

ANALYSIS OF SUSTAINABLE BUSINESS MODEL DEVELOPMENT IN MSMES WITH THE MAQASHID SHARIA APPROACH IN KUALUH HULU DISTRICT, NORTH LABUHANBATU REGENCY

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Abstract

This study aims to analyze the development of sustainable business models in Micro, Small, and Medium Enterprises (MSMEs) in Kualuh Hulu District, North Labuhanbatu egency, using the Maqashid Sharia approach. Maqashid Sharia, as a conceptual framework in Islamic law, focuses on five main goals: safeguarding religion, soul, intellect, heredity, and property. This research uses a qualitative method. The results of the study show that most MSMEs in Kualuh Hulu have not fully implemented sustainability principles in their business operations. The analysis further identifies several inhibiting and driving factors in the implementation of sustainable business models that are in accordance with Maqashid Sharia. Hindering factors include a lack of knowledge and resources, while driving factors include community support and positive market potential for halal and environmentally friendly products. This study suggests several strategies to develop sustainable business models for MSMEs based on Maqashid Sharia, such as capacity building through training and mentoring, strengthening sharia-oriented business networks, and developing products and services that meet sustainability and sharia standards. Thus, it is hoped that MSMEs in Kualuh Hulu District can increase competitiveness while contributing to sustainable economic development and in accordance with Islamic principles.

Keywords: MSMEs, Sustainable Business Model, Maqashid Syariah

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INTRODUCTION

Sustainable Development is a process of change with the exploitation of natural resources, investment direction, orientation of technological development and institutional changes built to be consistent with future and present needs (Salsiah Alisjahbana, Murningtyas, 2020). Sustainable Business is a business model that pays attention to the impact of its operational activities on the environment, so that this

business model not only pays attention to economic aspects but also environmental and social aspects (Acai Sudirman, 2022). Sustainable Business has several characteristics, namely Radical Resource Productivity, Investment in Natural Capital, Ecological Redesign, Service and Flow Economy, and Responsible Consumption. (Bayu, EK, & Novita, 2022)

This makes today's business people start to innovate and collaborate to become sustainable businesses because the current market is starting to emphasize environmentally friendly products, and companies are increasingly looking for ways to products (Abdurrahman Misno, 2020). This has also begun to be widely applied and has

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Business model innovation is the art of increasing profitability and value creation by making simultaneous and mutually supportive changes to both the organization's value proposition to customers and the underlying operating model (Swearing, D., & Indrarini, 2020). The development of sustainable business models for MSMEs has a crucial role in facing challenges and opportunities in this digital era. The development of business model concept thinking requires a business to start thinking towards the sustainability of their business. Sustainability in this case is no longer solely about profit. Because when a business only thinks about profit, then what will happen without them realizing that it has exploited the resources around them (Lathifah Hanim, 2018). MSMEs have the advantage of maintaining a culture of local wisdom in their production process. That way, MSMEs have a role to preserve cultural heritage and maintain the cultural identity of a region.

The role of the government in developing a sustainable business model for MSMEs with the Maqashid Syariah approach in Kualuh Hulu District, North Labuhanbatu Regency is very important. In this case, the Government provides support in the form of policies that support economic growth based on sharia principles, such as providing tax incentives for MSMEs that implement ethical and sustainable business practices. Moreover The government of North Labuhanbatu Regency has also provided a lot of assistance to MSME actors in North Labuhanbatu Regency, both equipment assistance, stalling and assistance in the form of capital (Asrul, 2020). Therefore, the government and related institutions must continue to provide appropriate attention and support to MSMEs so that this sector can continue to develop and provide greater benefits for the economy and society as a whole (Atika, 2023).

