



## Creative Economy Development Strategy in the Digital Age According to Islamic Economic Principles: Literature Review and Theoretical Analysis

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### Abstract

This study explores strategies for developing the creative economy in the digital era based on Islamic economic principles, such as justice, transparency, and prohibitions against usury (*riba*) and gambling (*maysir*). Using a literature review and theoretical analysis, this research examines the alignment between creative economy practices and Shariah values. Data sources include relevant journals, books, and publications, with content analysis used to identify strategies aligned with a Shariah-compliant creative economy. The findings indicate that applying Islamic economic principles can be achieved through value-based innovation, profit-sharing business models, and digital technology for transparency. Practical implications include recommendations for businesses to adopt Shariah principles in their strategies and for policymakers to support regulations that facilitate a Shariah-based creative economy. The study also suggests enhancing Islamic financial literacy and strengthening digital infrastructure to support the implementation of Islamic economic principles in this sector.

**Keywords:** Creative Economy, Islamic Economic Principles, Digital Technology

### Abstrak

Penelitian ini mengeksplorasi strategi pengembangan ekonomi kreatif di era digital sesuai dengan prinsip ekonomi Islam, seperti keadilan, transparansi, dan larangan terhadap riba dan maysir. Menggunakan metode tinjauan literatur dan analisis teoretis, penelitian ini menganalisis kesesuaian antara praktik ekonomi kreatif dengan nilai-nilai syariah. Sumber data meliputi jurnal, buku, dan publikasi terkait, dengan analisis konten untuk mengidentifikasi strategi yang sesuai dengan ekonomi kreatif berbasis syariah. Hasil menunjukkan bahwa penerapan prinsip ekonomi Islam dapat diwujudkan melalui inovasi berbasis nilai-nilai Islam, model bisnis berbagi hasil, dan teknologi digital untuk transparansi. Implikasi praktisnya adalah rekomendasi bagi pelaku usaha untuk menerapkan prinsip syariah dalam strategi bisnis mereka, serta bagi pembuat kebijakan untuk mendukung regulasi yang memfasilitasi ekonomi kreatif berbasis syariah. Penelitian ini juga merekomendasikan peningkatan literasi keuangan syariah dan penguatan infrastruktur digital untuk mendukung penerapan prinsip ekonomi Islam di sektor ini.

**Kata Kunci:** Ekonomi Kreatif, Prinsip Ekonomi Islam, Teknologi Digital

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## INTRODUCTION

The creative economy is one of the fastest growing economic sectors in the digital era, utilizing innovation, creativity and technology to create significant added value. The sector encompasses a wide range of industries, such as digital media, art, design and technology-based services, which play an important role in driving global economic growth (UNCTAD, 2020). In Indonesia, the creative economy has the potential to become the backbone of the economy, especially with the development of digital technology that allows wider and more efficient market access (Ministry of Tourism and Creative Economy, 2021). Islamic economic principles, which emphasize fairness, balance and transparency, can provide a strong ethical and operational foundation for the development of this sector, so that it can contribute to the welfare of the people and a sustainable economy (Chapra, 2000).

The relevance of Islamic economic principles in the creative economy can be seen in the values that underlie both concepts. Principles such as the prohibition of *riba* (interest), *gharar* (uncertainty), and *maysir* (speculation) in Islamic economics emphasize the importance of transactions that are fair, transparent, and based on moral values (El-Gamal, 2006). The creative economy, which relies on innovation and creativity, can operate within this framework by promoting products and services that are not only profitable but also beneficial to society at large. In addition, the principles of profit sharing and cooperation in Islamic economics can support collaborative business models that are widely found in the creative economy sector, such as crowdfunding and digital cooperatives (Sadeghi, 2019).

The principle of wealth distribution in Islamic economics is also very relevant in the context of the creative economy in the digital era. Islamic economics encourages equitable distribution of wealth through mechanisms such as *zakat*, *infaq*, and *sadaqah*, which can help reduce economic and social disparities (Kamali, 2017). Thus, creative economic development based on Islamic principles can help realize social and economic goals, such as reducing poverty, creating jobs, and increasing economic inclusion. In the digital age, where access to technology and information can be a key driver for equal opportunities, these principles are even more relevant and important.

However, the development of the creative economy in the digital era also faces various challenges, especially from an Islamic economic perspective. One of the main challenges is how to ensure that creative economic activities remain in line with *sharia* principles, such as the prohibition of content that is incompatible with Islamic values, including pornography, gambling, and products that contain elements of usury (Iqbal &

Mirakhor, 2011). Another challenge is how to maintain transparency and fairness in digital transactions, where there is often uncertainty and unclear risks, which may contradict the prohibition of gharar in Islam (El-Gamal, 2006).

