



## Entrepreneurship Building Based on Pancasila Values for Push Social Justice Among Generation Z

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### ABSTRACT

Generation Z has strategic potential as a driving force for entrepreneurship amidst the dynamics of the digital economy and the challenges of social inequality. However, solely profit-oriented entrepreneurship development risks neglecting the dimensions of values and social justice. Therefore, an entrepreneurship building approach is needed that not only fosters business competency but also internalizes the values of Pancasila, particularly the fifth principle, Social Justice for All Indonesians. This study aims to analyze the role of Pancasila-based entrepreneurship building in fostering awareness and practice of social justice among Generation Z. This study uses a qualitative approach with library research methods and conceptual analysis of literature on entrepreneurship, character education, and Pancasila values. The results of the study indicate that Pancasila-based entrepreneurship building contributes to shaping the entrepreneurial mindset of Generation Z that is inclusive, ethical, and oriented towards equitable distribution of economic benefits. The integration of social justice values in entrepreneurship education encourages the emergence of young entrepreneurs who are not only innovative and independent, but also have a concern for the common welfare and reducing social inequality. Pancasila-based entrepreneurship building is an important strategy in developing equitable and sustainable entrepreneurship among Generation Z.

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## Introduction

Development digital economy and progress technology has open opportunity big for growth entrepreneurship among generation young people, especially Generation Z. The generation that was born and grew up in this digital ecosystem known adaptive to technology, creative, and own access wide to information and markets. This potential makes Generation Z a strategic actor in driving economic growth and job creation. However, these opportunities also come with serious challenges related to the entrepreneurial character and orientation developing among Generation Z.

One prominent issue is the strengthening of Generation Z as the "instant generation," a tendency to desire quick results, minimal process, and an orientation toward short-term success. This phenomenon is reflected in an entrepreneurial mindset that emphasizes virality, instant profits, and social media popularity over perseverance, business sustainability, and social responsibility (Noor, 2015). As a result, growing entrepreneurial practices have the potential to disregard ethical values, fairness, and real contributions to the welfare of the wider community.

In this context, entrepreneurship development cannot be understood solely as an effort to improve business skills and economic innovation but must be directed toward developing an entrepreneurial character grounded in the values of Pancasila. The fifth principle of Pancasila, Social Justice for All Indonesians, serves as a relevant normative foundation for shaping Generation Z's entrepreneurial orientation to prevent them from becoming trapped in individualistic and exploitative economic logic (Kahfi, 2022). The value of social justice emphasizes equal opportunity, support for vulnerable groups, and the fair and sustainable distribution of economic benefits.

Entrepreneurship building based on Pancasila values serves as a strategic effort to correct this tendency for instant gratification by instilling an awareness that entrepreneurship is a long-term process that requires hard work, consistency, and social responsibility. Through internalizing the values of social justice, Generation Z is guided to understand that business success is measured not only by material achievements but also by contributions to job creation, strengthening the local economy, and reducing social inequality. This approach positions entrepreneurship as an instrument of social empowerment, not simply a means of accumulating personal gain.

The educational background and digital environment that shape Generation Z demands a contextual and values-based approach to entrepreneurship development. Entrepreneurship education integrated with the values of the fifth principle of Pancasila is expected to foster an inclusive, ethical, and sustainability-oriented entrepreneurial mindset (Ikhtiarti et al., 2019). Thus, Generation Z is prepared not only as technically competent business actors but also as agents of social change committed to justice and shared prosperity. Based on these conditions, entrepreneurship development based on Pancasila values is an urgent need in responding to the challenges of the Generation Z phenomenon as an instant generation. This approach is expected to shape the entrepreneurial character of Generation Z who is not only adaptive to changing times but also upholds the value of social justice as the foundation of sustainable and civilized economic development.

## Method

This study uses a qualitative approach with the aim of understanding in depth the phenomenon of entrepreneurship building based on Pancasila values, especially the fifth principle of Social Justice for All Indonesians, in the context of developing the entrepreneurial character of Generation Z. The qualitative approach was chosen because it allows researchers to explore the meaning, values, and processes behind entrepreneurial practices, as well as

interpret the accompanying social and cultural dynamics comprehensively. Data collection was carried out through library studies and document analysis relevant to the research topic, including scientific literature, previous research results, entrepreneurship education policies, and sources discussing the characteristics of Generation Z and Pancasila values. The data obtained were then analyzed using an interactive qualitative data analysis model that includes three main stages, namely data reduction, data presentation, and conclusion drawing.

## Results and Discussion

Entrepreneurship building in Generation Z is not can released from context social and the values that surround it. As generation that grew up in the midst of digital disruption, Generation Z has superiority in matter creativity, literacy technology, and broad market access. However, the potential the often accompanied with trend pragmatic and orientation instant that places success business solely on material achievements and popularity term short. Condition This confirm importance an entrepreneurship building approach that is not only emphasize aspect skills and innovation, but also integrate fundamental values of the nation as moral foundation in practice entrepreneurship (Sa'ida et al., 2022).

