic Ethics, Innovation

Introduction

Along with the development of the global economy agreed by all countries in the world through the WTO (World Trade Organization)

followed by various forms of inter-regional cooperation such as APEC, AFTA and even now we will enter the MEA (Asean Economic Community) this is an opportunity as well as a challenge for the Indonesian people in spurring economic growth in order to improve welfare to be equal to other nations. To answer the challenges and needs for Indonesia's economic growth in order to compete with other countries, the government needs to provide facilities and regulations as well as education and skills and encourage people to have an entrepreneurial spirit so that people can create new jobs. Therefore, the entrepreneurial spirit must be built from school through formal and non-formal education (Rasyiqah et al., 2023).

Shifting global dynamics have affected various aspects of human life, including the world of marketing and entrepreneurship. In this context, State Islamic University (UIN) Syarif Hidayatullah Jakarta as one of the leading higher education institutions in Indonesia, has a strategic role in preparing the younger generation to face these global challenges. Through study programs that focus on marketing and entrepreneurship, UIN Syarif Hidayatullah students are expected to be able to adapt, innovate, and become reliable future leaders in facing the growing global issues.

Globalization has affected almost every economic sector in the world, bringing significant impact to the way companies operate, communicate, and interact with the market. With advances in technology and digitalization, the world is increasingly connected. For students and aspiring entrepreneurs, this is both a challenge and a great opportunity to understand the global market, improve competitiveness, and find new markets through digital technology. In the context of marketing, this requires a deep understanding of global consumer behavior, as well as the implementation of effective marketing strategies across different cultures and geographies.

Consumers are increasingly turning to digital platforms, with increasing use of social media, e-commerce and mobile technology. This trend requires companies to adapt quickly to meet the changing needs and wants of consumers. One of the big issues in marketing is how to utilize technology to reach wider and more segmented consumers. Another issue is how businesses can build strong relationships with consumers in an increasingly competitive digital world.

Globalization brought about fundamental changes in business that prompted a revolution in

its implementation and representation. Globalization has had a profound and far-reaching impact on the way businesses operate, leading to a re-evaluation of traditional business methods and old guidelines such as standard operating procedures (Hendra & Ningrum, 2023). The development of international business is in line with the wave of market globalization, which creates ever closer economic integration and interdependence among countries around the world (Cavusgil et al., 2008). The concept of corporate internationalization refers to the systematic tendency of companies to expand the scope of their business activities internationally, while globalization reflects the macro-intensified economic relations between the countries of the world.

The concept of global marketing is becoming increasingly relevant amidst the rapid flow of globalization that is sweeping the world. One of the factors that support the absence of borders between countries is the emergence of internet technology (Situmorang, 2012). (Angelides, 1997) says that in the past the Internet was mainly for research, government and educational institutions. Now, the Internet is open to individuals and businesses and consequently business via the Internet is the fastest growing segment.

Globalization presents both challenges and opportunities to international marketers. Countries are increasingly integrating regionally to form trading blocs, driving the volume of international trade and investment, giving consumers more choices than ever before about foreign products. Consequently, consumer attitudes and behaviors towards products originating from foreign countries have become a theme of choice for studies in international business and consumer behavior in recent years (Kusuma & Satria Pramudana, 2017).

In the world of entrepreneurship, innovation is the key to sustaining a business in the midst of fierce global competition. Many startups are able to grow rapidly thanks to the utilization of technology and disruptive business models. On the other hand, the challenge for entrepreneurs is how to maintain the relevance of the products and services offered in an ever-evolving market. At UIN Syarif Hidayatullah, this issue becomes very relevant because students are taught to integrate Islamic values in every aspect of their entrepreneurship, thus creating a business that is not only profitable, but also has a positive social impact. Higher education

institutions, especially faith-based ones, face pressure to function not only as places of education, but also as agents of economic and social change through the development of value-based entrepreneurship.

Issues of ethics in business and corporate social responsibility are increasingly becoming important concerns in the world of global marketing and entrepreneurship. Consumers and society are now increasingly concerned with how companies operate, whether they contribute to environmental sustainability, and whether they promote the principles of social justice. In this regard, UIN Syarif Hidayatullah has an opportunity to instill an understanding of the importance of business based on Islamic ethics and principles, which prioritize the balance between financial gain and social sustainability.

Business ethics is an important component of modern business practice, where moral and ethical principles form the basis for economic decision-making. In the era of globalization and increasingly complex competition, entrepreneurs often face ethical dilemmas that demand a balance between pursuing profits and maintaining social and environmental responsibility (Pangestu, 2021). (J. & Asmita, 2018) emphasized the importance of an Islamic business entrepreneurship approach both to equip young Muslims with an entrepreneurial mindset based on Islamic values. This approach not only aims to create resilient entrepreneurs, but also ensures that their business practices are aligned with Islamic principles such as honesty, justice, and beneficence.