On the other hand, the digital era also offers great opportunities for creative economic development in accordance with Islamic economic principles. Digital technology can be used to promote halal products and sharia-based services that are accessible to the global market, increase financial inclusion through Islamic fintech, and create more inclusive and sharing business models (Naqvi, 1994). With digital platforms, creative economy actors can more easily reach a wider audience and raise funds through mechanisms that are in accordance with sharia principles, such as sukuk or profit-sharing schemes (Usmani, 2002). This opportunity can encourage the development of a creative economy that is not only financially profitable but also provides wider social benefits in accordance with Islamic values.

## **METHOD**

This research uses a literature review approach and theoretical analysis to examine creative economy development strategies in the digital era based on Islamic economic principles. The literature review was chosen because it allows researchers to explore various existing theories, concepts and empirical findings relevant to the research topic. This method also helps in understanding how Islamic economic principles can be applied in the context of the creative economy, as well as identifying gaps in the existing literature. Thus, this research is expected to present a comprehensive analysis of the alignment between the creative economy and the Islamic economy (Hart, 2018).

### **Data Source**

The main data source of this research is secondary literature, including scholarly journals, books, and other publications that address the topic of creative economy and Islamic economic principles. Data were collected from various academic databases, such as Google Scholar, JSTOR, and ProQuest, to ensure breadth and depth of coverage. The literature reviewed included studies on creative economic development in the digital era, Islamic economic analysis, as well as the application of sharia principles in the modern economic context. The main focus was on literature that addresses the relationship between digital innovation and Islamic values, as well as relevant case studies that demonstrate the application of Islamic economic principles in the creative industries (Snyder, 2019).

### **Analysis Technique**

The analytical technique used in this research is content analysis, which aims to identify and categorize information from the literature that has been collected. The

content analysis was conducted by examining the alignment between Islamic economic principles, such as justice, balance, and prohibition against harmful practices, with the characteristics of the creative economy in the digital era. This process involved steps such as coding the data, identifying key themes, and assessing the congruence between Islamic economic principles and creative economic practices (Elo & Kyngäs, 2008). The results of this analysis are expected to provide a clear picture of how Islamic economic principles can be applied in the development of the creative economy in the digital era, as well as the challenges and opportunities that come with it.

## RESULTS AND DISCUSSION

This research found several key strategies for creative economy development in the digital era that are in line with Islamic economic principles. First, the Islamic values-based innovation strategy provides a strong foundation, where creative economy actors can develop products and services that are not only innovative but also adhere to sharia principles. Examples include the development of digital applications that promote Islamic education, halal e-commerce platforms, and content services that adhere to Islamic ethics, such as the provision of educational content that encourages positive and ethical values (Elasrag, 2016).

Secondly, the strategic implementation of risk and return sharing business models, such as mudharabah or musyarakah-based partnerships, can increase trust and sustainability in business relationships in the creative economy sector. These models allow for a fair sharing of profits and risks between capital owners and businesses, in accordance with the principle of profit sharing in Islamic economics (Iqbal & Mirakhor, 2011). This not only encourages closer collaboration but also minimizes the risk of speculation which goes against the prohibition of maysir in Islam.

Third, optimizing digital technologies to support transparency and accountability in financial transactions and creative economy operations is an important strategy. The use of blockchain technology, for example, can help ensure transparency in payments and contracts, thereby reducing uncertainty (gharar) in digital transactions (Shahid & Abbas, 2020). This is important to ensure that creative economy activities are not only efficient but also adhere to the standards of fairness and transparency demanded by Islamic economic principles.

Fourth, the strategy of strengthening Islamic financial literacy and inclusion among creative economy players is very important to support the growth of the sharia-based economy. Through education and providing access to Islamic financial products, creative economy players can more easily access capital and financial services that comply with sharia principles, such as Islamic financing or halal investment (Kamali, 2017). This not only broadens the base of businesses that can participate in the creative economy but also

ensures that they operate within an ethical framework and in accordance with Islamic values.

The findings of this study suggest that the application of Islamic economic principles in the development of the creative economy in the digital era can be a solution to create a more equitable, inclusive and sustainable economy. The strategies identified, such as innovation based on Islamic values, risk-sharing business models, use of technology for transparency, and strengthening Islamic financial literacy, all emphasize the importance of integrating Islamic values in modern business practices. However, the implementation of these strategies is not free from challenges, such as the need for supportive regulations and businesses' awareness of the importance of complying with sharia principles in every aspect of their business (Usmani, 2002).

In addition, it is important to consider that the implementation of Islamic economic principles in the creative economy sector requires continuous adaptation and innovation, given the fast-changing dynamics of the digital market. Therefore, collaboration between the government, Islamic financial institutions, and creative economy players is necessary to create an ecosystem that supports the growth of the creative economy that is aligned with Islamic principles (El-Gamal, 2006). This alignment can help overcome challenges such as uncertainty in regulations and lack of access to Islamic financing, which are often barriers to the development of a sharia-based creative economy.

