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LOCAL WISDOM-BASED HOME INDUSTRY DEVELOPMENT STRATEGY ISLAMIC ECONOMIC REVIEW (CASE STUDY OF PALM SUGAR IN KANDANGAN VILLAGE, LAUT TADOR DISTRICT, BATU-BARA REGENCY)

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Abstract

The purpose of this research is to analyze the development strategy of sugar palm home industries based on local wisdom from the perspective of Islamic economics in Kandangan Village, Laut Tador District, Batu-Bara Regency. The background of the issue raised is the challenges faced by sugar palm home industries in optimizing local wisdom potential and integrating Islamic economic values to achieve business sustainability in the era of modernization. The novelty of this research lies in the implementation of a holistic development model that integrates SOAR analysis with local wisdom values and Islamic economic principles into a single strategic framework that has not been done before, especially in the context of sugar palm home industries in North Sumatra. This research uses qualitative methods with SOAR (Strengths, Opportunities, Aspirations, Results) analysis. It is suggested that the importance of harmonizing local wisdom and Islamic economic values in the development of home industries, as well as the need for an integrated strategy that includes promotion of eco-friendly products, digital marketing training, and the utilization of digital platforms to expand the market reach of palm sugar from Kandangan Village.

Keywords: Strategy, SOAR, Home Industry, Local Wisdom, Islamic Economy, Palm Sugar

INTRODUCTION

Home industry has become a crucial pillar in strengthening the local economy, particularly in rural areas. Its role is strategic in creating jobs, utilizing local resources, and preserving traditional culture (M. M. Salsabila, 2024). The development of domestic industry will undoubtedly impact the economy, increasing employment, decreasing unemployment, and improving people's living standards (Irma Nur Aysah, 2024). One form of home industry with significant potential is the palm sugar industry (Munawarah, 2023). This product not only has economic value but also represents local wisdom passed down through generations (Ramayani et al., 2025). The palm sugar home industry currently offers very promising opportunities in a global context (Syah, 2024). In recent years, international market demand for palm sugar has continued to increase in line with growing global awareness of the importance of consuming natural and environmentally friendly products (Hendry et al., 2021). A home industry is a

business model where production takes place at home or in the surrounding area, often without a formal organizational structure (Nurlaila and Anwar, 2020). Despite its significant potential, home industries face various challenges, one of which is limited space available for production, which can disrupt family life (Maharani, 2024).

In Indonesia, home industries are part of the micro and small economic sector, growing from household-based economic activities (Damayanti et al., 2025). Home industries are characterized by low capital, limited labor, usually consisting of family members, and production locations integrated with the residence (N. R. Putri, 2022). Nationally, the government, through various policies, continues to encourage the development of home industries as part of strengthening the people's economy and efforts to equitably distribute economic development in the regions (Pratama et al., 2024). Many Indonesians, running small and medium enterprises (SMEs), have unknowingly developed the halal industry in various companies, even simultaneously integrating Islamic teachings with local wisdom (Batubara & Harahap, 2022). Palm sugar is a type of brown sugar produced by traditional small and home industries in Indonesia (Puspitasari et al., 2021). Recently, demand for brown sugar, especially palm sugar, has increased (Nugroho et al., 2025). This is particularly relevant to health concerns, as palm sugar produced by these small and home industries is significantly healthier than other sugars, including granulated sugar produced by large-scale factories (Efendy, 2023).

Many countries around the world are now familiar with palm sugar as a food sweetener, including several countries in Europe, America, Australia, and Africa. The largest palm sugar producing countries are Indonesia, the Philippines, Thailand, India, and Malaysia (Anggrasari et al., 2021). Export opportunities have opened up to nearly every continent. It's important to note that the production process for palm sugar is very different from that for granulated sugar, which is made from sugar cane (Delima et al., 2023). Small-scale and household industries that produce palm sugar source the raw material, sap, directly from palm trees, which range from 7 to 15 meters tall. This palm sugar industry is driven by households, passed down through generations, using traditional methods and very simple equipment. This is unless there are wild palm trees growing nearby and the sap has not yet been harvested by the villagers (Atune et al., 2025)