This research discusses the influence of globalization on marketing and entrepreneurship practices at UIN Jakarta, then how UIN students can integrate Islamic ethical values in entrepreneurial activities amid the challenges of increasingly fierce global market competition and understand and predict changes in global consumer trends that are increasingly fast and diverse. And analyzing the role of innovation in entrepreneurship can be carried out by UIN Jakarta students.

Research that is relevant to this research is research by (Br Nainggolan et al., 2024) who say One of the main concepts in global marketing is globalization. Globalization refers to the economic, political, and social integration between countries that creates a connected global market. In the context of marketing, globalization affects how industries market their products and

services in the global market. Globalization also allows industries to use economic efficiency and global scale to gain a competitive advantage. However, globalization also brings challenges, such as cultural comparisons and market regulations, that need to be considered in global marketing strategies.

Later research by (Simatupang et al., 2024) suggests that the potential benefits of international transactions depend on the potential to harmonize the business with existing government regulations in the host country. In addition, there is an urgent need for entrepreneurs to take part in the ongoing technological revolution to make their products available in the global market, this is because it is clear in the literature that developing countries with a large number of small and medium enterprises have not been able to truly benefit from the application of technology to improve their business transactions.

This study is also relevant to (Kevira Eris Andini et al., 2024) research which says that in an era of ever-growing economic globalization, companies are faced with various complex challenges in planning their business. One of the main challenges faced by companies today is the complexity of the global market. The global market includes various aspects, ranging from cultural differences, international trade regulations, to currency fluctuations and political uncertainty. Companies must carefully consider these factors in planning their business strategies in order to compete effectively in the dynamic global marketplace.

In the face of evolving global issues, UIN Syarif Hidayatullah Jakarta has a big challenge to prepare students who are not only skilled in marketing and entrepreneurship, but also have a deep understanding of ethical, social, and sustainability values. Thus, UIN Syarif Hidayatullah students can act as agents of change who are able to create innovative and sustainable solutions in an increasingly competitive and challenging global market. In the current era of technological development and the development of science brings humans to continue to be creative and innovative in realizing the vision and mission of life including in the management of educational institutions such as universities to continue to exist and survive in the national and even international arena. To be able to survive and survive, universities are competing in marketing or marketing to be able to inform the

existence and updates about the development of the college.

Based on the explanation above, researchers are interested in discussing Marketing And Entrepreneurship Analysis Of Global Issues, especially at Uin Syarif Hidayatullah Jakarta.

Method

This research is a field study that reveals, finds and explores information about global issues in marketing and entrepreneurship at UIN Syarif Jakarta with a descriptive qualitative approach to education management science. This research emphasizes on global issues in marketing and entrepreneurship at UIN Syarif Jakarta. This study uses a qualitative approach through participant observation to describe, describe, explore and describe global issues in marketing and entrepreneurship at UIN Syarif Jakarta.

Qualitative research is an in-depth perception of the phenomenon under study by examining the phenomenon in more detail in case by case the nature of the problem under study can vary. In order for research using qualitative methods to be good, the data collected must be accurate, complete in the form of primary data and secondary data (Syafri, 2022). This research uses purposive sampling techniques. Purposive sampling is a sampling technique with certain considerations made by the researcher himself based on previously known characteristics or properties of the population (Machali, 2021).

In this study there are two types of data, namely primary and secondary data. Primary data is data collected directly by researchers generally by observing social situations and/or obtained directly from or from subjects (informants) through the interview process. Secondary data is data or some information obtained indirectly or through intermediary sources. This data is obtained by quoting from other sources, so it is not authentic, because it has been obtained from the second, third, and so on.

The main data sources for this qualitative research are the Rector, Vice Rector, Lecturers, Employees, and Students of UIN Syarif Hidayatullah Jakarta. And for Documentation, namely all documents related to research. As for the atmosphere, namely the state of UIN Syarif Hidayatullah Jakarta.

The data analysis used in this research is data reduction, data presentation, and verification. In qualitative research to obtain valid, reliable and objective data, research is carried out using valid and reliable instruments, carried out on samples that are close to the population and data collection and analysis are carried out in the right way. Researchers use techniques to test the validity of data by means of extended participation, observation persistence, triangulation and peer discussion.

Result and Discussion

Globalization has a significant impact on marketing and entrepreneurship, especially for UIN Jakarta students. In the face of globalization, students have a great opportunity to utilize various digital platforms such as social media and e-commerce. Globalization also encourages innovation in entrepreneurship. UIN Jakarta students are exposed to a wide range of business ideas and practices from around the world. They can learn from successful business models in other countries and adapt them to the local context.