The findings of this study show that the application of Islamic economic principles in creative economic development in the digital era can provide a different ethical and operational foundation compared to conventional approaches. In practice, principles such as fairness, transparency, and the prohibition of harmful practices, such as usury and maysir, can differentiate sharia-based creative economic strategies from conventional approaches that are more profit-oriented. For example, the application of profit-sharing business models such as mudharabah and musyarakah allows for a fair share of profits between capital owners and entrepreneurs, thus creating higher trust compared to interest-based financing models (Iqbal & Mirakhor, 2011).

However, in its implementation, there are some significant challenges that need to be overcome. One of the main challenges is the low level of Islamic financial literacy among creative economy players, who are often more familiar with conventional business models. Lack of understanding of Islamic financial products and how to access them can be an obstacle for business actors who want to switch to sharia-based business models (Kamali, 2017). In addition, limited regulations and supporting infrastructure can also be an obstacle in implementing this strategy, especially in ensuring that digital transactions comply with sharia principles, such as transparency and fairness.

A comparison with conventional principles shows that the sharia approach can offer a more sustainable and ethical alternative. While conventional creative economies tend to prioritize growth and innovation while neglecting some ethical aspects, sharia-based approaches integrate moral and social values aimed at collective well-being. For example,

Islamic economic principles that encourage wealth distribution through mechanisms such as zakat and infaq can help address economic inequality, which is often overlooked in conventional approaches that focus on personal profit accumulation (Chapra, 2000). This suggests that the integration of Islamic principles in the creative economy can not only enhance economic growth but also have a positive social impact.

In addition, the adaptation of digital technologies, such as blockchain to enhance transparency and accountability, can support the implementation of the sharia-based creative economy in the digital age. These technologies can not only be used to ensure compliance with Shariah principles but also offer practical solutions to challenges related to trust and clarity in digital transactions (Shahid & Abbas, 2020). This is important because the creative economy often relies on online transactions, which carry a high risk of uncertainty (gharar) and speculation (maysir). By using the right technology, creative economy players can ensure that their activities remain compliant with Islamic principles, while remaining competitive in the digital market.

However, the implementation of sharia-based strategies in the creative economy also requires support from various stakeholders, including the government, financial institutions and the business community. Supportive policies, such as incentives for businesses that adopt sharia principles, as well as improved access to sharia financial services, will go a long way in overcoming existing barriers. In addition, education and awareness-raising on the benefits of a shariah-based creative economy are also important to ensure wider adoption (El-Gamal, 2006). With synergy between various parties, the application of Islamic economic principles in the development of the creative economy in the digital era can become more effective and sustainable.

## CONCLUSION

This research identifies several key strategies for creative economy development in the digital era based on Islamic economic principles. These strategies include innovation based on Islamic values, implementation of profit-sharing business models, optimization of digital technology for transparency, and strengthening Islamic financial literacy and inclusion. The findings suggest that the integration of Islamic economic principles can not only support the sustainable growth of the creative economy but also ensure that business practices are in accordance with the ethical values emphasized by Islam, such as justice, transparency, and social welfare.

For creative economy players, the results of this study suggest the importance of adopting Islamic economic principles in their business strategies. Businesses are advised to develop products and services that are not only innovative but also adhere to sharia standards, such as avoiding usury and speculation. In addition, the utilization of digital technologies such as blockchain can be an important tool to ensure transparency and

accountability in transactions, which is in line with Islamic economic principles (Shahid & Abbas, 2020). For policymakers, stronger regulatory support is needed to facilitate the development of a sharia-based creative economy ecosystem, including increased access to Islamic financial services and public education on the importance of Islamic economic principles in business.

This study suggests several areas that require further research to support the development of an Islamic principles-based creative economy. One of them is an in-depth exploration of how other digital technologies, such as artificial intelligence (AI) and internet of things (IoT), can be applied in the context of Islamic economics to improve efficiency and compliance with Islamic principles. In addition, more extensive empirical research is needed on the impact of applying sharia principles in various sectors of the creative economy, including case analysis in countries that have implemented this approach. Studies on business perceptions and acceptance of Islamic business models can also provide deeper insights into the barriers and opportunities that exist in the field.

Further research could also explore the potential for collaboration between the public and private sectors to create a conducive environment for the sharia-based creative economy. For example, a case study on the partnership between the government and Islamic financial institutions in supporting creative start-ups could provide a model that can be replicated in other contexts. Thus, further research is expected to address the existing gaps and provide more practical guidance for creative economy actors and policy makers in integrating Islamic economic principles in daily business practices .

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