Kandangan Village, located in Lauttador District, Batu Bara Regency, is one of the areas in North Sumatra that still maintains the tradition of palm sugar production, passed down through generations. Palm sugar production in this village is carried out manually, from tapping the sap, boiling it using firewood, to molding it using traditional molds made from coconut shells or bamboo. This activity is not merely an economic activity but also part of the cultural heritage inherent in the local community. The involvement of all family members in the production process makes the palm sugar home industry a form of business based on family and mutual cooperation (Olivia, 2025). A business requires a strategy to achieve goals related to sustainability and long-

term business development (Imsar, 2021). Therefore, considering the established and inherited tradition of the palm sugar home industry in Kandangan Village, a development strategy that is relevant to current needs remains essential. This strategy must be able to maintain business continuity, address market challenges, and maintain the traditional values and local wisdom that are the foundation of the business. Despite this, palm sugar entrepreneurs in Kandangan Village face marketing challenges. Limited raw material availability is a fundamental constraint in the production process. The population of palm trees in Kandangan Village is very limited, with the number relatively small compared to production needs. This situation forces entrepreneurs to implement a rotational tapping system with a 3-4 day period to collect sufficient volumes of palm sap. This waiting time for the sap collection process directly impacts production capacity, limiting the volume of palm sugar produced and unable to meet the larger market demand. Product marketing coverage remains very limited and local. Entrepreneurs only market their palm sugar production through a simple distribution network, namely to small stalls around the village and consumers within the surrounding community.

This traditional sales system limits market reach and has the potential to hinder business growth and increase business income. These problems are interconnected and create a cycle that hinders the development of the palm sugar industry in the village. Limited raw materials limit production volume, while limited market access reduces incentives to increase production capacity. Facing these complex challenges requires a development approach that focuses not solely on technical solutions but also leverages the endogenous potential that already exists within the community. One bottom-up method commonly applied in rural development is endogenous development. This method was introduced by sociologists and economists to create a community-based economic growth model that is expected to maintain and accelerate the development of local resources and industries (Nawir Yuslem et al., 2022).

Furthermore, the limited use of modern technology means that their products are unable to compete in the wider market. However, local wisdom such as honesty, trustworthiness, and a spirit of togetherness remain the main foundation for their business sustainability. In the context of Islamic economics, these local values align with sharia principles, which emphasize business blessings, social justice, and environmental responsibility (Muhibban & Munir, 2023). Therefore, a strategy for developing a palm sugar home industry in Kandangan Village needs to be designed by considering the strengths of local culture and down-to-earth Islamic economic principles. Amidst rapid technological development and modernization, the community faces challenges in maintaining the sustainability of local culture and wisdom. Home industry, as a traditional economic heritage, plays a crucial role in preserving local values while improving community welfare. However, many home industry players have not been able to withstand the rapid flow of change, particularly in terms of digitalization, market access, and business management. This emphasizes the

importance of strategic efforts that are not solely based on economic aspects but also consider cultural and spiritual approaches, such as those offered by Islamic economics (Indrawati & Sari, 2024).

From an Islamic economic perspective, home industry activities such as palm sugar production must comply with Sharia principles (Ariyanto, 2024), such as justice, honesty, and the prohibition of riba (usury), gharar (uncertainty), and maysir (speculation/gambling). Islam encourages its followers to engage in economic activities that not only pursue worldly gain but also prioritize the blessings and welfare of the community (Qadisyah & Tambunan, 2024). Production and distribution activities must be conducted in accordance with Islamic business ethics, namely by upholding the values of trustworthiness, transparency, and social responsibility (Azizah et al., 2024). By using the principles of Islamic business ethics, the palm sugar home industry can be realized through several fundamental aspects, namely the principle of honesty (ash-shidq), which requires business actors to be transparent in product quality, dosage, and prices offered to consumers, the principle of justice (al-'adl) which includes setting fair prices, not harming palm farmers as suppliers of raw materials, and providing decent wages for workers, the principle of trust that requires business actors to maintain consumer trust through consistent product quality and hygienic production processes according to halal standards (Nur & Asiyah, 2019). In addition, the principle of social responsibility (mas'uliyyah ijtimaiyyah) in the palm sugar business can be implemented through empowering the local community economy, preserving the environment through sustainable palm farming practices, and contributing to the welfare of the surrounding community, the principle of not harming (la dharar wa la dhirar) must also be applied by ensuring that the production process does not pollute the environment and does not exploit natural resources excessively (Y. N. Putri et al., 2025).

incerity is also included in a principle that will encourage us to do our best even though what is processed is sometimes not what we want. To practice sincerity, one of them thinks that what we do is solely a form of worship and hopes for the blessing of Allah SWT. This is also stated in Q.S Al-Araf verse 29.