By utilizing digital technology, they can expand their market reach to the international level. Digital globalization has reshaped the way businesses around the world conduct their operations. Rapid developments in information technology have paved the way for digital marketing and e-commerce to become a key strategy in expanding business reach globally (Ain et al., 2024).

In addition, the existence of international collaboration in research and development opens up opportunities for students to be involved in innovative projects. Student exchange programs and partnerships with foreign universities enable them to gain new insights and valuable experiences that can be applied in their entrepreneurial ventures.

Although globalization presents many opportunities, it is undeniable that there are challenges that students and entrepreneurs at UIN Jakarta must face. One of the main challenges is the increasingly intense competition. With so many entrepreneurs operating in the global market, students at UIN Jakarta must be able to compete not only with fellow local entrepreneurs but also with entrepreneurs from various countries.

However, this challenge can be overcome by improving the quality of products and

services. Students must continuously learn and adapt to the ever-changing market trends. Additionally, it is important for them to build strong networks with industry players and mentors who can provide guidance and support. As agents of change, students can leverage globalization to strengthen their identity by integrating local values into their products and marketing strategies. For example, products that highlight local culture, such as handicrafts or traditional cuisine, can be marketed with a more modern and appealing approach. In this way, students not only contribute to the global economy but also preserve and promote their local culture. According to (Simbolon, 2022), the global marketing strategy approach that can be applied in the Indonesian market is a combination of adaptation of marketing strategies and standard marketing strategy. This aligns with the characteristics of Indonesian society, which is very diverse.

Although there are challenges, the opportunities created by globalization are far greater. Students at UIN Jakarta have the chance to leverage technology and access to global markets to develop their businesses. By adopting innovation and maintaining their local identity, they can compete at the international level. Therefore, it is important for all parties, including the university, to support students in facing challenges and taking advantage of the opportunities available in this era of globalization. One of the efforts made by UIN Jakarta is organizing an entrepreneurship seminar and the dissemination of superior products from the FST UIN Jakarta in November 2024 as a solution for the future.

In the era of globalization and rapid economic development, business ethics has become one of the important aspects receiving serious attention from various groups, including academics, business practitioners, and policymakers. Business ethics is not only about profit and loss, but also about how the business is conducted in a fair, transparent, and responsible manner. In the midst of this wave of modernization, Islamic law offers a unique and comprehensive perspective on business ethics (Ulfa et al., 2025).

Another challenge is that, amid the increasingly intense competition in the global market, it is essential to instill Islamic ethical values in entrepreneurship. Islamic ethical values, such as honesty, justice, and social

responsibility, provide a strong moral foundation for entrepreneurs, especially for students. In the context of entrepreneurship, honesty in transactions becomes crucial for building customer trust.

According to research by (Kurniyanto, 2023), entrepreneurship education based on the Qur'an is a crucial step in building an ethical business foundation grounded in Islamic values. It is a process that helps motivate individuals to become entrepreneurs with integrity, fairness, and responsibility in running their businesses. By aligning business goals with religious principles and drawing inspiration from the wisdom of Prophet Muhammad as an entrepreneur, this education helps create entrepreneurs who possess strong business ethics, can adapt to changes, and are capable of taking calculated risks.

Business ethics are the moral principles and values that a business must uphold in conducting its operations. This includes honesty, social responsibility, and legal compliance (Sudaryono et al., 2011). The presence of higher education plays an important role in shaping students' character. One way is by implementing a curriculum that prioritizes Islamic business ethics in entrepreneurship programs. Educational institutions can equip students with a strong understanding of the importance of ethics in business. This will not only shape competent entrepreneurs but also socially responsible ones. The student activities mentioned above teach students that Islamic business ethics is not just about pursuing profit but also about applying Islamic principles, such as honesty. This ensures that people trust the businesses they build. With this trust, the business will be able to thrive in the long run.

In the era of globalization, characterized by rapid advancements in information and communication technology, students around the world, including those at UIN Syarif Jakarta, are faced with the challenge of understanding and predicting the rapidly changing and diverse consumer trends. This understanding is not only important for academic purposes but also for preparing to face the dynamic market that continues to evolve. Students at UIN Syarif Jakarta have the potential and ability to comprehend and predict global consumer trends, which, in turn, will make a significant contribution to the economic and social development in Indonesia. One of the activities

carried out by UIN Jakarta to help students understand and detect changes in consumer trends in the global era is by conducting consumer protection education in the digital age.

According to Dean Gun Gun Heryanto, he positively appreciates the consumer socialization and education for students. As a younger generation that is closely connected with various technologies linked to digital shopping platforms, students must be positioned as active subjects. Students at UIN Syarif Jakarta, as the younger generation, have greater access to information and technology, making them more capable of analyzing and understanding these changes. With a deep understanding of consumer trends, students can contribute to creating more effective and relevant marketing strategies.