North Labuhanbatu is one of the districts in North Sumatra Province that has a considerable potential for MSMEs. Based on data from the Cooperatives and MSMEs Office of Labuhan Batu Utara Regency, in 2023 there will be around 8,000 MSMEs spread throughout the district. These MSMEs are engaged in various sectors, such as trade, services, and industry. The following are the number of Micro, Small and Medium Enterprises (MSMEs) by District (unit) in 2021:

Table 1. The number of MSMEs in the sub-district

District	The number of MSMEs in the sub-district
Kualuh Leidong	475
Kualuh Hilir	747
Aek kuo	734
Aek Natas	941
Na lx-x	1009
South Kualuh	1284
Kualuh hulu	1508
Marbau	1657
North Labuhanbatu	8085

Source: (BPS Labuhanbatu Utara)

From the table above, it can be seen that the number of MSME actors in Kuala Hulu is 1508, consisting of various types of MSMEs. Such as culinary MSMEs, fashion MSMEs, beauty businesses, livestock MSMEs, children's needs businesses and agricultural MSMEs. The data above is useful for understanding the distribution and concentration of micro, small, and medium economic activities in the region. This can be the basis for regional economic planning, infrastructure development, and the provision of assistance to MSMEs. So, the table above provides an overview of how MSMEs are spread across North Labuhanbatu Regency and can help in economic analysis and decision-making related to economic policies at the sub-district level.

Furthermore, in this study, the author will investigate MSMEs in culinary only, because culinary MSMEs are the prima donna for the community, and the author will analyze the problems owned by MSME owners. In addition, the culinary sector is often an attraction for tourism, so researching culinary MSMEs can help identify the potential for culinary tourism development that can attract tourists and increase regional income. Culinary MSMEs are also a source of innovation and creativity in the food industry.

One of the main problems in the development of MSMEs in Kualuh Hulu is the lack of knowledge about the market and consumer needs, which hinders the ability of MSMEs to develop effective marketing strategies. In addition, limited access to technology and the internet prevents MSMEs from utilizing digital platforms for marketing. Capital constraints are also a major barrier to business development and marketing, while fierce competition demands a strong marketing strategy to compete. The limited number of competent human resources in the field of marketing also has an impact on the ability of MSMEs to carry out effective strategies.

The existence of Micro, Small, and Medium Enterprises (MSMEs) in Kualuh Hulu is very important in the context of economic growth and poverty reduction. MSMEs play a vital role in the economy, especially in unstable economic conditions, where MSMEs can be an alternative to reduce the burden that hampers the national economy. The development of sustainable business models has a significant impact on MSMEs. This business model considers social, environmental, and economic impacts in its operations, and can improve the long-term financial performance of MSMEs. In the context of MSMEs, the development of a sustainable business model is an important key to the success and continuity of business in the modern era. Currently, MSMEs in Kualuh Hulu face the challenge of lack of access to capital and unfair competition among business

actors. Like a food and beverage trader in Kualuh Hulu on the side of Aek Kanopan road, Mrs. Aisyah, a chicken noodle trader, faces unfair competition from other business actors. Ms. Aisyah said: "Some competitors use cheap raw materials that are not clear in quality and halal, and sell products at very low prices, thus affecting the market and reducing the competitiveness of their business". Then, the traders who sell also produce a lot of food waste and plastic every day. Without an effective waste management system, the waste is often simply disposed of, which has a negative impact on the surrounding environment.

One of the problems faced in the development of sustainable business models for MSMEs in Kualuh Hulu District with the Maqashid Syariah approach is the lack of understanding and application of Maqashid Sharia principles among MSME actors (Imani, 2022). Religious protection emphasizes the importance of maintaining religious beliefs and practices, as well as ensuring that business activities do not conflict with Islamic values. Life protection includes efforts to maintain the health and safety of individuals, both physically and mentally, by creating a safe work environment and products that do not harm consumers. The protection of intellect focuses on the importance of education and knowledge, encouraging businesses to provide clear and correct information and supporting the intellectual development of employees and society. Ancestry protection underscores the need to safeguard family rights and create an environment conducive to children's growth, so businesses must pay attention to the well-being of employees' families and contribute to community development. Finally, asset protection aims to manage finances fairly and transparently, avoid usury, and ensure an equitable distribution of wealth, so businesses must implement responsible and fair financial management. By applying these principles, businesses not only pursue financial gains but also contribute to sustainable social and environmental well-being in accordance with Islamic values (One, 2019). Many MSME actors still consider that sharia principles are only relevant in the context of worship and do not understand how to apply them in daily business practices. As a result, they have difficulty integrating aspects of economic, social, and environmental sustainability in accordance with sharia values. In addition, the lack of access to information, training, and supporting resources makes MSME actors lack clear guidelines to develop a sustainable business model in accordance with Maqashid Sharia. This impacts their inability to compete in the wider market and hinders the long-term growth of their business (Harahap, 2021).