Meaning: And (say): "Straighten your face (yourself) every prayer and praise Allah by giving your obedience to Him. As He created you in the beginning (so too) you will return to Him ". (Surah Al-A'raf: 29).

﴿قُلْ أَمَرَ رَبِّي بِالْقِسْطِ ۖ وَأَقِيمُوا وُجُوهَكُمْ عِندَ كُلِّ مَسْجِدٍ وَادْعُوهُ مُخْلِصِينَ لَهُ الدِّينَ ۚ كَمَا بَدَأَكُمْ تَعُودُونَ﴾
[الأعراف: 29]

The verse above invites people to always give up all forms of our personalities solely because of Allah SWT who is accompanied by the belief that Allah SWT will give a reward in kind for that worship. The logical consequence is that if a boarding school is led by someone who has the principle of sincerity for the sake of Allah, surely the pesantren will get the best managerial treatment in all its ways

Islamic economics also emphasizes community economic empowerment through the real sector. The palm sugar home industry, as part of the real sector based on local wisdom, can be a means to realize economic justice, reduce inequality, and strengthen the independent economy of the people (Y. E. Putri, 2024). In this regard, business activities conducted in a halal, fair, and sharia-compliant manner will not only improve the welfare of business actors but also contribute to building a sustainable economic order (Aprilia et al., 2024). In the context of sustainable development, the development of the palm sugar home industry is highly relevant to efforts to achieve the Sustainable Development Goals (SDGs), particularly point 8 on decent work and economic growth, and point 12 on responsible consumption and production (Supriyadi, 2025). The palm sugar home industry, based on local resources, minimizes the use of chemicals, and implements natural production processes, is a concrete example of environmentally responsible business practices. Furthermore, this business is capable of creating decent jobs in rural areas, especially for productive age groups not absorbed into the formal sector (Qalbi & Syahrudin, 2025).

This study aims to analyze the development strategies implemented by a palm sugar home industry in Kandangan Village, Lauttador District, Batu Bara Regency. Through this research, it is hoped that an effective and relevant approach can be found to promote the sustainability of traditional palm sugar businesses based on local wisdom, as well as how Islamic economic principles can serve as the foundation for managing and developing businesses in a fair, blessed, and sustainable manner. This research is significant in contributing to the development of rural home industries so that they can survive and compete, while maintaining the cultural and sharia values that have become part of local life. Unlike previous research, which generally only focused on the production or marketing aspects of palm sugar home industries, this study takes a more holistic approach by combining local wisdom and Islamic economic principles in its development strategy. This approach has not been widely discussed in previous studies, particularly in the context of home industries in North Sumatra. By placing local cultural values and ethical business principles as the primary foundation of business strategy, it is important to understand the importance of this approach. This research is expected to provide a new perspective in the development of sustainable, ethical, and welfare-oriented home industries.

Individuals or families, with limited production scale and usually located in their own homes. These activities generally use simple equipment and local resources, and target local to regional markets (Adib, 2022). Home industries play a crucial role in creating jobs, increasing community income, and strengthening the people-based economy. Home industries are considered a flexible and adaptive pillar of the micro-economy, especially in rural areas (Marselawati, 2022). In the context of regional development, the existence of home industries contributes to economic equality because they can be driven by the community without relying on large investments or high technology (Rani, 2023). Furthermore, home industries also serve as a medium for

preserving local culture because the products they produce are usually linked to the traditional identity of a region (Societal et al., 2023). The palm sugar home industry is categorized as a traditional agro-industry because it processes natural products directly from the surrounding environment (Laela, 2022). Palm sugar production utilizes local wisdom in terms of tapping, printing, and marketing techniques (Pasigitan & Kendal, 2025). The existence of this industry is expected to contribute to the economic resilience of rural communities and support sustainable Islamic economic empowerment efforts (Fahmi, 2024).