The values of Pancasila, in particular please fifth Social Justice for All Indonesian people, give framework relevant normative For organize orientation entrepreneurship Generation Z. Justice social in context entrepreneurship contain meaning equality chance economy, bias towards groups vulnerable, as well as distribution benefit business that does not exploitative. Entrepreneurship building based on Pancasila values guide Generation Z for look at entrepreneurship No just means get profit personal, but rather as instrument empowerment social and development inclusive economy .

Entrepreneurship building based on Pancasila values shift paradigm entrepreneurship Generation Z from solely profit- oriented going to greater understanding holistic about role social business. In framework Pancasila values, entrepreneurship No viewed only as activity individual economy, but rather as part from not quite enough answer citizenship in realize welfare together (Raharjo, 2020). Generation Z is directed For realize that every activity business own consequence social influences other people's lives, so success business must measured No only through profit financially, but also through contribution social results generated.

Approach based mark This implant awareness that entrepreneurship is instrument strategic for empowering society and reduce inequality social. Generation Z is driven For develop business that opens access economy for marginal groups, creating field decent work, and optimize potential local in a way sustainable. With Thus, entrepreneurship become means empowerment that is capable increase capacity community, strengthening independence economy, and encourage distribution more benefits fair in the middle public (Fauzi & Machrus, 2025). Entrepreneurship building based on Pancasila values also form orientation inclusive and equitable entrepreneurship. Generation Z is directed For develop a business model that prioritizes principle collaboration, mutual cooperation, and solidarity social. Values the push birth practice business that does not exploitative, appreciative Work the same, and strengthen relation social between perpetrator business and community. In context this, entrepreneurship positioned as dialogue space between interest economy and interests mutual social strengthen (Budiasih, 2018).

Embracing entrepreneurial character can foster ethical awareness in Generation Z in facing the challenges of the global and digital economy. Entrepreneurship based on Pancasila values guides Generation Z to develop socially and environmentally responsible businesses, ensuring that economic development does not compromise humanitarian values and sustainability (Chandra & Sari, 2021). This awareness is crucial for developing young entrepreneurs capable of competing globally without losing their identity and commitment to

national values.

This awareness is a crucial foundation for developing young entrepreneurs who are not only adaptive to the dynamics of global competition but also possess a strong sense of identity and a strong sense of national values (Fauzi et al., 2025). Amidst the currents of globalization and the penetration of market culture, which tends to emphasize efficiency, competition, and profit accumulation, young entrepreneurs often face a dilemma between the demands of the global market and the local values that shape their identity. Therefore, strengthening awareness of national values serves as a moral compass that keeps entrepreneurial practices aligned with the nation's character.

Young entrepreneurs with this awareness can position the values of Pancasila as a distinctive value in global competition. National identity is not seen as a barrier, but rather as social and cultural capital that enriches innovation, strengthens business ethics, and builds public trust. Based on the values of cooperation, social justice, and humanity, young entrepreneurs can develop competitive and character-based business models, thus responding to global market demands without falling into exploitative business practices or abandoning moral values.

Commitment to national values also encourages young entrepreneurs to contribute to national development amidst global connectivity (Fauzi et al., 2025). This awareness leads them to seize global opportunities to strengthen local economies, empower communities, and increase national competitiveness. Thus, young entrepreneurs emerge not only as global economic actors but also as agents of social change, integrating national identity into sustainable and equitable entrepreneurial practices.

Thus, Pancasila-based entrepreneurship building not only equips Generation Z with technical entrepreneurial skills but also shapes an entrepreneurial vision oriented toward social empowerment and inclusive economic development. This approach emphasizes that entrepreneurship is a strategic instrument in realizing social justice, as well as a means of actualizing Pancasila values in the economic and civic life of Generation Z.

This values-based approach serves as a corrective to the "instant generation" phenomenon, which tends to ignore process, ethics, and sustainability. By internalizing the values of social justice, Generation Z is encouraged to develop an entrepreneurial attitude oriented towards long-term processes, hard work, and social responsibility (Aboagye & Nombuso Dlamini, 2021). Entrepreneurship is understood as a continuous learning process that demands perseverance, honesty, and concern for the social impact of every business decision. Thus, business success is measured not only by financial growth but also by its contribution to societal well-being.

Entrepreneurship building based on Pancasila values also plays a role in shaping the inclusive and ethical entrepreneurial character of Generation Z. The integration of social justice values encourages the emergence of business practices that value cooperation, mutual assistance, and social solidarity (Habibah & Florence, 2023). Generation Z is directed to develop business models that create job opportunities, empower local communities, and reduce economic disparities. In this context, entrepreneurship becomes a space for the actualization of Pancasila values that are alive and relevant to the challenges of the times.