This study aims to analyze the development of sustainable business models for MSMEs in Kualuh Hulu District with a maqashid sharia approach. By adopting this approach, it is hoped that MSMEs can optimize their business performance while maintaining sharia principles, so as to create a balance between economic growth and social responsibility. In particular, this study will explore how the application of sharia maqashid principles can affect business strategy, operational management, and stakeholder relationships. In addition, this study will also identify the key factors that support the successful implementation of a sustainable business model based on sharia maqashid at the MSME level. Thus, the results of this study are expected to make a significant contribution to the development of literature on sustainable business models and provide practical guidance for MSMEs in Kualuh Hulu and other regions.

RESEARCH METHODS

The qualitative method was chosen as an appropriate research approach to understand the views and experiences of MSME business actors in depth in the upstream

area. Through interviews and analysis. Primary data in this study were obtained from the results of observations and interviews. The results of the data collection will be used as a primary source in this study. While the secondary data in this study is data obtained from writings or books relevant to the research topic. Data collection techniques were obtained through observation, interviews, and documentation methods (Salim and Syahrums, 2015). The data analysis techniques in this research are the first stage of data collection, the second stage of data reduction, the third stage of data display, and the fourth stage of drawing conclusions and verifying data. Based on the above data analysis steps, in analyzing this study with qualitative descriptive, the data obtained from the field (Suggestion, 2014).

RESULT AND DISCUSSION

The results of the research based on interviews resulting from the Analysis of the Development of Sustainable Business Models in MSMEs with the Maqashid Sharia Approach in Kualuh Hulu District, North Labuhanbatu Regency, namely: This sustainable business model has a role in achieving a sustainable future for MSMEs that respond economically, socially and environmentally. MSMEs in Kualuh Hulu District, North Labuhanbatu Regency consist of three locations: first, in the square, at the police field and on the side of the road in the city of Aekkanopan. MSME actors have stagnated in their business development, with only a few improving. The main obstacles faced are limitations in business management or management and fear in taking risks. They also cited the lack of guidance and involvement from related agencies as a factor that slowed down the development of their business.

These MSMEs are developed and become an effort for the community to achieve economic growth and create jobs for the community. The relationship between Maqashid Syariah (the goals or principles of Islamic law) and Micro, Small, and Medium Enterprises (MSMEs) can be seen in several aspects: *first*, Economic Justice, MSMEs can be a tool to achieve this goal by providing economic opportunities to the underprivileged or those in remote areas. Through MSMEs, wealth distribution can be done more evenly. *Second*, Social Welfare, Maqashid Syariah emphasizes the importance of social welfare. Successful MSMEs can provide benefits to the community through job creation, increased income, and contribution to general welfare. *Third*, Fair Ownership and Leadership, Maqashid Syariah emphasizes the importance of fair ownership and responsible leadership. MSMEs can promote fair ownership by providing opportunities for individuals to own and manage their own businesses, as well as through responsible leadership practices in terms of sustainability, business ethics, and care for employees and the environment. *Fourth*, Environmental Sustainability, One of the aspects of Maqashid Syariah is to protect the natural environment. MSMEs can play an important role in protecting the environment by implementing environmentally friendly and sustainable business practices.

The results of the study show that most MSMEs in Kualuh Hulu have not fully implemented sustainability principles in their business operations. The analysis further identifies several inhibiting and driving factors in the implementation of sustainable business models that are in accordance with Maqashid Sharia. Hindering factors include a lack of knowledge and resources, while driving factors include community support and positive market potential for halal and environmentally friendly products.

The main challenges faced by MSMEs related to capital include limited access to adequate financing sources, high operational costs, and difficulties in obtaining loans with affordable terms and in accordance with sharia principles. MSMEs often rely on capital from personal savings or business owners' assets, but the number is limited. In addition, loans from financial institutions such as banks, cooperatives, or microfinance institutions are also an option, although many MSMEs have difficulty meeting conventional loan requirements, such as guarantees or collateral. Other capital options include venture capital, which comes from investors looking for long-term profits, although it is less common among small MSMEs. Grants and subsidies from the government or non-governmental agencies can also support the development of MSMEs, but they require strong proposals and oversight of the use of funds.