Palm sugar is a natural sweetener derived from the sap of the sugar palm tree (Arenga pinnata). In various regions of Indonesia, this sugar is used not only as a traditional sweetener but also as an essential component in various processed food products, both for household and industrial purposes. Locally, palm sugar serves as a staple food consumed daily by the community, making it worthy of being categorized as an alternative staple (Aziz, Riswandi, Andi Abrina, 2025). Unlike granulated sugar, which is produced on a large scale, palm sugar is produced through a traditional process involving tapping, boiling, and molding techniques passed down through generations. This sugar has high economic, social, and cultural value because it is not only used for direct consumption but also serves as a primary raw material for MSMEs in the food and beverage sector (Haries, 2023). Nutritionally, palm sugar contains minerals such as potassium, iron, magnesium, and natural antioxidants, making it considered healthier than granulated sugar (Isnain et al., 2025). Its widespread distribution in rural areas makes palm sugar a strategic product for supporting local food security and improving the economy of communities based on natural resources and traditions (Mahmud et al., 2024).

Local wisdom is the cultural values, traditions, and practices of a community that have been passed down through generations and are believed to maintain harmony between humans, nature, and the creator (Suganda et al., 2018). In the context of the local economy, local wisdom serves as a behavioral guide in managing resources wisely, fairly, and sustainably. stated that local wisdom contains the principles of social responsibility, environmental preservation, and collective solidarity that are very important in community-based development (Kurniawan et al., 2023). The creative economy is a new economic force that shapes individual lives through the creation of value-added goods, an economy generated from creative ideas and innovative approaches that can provide economic benefits through the creation of distinctive products derived from local resources (Nurulita et al., 2024). In home industry practices, such as palm sugar production, local wisdom is reflected in the way communities harvest sap, choose tapping times, use traditional tools such as coconut shells for printing, and maintain quality from generation to generation. This process not only demonstrates inherited techniques but also deeply rooted values of work ethics and simplicity within the community (Tossawut et al., 2023). Furthermore, local wisdom serves as a social force in facing the challenges of modernization and globalization.

Strengthening local values in economic activities can create a business system that is not solely profit-oriented but also considers spiritual, moral, and welfare aspects (Anas, 2018). Therefore, utilizing local wisdom in the development of the palm sugar industry is a crucial element of a sustainable and values-based strategy (Wayan et al., 2025).

A business development strategy is a systematic approach to designing steps to increase the capacity, competitiveness, and sustainability of a business unit (Rahma et al., 2024). In the context of home industries, a development strategy is needed to optimize local resources, strengthen management structures, expand marketing networks, and improve product quality to ensure survival and growth amidst market competition (Wijaya, 2024). Furthermore, it is crucial to instill the values of responsibility, hard work, and honesty in every production and marketing process. Developing responsible, hardworking, and honest human resources is crucial for business growth. Continuously generating creative ideas and executing them can minimize emerging challenges. This aligns with the principles of local wisdom that maintain business sustainability (Marliyah, Nawawi M Zuhrinal, 2022). In its implementation, development strategies should not only address technical and managerial aspects but also consider the social, cultural, and spiritual values of the local community (Taufik, 2024). Therefore, the strategies designed should be participatory, empowering, and sustainable to address economic challenges while maintaining local identity (Hasanah & Siregar, 2025).

Islamic economics is a combination of two words, namely "economy" and "Islam". In Arabic, the word "economy" is defined by the word "iqtisad" from its mufrad which reads "Qasd" meaning simple, economical, moderate, straight, and middle. Meanwhile, the word "Iqtisad" is interpreted as simple, economical, and straight (Rafifah Abu et al., 2024). In its development in Indonesia, it is more familiarly known as the term "economy". Meanwhile, the word "economy" in Greek comes from the words "Oikos" or "Oiku" and "Nomos" which means household regulations. Therefore, the economy can be interpreted as everything related to household life, not only one family (husband, wife, and children) but also the broader meaning of household, namely the household of the nation, state, and world. In terms of economics, it is a discipline that studies human behavior in order to use scarce resources to produce goods or services needed by humans (Fauzir, 2022). In short, economics can be understood as a social science that studies human activities which include the production, distribution, and consumption of goods and services. Islamic economics is therefore defined as the implementation of Islamic teachings conceptualized in the Qur'an and Hadith, which regulate the mechanisms of economic activity and human transactional behavior. Islamic economics is an economic system based on Sharia principles, encompassing justice, balance, honesty, social responsibility, and blessings in every economic activity (Sahib et al., 2022). In Islam, business is viewed not only as a means of gaining material profit but also as a form of worship and a contribution to the welfare of the community (Dede Irwanto & Sinta Widya Ningtias, 2025).