Furthermore, Pancasila-based entrepreneurship development plays a role in strengthening Generation Z's national identity amidst globalization and digital capitalism. Amidst the dominance of a global economic culture that tends toward individualism and competitiveness, Pancasila's values of social justice serve as a moral marker that distinguishes Indonesian entrepreneurship from neoliberal models (Setyowati et al., 2020). Generation Z is encouraged to develop businesses rooted in local contexts, upholding the principles of cooperation, and oriented toward social benefit (Yunita et al., 2023). Thus, entrepreneurship

becomes not only an economic instrument but also a means of actualizing national values.

Entrepreneurship development can be understood not only as an economic instrument oriented towards profit creation and business growth, but also as a strategic means of actualizing national values. In this context, entrepreneurship becomes a practical space for the internalization of Pancasila, particularly the values of social justice, mutual cooperation, and social responsibility, which are realized through business practices, decision-making, and relationships between business actors and the community. These entrepreneurial activities serve as a medium for developing the character of empowered, independent, and ethical citizens.

Empowered, independent, and ethical citizens are essential foundations for building a just and sustainable social, economic, and political life. Empowered citizens are characterized by the ability to recognize their potential, access resources, and actively participate in solving problems facing society. This empowerment is not only individual but also social, growing from an awareness of responsibility as part of a community and nation. With this character, citizens are not passive in the face of change but rather become subjects capable of contributing constructively to various spheres of life (Saputra, 2015).

Independence is another important characteristic that strengthens the quality of citizenship. Independent citizens could make rational decisions, act autonomously, and not rely entirely on others to meet their needs. This independence reflects maturity in thought and action and is a key asset in facing competitive global challenges. In economic and social contexts, independence encourages citizens to innovate, work hard, and create opportunities, thereby contributing to improving their own well-being and that of society at large (Kebangsaan et al., 2023).

However, empowerment and independence need to be balanced with ethics to prevent them from developing into individualistic and exploitative attitudes. Ethical citizens uphold moral values, justice, and respect for human dignity in every action and decision they make. Ethics serve as a normative foundation that guides citizens' behavior to align with the values of Pancasila, the law, and prevailing social norms. Thus, the character of empowered, independent, and ethical citizens shapes individuals who are not only competent and productive, but also responsible, civilized, and committed to the common good of the nation and state.

Entrepreneurship development demands a contextual and transformative pedagogical approach. Not only focus on aspects technical business, but need implant awareness critical about relation between effort, justice social and responsibility answer citizenship. Through approach This time, Generation Z is equipped ability For identify problem social and respond to it through innovation a business that is oriented towards solutions and benefits public (Atmaja et al., 2020).

Entrepreneurship building based on Pancasila values are approach strategic in push realization justice social circles Generation Z. Approach This Not only prepare Generation Z as perpetrator an innovative and competitive economy, but also as agent change social that has awareness ethical, responsible answer collective, and commitment to welfare together. Through internalization mark justice social in entrepreneurship, Generation Z is expected capable contribute in a way real in build order an inclusive, fair and civilized economy in accordance with the ideals of Pancasila (Mahfudah & Habibah, 2023).

So from that, implementation of entrepreneurship building based on Pancasila values are an important strategy in push realization justice social circles Generation Z. Approach This Not only form entrepreneur creative and adaptive young people, but also foster agent change social that upholds mark justice, sustainability, and humanity (Bialik et al., 2015). Through integration Pancasila values in entrepreneurship, Generation Z is expected capable contribute in a way real in build order a fair, inclusive and civilized economy.



## Conclusion

Based on results study and discussion, can concluded that entrepreneurship building is based on Pancasila values have role strategic in push realization justice social among Generation Z. Integration of Pancasila values, especially please fifth Social Justice for All Indonesian people are able direct development entrepreneurship No solely achievement-oriented profit economics, but also on creation benefit more social broad. Approach This put entrepreneurship as means empowerment society, reduction gaps, and strengthening welfare together. Study This show that internalization Pancasila values in entrepreneurship building contribute to the formation character entrepreneur empowered, independent, and ethical young people.

Generation Z is encouraged For develop awareness social, responsibility moral responsibility, as well as commitment nationality in operate activity business, so that capable respond challenge global economy without lost identity and values sublime nation. Entrepreneurship based mark with thus become room actualization character just and civilized citizenship. Entrepreneurship building based on Pancasila values are an important strategy in build ecosystem inclusive and sustainable entrepreneurship among Generation Z. Approach This No only relevant For increase capacity economy generation young, but also contribute to strengthening justice social and development national. Therefore that, integration the values of Pancasila in education and development entrepreneurship need Keep going strengthened as part from effort form generation competitive, characterful, and interest-oriented entrepreneurs together.

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