In this digital era, information technology plays a very important role in understanding consumer trends. Students at UIN Syarif Jakarta have broad access to various sources of information, including social media, e-commerce platforms, and analytics data. By utilizing this technology, they can quickly collect and analyze data on consumer behavior. For example, the use of data analysis tools like Google Analytics allows students to track trends and consumer behavior patterns in real-time. Students at UIN Syarif Jakarta are not only observers but also agents of change. With a good understanding of consumer trends, they can develop innovative ideas that can be applied in the market. For instance, students can create products or services that meet the needs and preferences of constantly changing consumers. Furthermore, they can also contribute to research related to consumer behavior, which can serve as a reference for businesses and the government in making decisions.

As the era of globalization continues to develop without boundaries, companies around the world are faced with the dynamics of an increasingly vast and rapidly changing global market. Globalization has brought new opportunities, but it also presents significant challenges, such as changing consumer trends, technological advancements, and economic uncertainty. This transformation has brought major implications for how companies collect, analyze, and use market information to inform their strategies. The integration of technology in marketing research has provided opportunities to gain deeper insights, improve the speed and accuracy of analysis, and enable more timely decision-making (Suhairi et al., 2024). One of the

challenges for higher education is not only producing graduates with academic competencies but also those who possess soft skills. One of these skills is the entrepreneurial spirit or entrepreneurship. Higher education institutions must also be able to shift students' mindset from job seekers to job creators (Christianty et al., 2024).

Innovation is key to gaining a competitive edge in the ever-evolving world of entrepreneurship. UIN Jakarta students, as a talented younger generation, are expected to actively implement innovation in their businesses. By leveraging available resources, adopting new technologies, and developing creative ideas aligned with societal needs, UIN Jakarta students can become significant agents of change in their communities. One such initiative at UIN Jakarta is the P2EKS, where the Faculty of Economics and Business collaborates with the Ministry of Communication and Informatics to offer Digital Entrepreneurship Training. This activity was held in June 2024 by the Faculty of Economics and Business (FEB) at UIN Jakarta and the Center for the Development of Sharia Economics and Finance (P2EKS) at FEB UIN Jakarta, in collaboration with the Ministry of Communication and Informatics. The event featured the Digital Talent Academy (DTA) Program, a training scholarship aimed at students, the general public, aspiring Micro, Small, and Medium Enterprises (MSMEs) entrepreneurs, and current MSME owners who wish to improve their businesses by utilizing digital technology. The training aims to enhance digital skills from basic to intermediate levels for aspiring and existing MSME entrepreneurs. The Academy targets participants from the general public who wish to start a business, as well as MSMEs.

In the era of Industry 4.0 and 5.0, advancements in information and communication technology (ICT) have drastically changed the business landscape. The digitalization of business processes, e-commerce, and the use of digital platforms to market products and services have created new opportunities in the world of entrepreneurship. As a tech-savvy younger generation, students play a crucial role in adopting and implementing digital entrepreneurship. However, adapting to digital entrepreneurship is not easy, as students are not only faced with technological challenges but also the need to innovate and compete in an

increasingly dynamic market (Irwansyah et al., 2025).

Moreover, in the current digital era, technology plays a crucial role in innovation. UIN Jakarta students must be able to adopt new technologies to enhance the efficiency and effectiveness of their businesses. For example, using social media for marketing, mobile apps to facilitate transactions, or e-commerce platforms to reach a broader customer base. By integrating technology into their businesses, students can not only increase competitiveness but also create innovations that are relevant to the times.

Conclusion

The impact of globalization provides students with broader opportunities to market products globally through digital platforms such as social media and e-commerce. However, they must also face intense competition, which demands improvements in the quality of products and services offered. At UIN Jakarta, students are

taught to integrate Islamic ethical values into entrepreneurial practices, with principles such as honesty and fairness considered essential foundations for building trust among customers, ultimately increasing customer loyalty. Students now have greater access to information and technology, enabling them to better understand and predict changes in consumer trends. Educational activities on consumer protection in the digital era serve as a step to enhance consumer literacy among students. Innovation is a key factor in creating competitive advantages, and UIN Jakarta students are encouraged to leverage the latest technology and develop creative ideas. A tangible example of this effort is the digital entrepreneurship training conducted by the Faculty of Economics and Business. UIN Jakarta faces both challenges and opportunities in addressing global issues in marketing and entrepreneurship. With educational support rooted in Islamic ethical values and innovation, students are expected to act as agents of change, capable of creating innovative and sustainable solutions in the highly competitive global market.

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