In business practice, Islamic economic principles encourage business actors to avoid elements of usury (riba), gharar (uncertainty), and maysir (speculation), and to apply ethical values in production, distribution, and consumption (Rahmawati & Gunawan, 2024). Concepts such as fairness in pricing, certainty of rights and obligations, and responsible resource management are fundamental to conducting Islamic economic activities (Cattelan, 2017). In the context of developing a palm sugar home industry, an Islamic economic approach can be applied through trustworthy business management, fair profit sharing, the use of halal and thayyib raw materials, and a balance between business profits and community welfare. Businesses managed according to Sharia principles aim not only for financial success but also for blessings in every process. Therefore, developing a palm sugar business based on local wisdom within an Islamic economic framework is an ideal model that upholds spiritual and social values (Nurhadi & Salim, 2019).

The research method used in this study is qualitative, aimed at describing and analyzing phenomena, events, social activities, perceptions, and thoughts of individuals and groups. Data Collection Techniques: This study utilized two types of data: primary and secondary sources. Primary data were obtained through interviews and field observations, while secondary data were obtained from documents collected directly and indirectly from the research subjects. Primary data were collected directly from seven respondents who were consumers of the palm sugar business. Secondary data were journals on strategies for developing a palm sugar home industry based on local wisdom and an Islamic economic perspective. This research was conducted in Kandangan Village, Laut Tador District, Batubara Regency, where palm sugar is processed. This study used the SOAR (Strengths, Opportunities, Aspirations, Results) approach. The fundamental difference between SOAR and SWOT is that SOAR focuses on opportunities and strengths rather than weaknesses and threats (R. P. Salsabila et al., 2024). With SOAR, the primary focus is placed on the organization and expanding what it currently does well, rather than focusing on the threats/weaknesses it faces. A SOAR analysis begins with an analysis of the external and internal environment, as well as the industry, to identify available opportunities. Then, all opportunities and strengths are incorporated into the SOAR analysis to generate aspirations and outcomes (Syah Budi, 2023). This analysis was chosen because SOAR has the advantage of focusing on opportunities and strengths, rather than weaknesses and threats (Zamista et al., 2020).

RESEARCH METHODS

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RESULT AND DISCUSSION

A. Internal and External Factor Analysis
IFAS identifies a company's core strengths, while EFAS reveals various opportunities and challenges from the external environment that need to be considered in strategy formulation. The findings from these two analyses serve as the basis for understanding the potential for developing strategies aligned with the organization's vision and capabilities. The IFAS and EFAS matrices serve as tools for analyzing the internal and external environment, with the aim of considering each variable derived from the summary of internal and external environmental conditions in MSMEs (Samira et al., 2023). In the study of the palm sugar home industry, researchers examined the data using the SOAR (Strengths, Opportunities, Aspirations, Results) matrix.

1. Internal Factor Analysis Summary (IFAS)

Table 1. Internal Factor Analysis Summary (IFAS)

Strength	Weight	Rating	Score (Weight x Rating)
I agree that the strength of this home industry lies in its resilience in facing various challenges, so that it can survive longer than similar businesses in the village.	0,159	3	0,424
I agree that the community has traditional skills in processing palm sugar that have been passed down from generation to generation.	0,159	3	0,424
I agree that palm sugar entrepreneurs use traditional equipment that does not pollute the environment.	0,166	3	0,460

Total	1,308

Opportunity	Weight	Rating	Score (Weight x Rating)
I agree that market demand for natural palm sugar continues to increase.	0,172	3	0,497
I agree that the involvement of the younger generation in the palm sugar business is an opportunity to continue this business sustainably.	0,166	3	0,460
I agree that increasing consumer awareness of natural products provides a great opportunity for marketing palm sugar..	0,179	3	0,536
Total			1,494

The IFAS analysis identified opportunity as the dominant internal factor. Opportunity scored the highest with a score of 1.494, indicating that the palm sugar business has strong internal potential..