In Kualuh Hulu District, North Labuhanbatu Regency, MSMEs face various challenges in developing their businesses, one of which is limited access to capital. Although the support from the government is quite significant, one of the main obstacles faced is the lack of assistance from banks. Many MSMEs have difficulty getting loans from banks due to strict requirements, such as guarantees or collateral, as well as complicated administrative processes. As a result, many MSME actors are unable to qualify for the financing.

Development of Sustainable Business Models for MSMEs in Kualuh Hulu District, North Labuhanbatu Regency uses the type of marketing model development. A marketing model is a framework or systematic approach used by merchants to plan, execute, and control their own marketing activities. It includes strategies for identifying customer needs and wants, as well as for creating, communicating, and providing value to them in a way that benefits their efforts. Marketing models often include elements such as market segmentation, targeting, differentiation, and positioning, as well as promotional, distribution, and pricing strategies.

Current Condition of MSME Business Models in Kualuh Hulu District

Based on the results of in-depth observations and interviews with MSME actors in Kualuh Hulu District, it was found that the majority of MSMEs are still adopting traditional business models. This business model tends to focus on short-term economic aspects with minimal attention to long-term sustainability. Some of the key findings include: Most MSMEs in Kualuh Hulu are engaged in the trade and service sector with a small to medium business scale. The products produced are mostly local products such as snacks, handicrafts, and agricultural products, Financial management in most MSMEs is still simple and not well structured. Business actors often mix personal finance with business finance, making it difficult to accurately monitor cash flow and profitability, The adoption rate of technology is still low. Many MSMEs have not utilized information and communication technology optimally to develop their businesses, such as online marketing or inventory management systems and environmental sustainability and social responsibility aspects are still not the top priority for most MSME actors. Only a few MSMEs have started implementing environmentally friendly practices, such as waste management and the use of environmentally friendly raw materials.

Sustainable Business Model in the MSME Community in Kualuh Hulu District Square, North Labuhanbatu Regency

Sustainable business models in Kualuh Hulu District, North Labuhanbatu Regency, one of which is MSMEs in the Square. At the location of this square is the culinary center of the community, both indigenous people and immigrants. Consumers who come are not only from Kualuh Hulu District, North Labuhanbatu Regency, but there are also from Kisaran, Mandailing and others. In this first location, there are 3 types of MSME businesses that are dominant in the square, namely tea pots, takoyaki, and coffee businesses. The income from each business ranges from Rp. 150,000 to Rp. 800,000. The pot tea business shows a high level of interest from visitors to the square.

The traders mostly MSME businesses in the square are managed by their own owners, although some have one or two employees. Operating hours also vary. The tea pot and takoyaki business is open from 10 am to 6 pm, while the coffee business is open from 5 pm to 11.30 pm. Applying the Maqashid Sharia Principles in running their businesses, some MSME owners describe their awareness of Maqashid Sharia principles, such as justice, balance, and general welfare. However, the concrete implementation of these principles in daily operations still needs to be improved.

Sustainable Business Model in the MSME Community at the Police Field , Kualuh Hulu District, North Labuhanbatu Regency

The sustainable business model in the second location is in the police field. Through the data collected, in this second location there are three types of products that are predominantly sold in this place, namely young coconut ice, melted durian cendol, and meat miso. Each product has a variable price range, which reflects variations in quality, portion sizes, or raw materials used. The income of the traders varies as well. The income of young coconut ice traders ranges from Rp. 500,000 to Rp. 1,000,000, while the income of melted durian cendol ranges from Rp. 400,000 to Rp. 650,000. Furthermore, the income of meat miso traders who also offer a similar income range to young coconut ice.