2. Analisis External Factor Analysis Summary (EFAS)

Tabel 2. Eksternal Factor Analysis Summary (EFAS)

Aspiration	Weight	Rating	Score (Weight x Rating)
I agree that I have aspirations for this palm sugar business to continue to grow without abandoning the values of local wisdom and Islamic law.	0,164	3	0,438
I agree that I would like to see the palm sugar business grow and be managed in an Islamic way by the local community.	0,164	3	0,438
I agree that I hope the palm sugar business will continue to grow while maintaining the sustainability of the surrounding environment.	0,164	3	0,438

Total	1,315

Results	Weight	Rating	Score (Weight x Rating)
I agree that the palm sugar business has succeeded in creating additional income for the families of the business owners.	0,164	3	0,438
I agree that the community has felt the real benefits from the existence of the palm sugar home industry.	0,171	3	0,476
I agree that waste from palm sugar production in our village is managed in a way that does not damage the environment.	0,171	3	0,476
Total			1,390

External factor analysis showed significant dominance in the results aspect with a score of 1,390. This indicates that the external environment is very supportive of the development of the palm sugar home industry. Based on the results of the Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS), a comprehensive picture of the condition of the palm sugar home industry in Kandangan Village was obtained. The analysis results showed that external factors have a more dominant influence than internal factors, with the highest score for opportunities reaching 1.494, followed by results with a score of 1.390. This indicates that the opportunity for the development of the palm sugar home industry is still wide open, especially supported by increasing market demand for the product. In terms of internal strengths, this home industry has advantages in terms of product quality by using proven traditional methods, the involvement of the younger generation in the production process, and the ability to increase consumer awareness of natural products. However, the analysis also revealed several significant weaknesses, primarily related to the limited supply of raw materials that are highly dependent on the season and natural conditions.

B. **Analisis Matriks SOAR**

Tabel 3. Matriks SOAR

Internal	Strenght	Oppurtunity
Eksternal	List of internal strength factors	List of External Opportunities
Aspiration	Strategy SA	Strategy OA
Wish List	Create a strategy that uses power for aspirations	Creating aspiration-oriented strategies to capitalize on opportunities
Result	Strategi SR	Strategi OR
List of measurable outcomes to be realized	Create a Strategy That Uses Opportunities to Create Aspirations	1. (O1, R3) Promote the product as "natural, environmentally friendly palm sugar" to attract environmentally conscious consumers. 2. (O2, R2) Develop entrepreneurship and digital marketing training programs for rural communities. 3. (O2, R1) Use digital platforms (marketplaces, social media) to expand market reach.

C. Priority Development Strategies

The SOAR matrix generated several strategies that link internal and external factors. The analysis shows that the most influential and prioritized strategies for implementation are:

1) Promoting the product as "natural, environmentally friendly palm sugar" to attract environmentally conscious consumers. 2) Developing entrepreneurship and

digital marketing training programs for village communities. 3) Using digital platforms (marketplaces, social media) to expand market reach.

D. Implementation of Islamic Economic Principles

The development of the palm sugar home industry in Kandangan Village strongly aligns with Islamic economic principles, particularly in terms of business ethics. Based on interview findings, the business practices of the palm sugar home industry in Kandangan Village reflect the implementation of noble moral values in economic activities.

1. The Principle of Honesty (Ash)-Shidq

The implementation of the principle of honesty is clearly visible in daily business practices, where Mr. Ahmad always maintains honesty in weighing and does not manipulate product quality. Transparency in the production process and product information provided to consumers reflects a commitment to the values of fairness, which are the foundation of trust in business transactions.

2. The Principle of Justice (Al-'Adl)

The aspect of justice is prominent in the pricing policy. Despite high market demand, Mr. Ahmad refuses to drastically increase prices. This attitude demonstrates a deep understanding of the concept of justice in Islam, where reasonable profits must be balanced with the interests of consumers and the wider community.

3. The Principle of Trustworthiness and Avoiding Gharar

Consistency in maintaining product quality and transparency of information reflect the trustworthy nature of running a business. Furthermore, efforts to minimize uncertainty (gharar) in business transactions through a clear payment system and transparent product specifications demonstrate a sound understanding of the principles of Islamic muamalah (religious transactions).

4. Prohibition of Usury in Business Development

The commitment to avoiding the practice of usury is reflected in the refusal to take excessive and unfair advantage of consumers. This aligns with Islamic economic principles, which prioritize a balance between the interests of producers and consumers.

Local wisdom in palm sugar production naturally harmonizes with Islamic economic values. The mutual cooperation system in the production process reflects the value of mutual assistance (ta'awun) emphasized in Islam. Environmental preservation

through the sustainable use of sugar palm trees aligns with the concept of khilafah fi al-ard (leadership on earth), which mandates humans to preserve nature.

E. Discussion and Consistency with the Literature

Based on the research results, the findings strongly align with the conditions of the palm sugar home industry in Kandangan Village with the concept of home industry proposed by various experts. According to Adib's (2022) definition, a home industry is a production activity carried out by individuals or families on a limited scale and located in their own homes. This is reflected in the palm sugar production practices in Kandangan Village, which involve all family members in the manufacturing process, from tapping to marketing. The characteristics of a home industry, as described by Khairani et al. (2023), regarding small capital, limited labor from family members, and production locations integrated with the residence, align with the conditions found in this study. Palm sugar entrepreneurs in Kandangan Village use relatively small capital, rely on family labor, and conduct production activities within their own homes. This also supports the statement by Joni et al. (2023) that home industries play a crucial role in creating jobs and increasing community income, particularly in rural areas.

The findings regarding the use of local wisdom in palm sugar production align with the concept explained by Arya (2023), that local wisdom is the cultural values and practices of a community that are formed through generations. In the context of the palm sugar home industry, local wisdom is reflected in traditional tapping techniques, the use of simple tools such as coconut shells for molding, and the rotational tapping system that has been passed down from generation to generation. This supports Ana's (2021) view that local wisdom in home industry practices not only reflects inherited techniques but also values of work ethics and simplicity that are deeply rooted in the community. The results of the SOAR analysis, which showed the dominance of the opportunities factor with a score of 1.494 and results with a score of 1.390, support the concept of business development strategies proposed by Rofiq et al., (2023). Business development strategies are a systematic approach to increasing the capacity, competitiveness, and sustainability of a business unit. In the context of this research, the major opportunities identified are increasing market demand for natural products and the involvement of the younger generation in business, in line with the positive results that have been achieved such as increased family income and benefits felt by the community.

Analysis of research findings from an Islamic economic perspective indicates that the palm sugar home industry development strategy in Kandangan Village not only reflects the implementation of Islamic economic principles in daily business practices but also integrates local wisdom values that naturally harmonize with the concept of falah (ultimate well-being). The dominance of opportunities and results factors in the SOAR analysis indicates that businesses run on the basis of Islamic business ethics such

as honesty (ash-shidq), justice (al-'adl), and trustworthiness are capable of creating blessings that impact the sustainable improvement of the community's economic, social, and spiritual well-being. Therefore, this development model can serve as a reference for the implementation of an Islamic economy based on local wisdom in other regions.

The implementation of Islamic economic principles in the palm sugar business practice in Kandangan Village demonstrates alignment with the theory proposed by Abu et al., (2024), which states that Islamic economics is based on the principles of justice, balance, honesty, social responsibility, and blessings. Honesty in weighing, fair pricing despite high demand, and transparency in the production process reflect the implementation of the values of ash-shidq and al-'adl in economic activities. This supports Suardi's (2020) view that in Islam, business is not only viewed as a means of gaining material profit, but also as a form of worship and a contribution to the welfare of the community. The findings regarding the harmonization of local wisdom and Islamic economic values in palm sugar production align with Zamzam's (2020) concept of Islamic business ethics. The system of mutual cooperation in the production process, reflecting the values of ta'awun (religious cooperation), environmental preservation through the sustainable use of palm trees, and a commitment to avoiding riba (usury) and gharar (gharar), demonstrate the proper implementation of Islamic muamalah principles.

The development strategies generated through the SOAR Matrix, particularly product promotion as "environmentally friendly natural palm sugar," the development of entrepreneurship and digital marketing training programs, and the use of digital platforms to expand market reach, support the concept of sustainable development proposed by Rosida et al. (2024). This strategy focuses not only on economic aspects but also considers environmental and social aspects in line with achieving the Sustainable Development Goals. The limitations faced in terms of raw material supply and limited marketing coverage align with the challenges of home industries identified by Reflika (2024) regarding limited space and resources. However, the findings show that with the right strategy and the use of digital technology, these challenges can be overcome without eliminating the traditional values and local wisdom that are the main strengths of this business. The results of this study also support the view of Mawarni et al., (2024) that sharia economics can be a solution for sustainable economic development in the region. The implementation of sharia principles in the management of palm sugar home industries not only improves the economic aspect but also strengthens the social and spiritual values of the community, thus creating a holistic and sustainable development model.