In addition, at the location of the police field, the number of employees involved in each type of business. Young coconut ice is served by one employee, while meat miso employs two employees. However, information related to the number of employees for cendol durian melter is not specifically mentioned. This may indicate differences in the scale of operations or the complexity of the production process between the three types of businesses. Furthermore, sellers at the National Police Field are charged a stall fee of Rp. 150,000 per day. Although on normal days the buyer's visit is not too crowded, the situation changes when the month of Ramadan arrives, where this place becomes crowded with the presence of vendor booths lined up. This shows that there is a significant seasonal trend in selling activities in this location. The results of interviews with three micro and medium enterprises (MSMEs) show that they have been selling at the National Police Field for an average of 3-6 years. This reflects the high level of resilience or success of their business in facing challenges and competition in these locations. Overall, this research provides an in-depth understanding of the dynamics of selling in the Police Field, by describing various aspects such as product types, prices, number of employees, operational costs, and selling trends. So this can be useful for related parties in making decisions related to the development or improvement of business performance in the location.

Sustainable Business Model for MSMEs on the Roadside of Aekkanopan City , Kualuh Hulu District, North Labuhanbatu Regency

The next sustainable business model is on the roadside of the city of Aekkanopan. This study provides a fairly comprehensive overview of selling activities on the roadside of Aekkanopan City. From the results of the research, it was revealed that there are three types of products that are predominantly sold on the roadside of the city of Aekkanopan. The first is Mie Ayam Legend, whose income is between Rp. 600,000 to Rp. 1,200,000 and operates at night. In addition, there is also Cilok Bandung with an income between Rp. 400,000 to Rp. 800,000, which generally sells from morning to evening. The third is Martabak Bangka, with revenues between Rp. 500,000 to Rp. 1,000,000 and also operates at night. This difference in operational hours may reflect adjustments to the consumption patterns of the people around the place.

The number of employees involved in the Cilok Bandung and Martabak Bangka businesses does not exist. Therefore, the author can assume that every business has at least one employee to operate the business, namely the business owner himself. Variations in revenue may reflect differences in portion sizes, quality of ingredients, or other additions included in the menu, so they can reach diverse preferences and budgets of shoppers. Business actors must be continuous in optimizing their marketing and operational strategies. By understanding the product characteristics, price range, operating time, and potential customers, they can improve their business performance on the roadside of Aekkanopan City.

Analysis of the Development of Sustainable Business Models in MSMEs with the Maqashid Sharia Approach in Kualuh Hulu District, North Labuhanbatu Regency is that the organizational structure of MSMEs is simpler compared to large companies. The main owners or managers who are responsible for decision-making, management, and day-to-day operations have a great influence. The products offered by MSMEs can vary depending on the industry and target market. For example, food and beverage products from the location of the Square, the National Police Field and the side of Aekkanopan road.

MSMEs in Kualuh Hulu District, North Labuhanbatu Regency have innovated products to differentiate themselves from competitors, increase added value, or meet the needs of a growing market. The MSME financial system can be diverse, starting from manual recording. Transactions that often occur include direct sales to consumers, purchases of raw materials or capital goods, and payments to suppliers or employees. MSMEs can market their products through still selling directly without going online.

The application of Financial Accounting Standards for Micro, Small, and Medium Entities (SAK-EMKM) depends on the needs and capabilities of MSMEs, and may involve assistance from accountants or consultants. MSMEs also have disadvantages such as limited resources or market access, but they also have advantages such as flexibility and the ability to respond quickly to market changes. MSMEs in Kualuh Hulu District, Labuhanbatu Regency can overcome challenges by improving management, increasing innovation, looking for new resources, or developing cooperation networks. MSME strategies to survive and thrive may involve developing new products, expanding markets, improving operational efficiency, or diversifying businesses. Employee work scheduling and tasks are carried out according to business needs, paying attention to efficiency and work-life balance. MSME actors in Kualuh Hulu District, Labuhanbatu Regency hope for business growth, sustainability, or market expansion.

CONCLUSION

Analysis of the development of sustainable business models for MSMEs in Kualuh Hulu District, North Labuhanbatu Regency with the Maqashid Syariah approach. The results show that MSMEs have applied Maqashid Sharia principles, such as honesty, justice, and social responsibility, which contribute to long-term business sustainability. However, they still face challenges such as limited access to finance, lack of understanding of Maqashid Sharia, and technological barriers. To overcome this, it is recommended to increase training, cooperation with Islamic financial institutions, the application of efficient technology, and government support. Overall, the Maqashid Syariah approach has great potential to improve the economic and social welfare of MSMEs, although greater efforts are needed to address the existing challenges

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