F. Research Innovation and Contribution

This study offers several significant innovations compared to previous studies. Methodologically, it is the first to integrate SOAR (Strengths, Opportunities,

Aspirations, Results) analysis with an Islamic economic perspective in the context of a local wisdom-based home industry. Unlike Salsabila et al.'s (2024) research, which used SOAR for creative womenpreneurs, or Samira et al.'s (2023) research, which applied SOAR to modern culinary MSMEs, this study specifically uses the SOAR framework to analyze traditional industries based on local wisdom values and sharia principles. The theoretical innovation lies in a development model based on spiritual-cultural values that combines business ethics principles with local wisdom in business strategy. This study introduces the concept of "natural harmonization," demonstrating that the mutual cooperation system in palm sugar production naturally aligns with the Islamic value of ta'awun (mutual assistance).

This differs from Anggi's (2024) research, which focused solely on an Islamic economic perspective without integrating local wisdom, or Yohanda's (2024) research, which analyzed home industry development strategies from an Islamic economic perspective but did not integrate local wisdom in depth. Furthermore, from a contextual perspective, this research is the first to specifically examine the palm sugar home industry in Kandangan Village, Laut Tador District, Batu Bara Regency, North Sumatra. This geographic focus differs from Baswara et al.'s (2025) research, which focused on Pasigitan Village, Kendal Regency, Central Java, or Laela's (2021) research in West Lombok. This study used a participatory ethnographic approach, directly involving seven consumer and business respondents to explore specific local values practiced in daily life.

The novelty of the empirical findings lies in the identification that external factors, specifically opportunities (score 1.494) and results (score 1.390), are more dominant than internal factors in the development of the palm sugar home industry. These findings contradict the common assumption that home industries rely primarily on internal factors and provide a new perspective in understanding the dynamics of traditional cottage industry development. Furthermore, this study successfully identified the concrete implementation of Islamic economic principles in business practices, such as honesty in weighing, fairness in pricing, trustworthiness in maintaining quality, and the avoidance of gharar and riba, which were previously only discussed theoretically in previous research.

The strategic novelty of this research resulted in a hybrid strategy that combines the preservation of tradition with the adoption of digital technology, such as the "environmentally friendly natural palm sugar" strategy promoted through digital marketing platforms. This differs from Reflika's (2024) research, which focused solely on traditional production aspects, or Syah's (2024) research, which analyzed income factors without a comprehensive development strategy. This research also creates a value-based sustainability model that is not solely profit-oriented but also value-oriented, integrating spiritual, social, and environmental aspects within a single strategic framework. From a practical perspective, this research provides concrete

implementation guidance in the form of a practical roadmap for home industry development that can be replicated in other regions. It also provides a template for integrating local wisdom with Islamic economic principles. The community-based empowerment model developed in this research involves the entire village ecosystem and demonstrates how home industry can become a catalyst for values-based economic development.

Finally, from a policy implication perspective, this study provides a blueprint for local governments to develop home industries based on local wisdom and provides an evaluation framework that combines economic, social, and spiritual aspects. The resulting integrated empowerment model is holistic and sustainable, integrating economic empowerment programs with the strengthening of local and religious values. Overall, the main uniqueness of this study lies in its unprecedented tripartite approach, namely combining modern strategic analysis (SOAR), traditional local wisdom, and Islamic economic principles within a single framework. This research makes significant contributions in the form of methodological innovation, theoretical development, empirical findings, practical applications, and academic contributions that enrich the literature on value-based home industries.

CONCLUSION

The analysis shows that the development of a palm sugar home industry in Kandangan Village has enormous potential, dominated by opportunities (score 1,494) and results (score 1,390), indicating highly supportive external conditions. The combination of significant market opportunities, positive results, and the implementation of Islamic economic values in business practices creates a strong foundation for sustainable development. The priority strategies identified through the SOAR Matrix (O1-R3, O2-R2, and O2-R1) demonstrate the importance of synergy between exploiting external opportunities and optimizing achieved results. The integration of local wisdom in palm sugar production with Islamic economic principles creates a holistic and sustainable development model. This model focuses not only on economic profit but also considers social, environmental, and spiritual aspects, in line with the concept of falah (ultimate well-being) in Islamic economics.

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