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FISHERI INDUSTRY DEVELOPMENT STRATEGY FROM THE PERSPECTIVE OF MAQASID AL-SYARI'AH IN BELAWAN

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Abstract

The sharp decline in the volume and value of marine fisheries production at the Belawan Ocean Fishing Port (PPS) over the past three years indicates a structural crisis that requires values-based solutions. This study aims to formulate a strategy for developing the marine fisheries industry through a maqasid al-syariah approach as the foundation for equitable and sustainable economic development. The method used is a qualitative descriptive technique with semi-structured interviews with fisheries business actors, followed by a SWOT analysis to identify internal and external factors in the industry. The results indicate weak business capacity due to limited fishing gear, access to capital, and digital literacy, despite the potential for significant resources and government support. The development strategy formulated includes strengthening sharia institutions, technological modernization, Islamic value-based training, and marine environmental preservation, which are aligned with the six dimensions of maqasid al-syariah: protection of religion, life, mind, descendants, property, and the environment. This approach is considered capable of providing a strategy that is not only economically viable, but also ethical, inclusive, and sustainable..

Keywords: Belawan Islamic Economym, Fishing Industry, Maqasid al-Shariah

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INTRODUCTION

The capture fisheries industry in North Sumatra, with the Belawan Port as its main hub, plays a strategic role in supporting the economy of coastal communities and

maintaining national food security. This port serves as the primary landing point for fishermen's catches, which are then distributed to various regions. In addition to serving as a hub for fishing vessels, the Belawan Port also facilitates extensive seafood marketing. Furthermore, the port serves as a central hub for providing fisheries data and statistical information, crucial for formulating maritime sector policies. With this multifunctional role, the Belawan Port serves as a significant hub for fisheries economic growth in the North Sumatra region.

Recent data shows a drastic decline in the volume and value of capture fisheries production over the past three years. According to the official Belawan Port report, this trend is presented in the following table:.

Table 1. Capture Fisheries Production of Belawan PPS (2023–2025)

Year	Production Volume (Tons)	Production Value (Rp)	Frek Kunj Kapal (Kali)
2023	17,478	445,089,907,700	3,305
2024	11,436	210,681,262,600	5,805
2025	3,228	25,030,253,600	3,271
Total	32,142	680,801,423,900	12,381

Source: Belawan PPS Profile 2025

Data from the 2025 Belawan Fisheries and Fisheries Port Profile shows that over the past three years, capture fisheries production volume has declined drastically. In 2023, production reached 17,478 tons with an economic value of over IDR 445 billion. However, in 2024, production decreased to 11,436 tons, and in 2025, it plummeted to just 3,228 tons with a production value of IDR 25 billion. Although the frequency of vessel visits increased in 2024 to 5,805 times, this was not accompanied by a significant increase in catches. This indicates that the problems faced are not only related to the intensity of fishing activities, but also encompass upstream and downstream aspects such as infrastructure, distribution systems, processing technology, and dependence on the seasons.

Various studies have shown that the fisheries sector has significant potential to improve the welfare of coastal communities if managed appropriately and in accordance with Islamic values. The Maqasid al-Shariah approach, which encompasses the protection of religion, life, intellect, lineage, and property, serves as an essential foundation for equitable and sustainable economic development. Maqasid al-Shariah has been used as a conceptual framework to ensure that every development policy is oriented not only toward economic growth but also toward sustainability, social justice, and the overall well-being of humanity (Dasmadi et al., 2024). Ilvi Nur Diana and Masruchin (2022) demonstrated that milkfish cultivation can increase community economic welfare by up to 50%, in line with the principles of hifz al-mal and hifz al-nasl. Similarly, Hildayana et al. (2024) found in Perdamaian Village, Langkat, that managing micro-fisheries businesses according to sharia principles can strengthen the community's economic and

social resilience. Many verses in the Qur'an do not specifically mention "development of the fishing industry" in the modern sense. However, the following verses provide general guidance and principles relevant to developing the fisheries sector ethically and responsibly.

An-Nahl · Ayat 14

وَهُوَ الَّذِيْ سَخَّرَ الْبَحْرَ لِتَأْكُلُوْا مِنْهُ لَحْمًا طَرِيًّا وَّتَسْتَخْرِجُوْا مِنْهُ حِلْيَةً تَلْبَسُوْنَهَاۚ وَتَرَى الْفُلْكَ مَوَاخِرَ فِيْهِ وَلِتَبْتَغُوْا مِنْ فَضْلِهٖ وَلَعَلَّكُمْ تَشْكُرُوْنَ ﴿١٤﴾

wa huwalladzî sakhkharal-baḫra lita'kulû min-hu laḫman thariyyaw wa tastakhrijû min-hu ḫilyatan talbasûnahâ, wa taral-fulka mawâkhira fîhi wa litabtaghû min fadllihî wa la‘allakum tasykurûn

Meaning: And it is He Who has subjected the sea (to you), that you may eat from it fresh meat (fish), and bring forth from it ornaments which you wear; and you see the ships cleaving through it, and that you may seek (profit) of His bounty, and that you may be grateful.

Relation to the fishing industry: This verse explicitly mentions the ocean as a source of sustenance in the form of "fresh meat" (fish) and ornaments. This can be interpreted as a basis for exploiting marine resources commercially and industrially, both for food and other trade goods.

From an innovation perspective, digitalization presents a strategic opportunity to build efficiency and competitiveness in the fisheries industry. Pahlevi et al. (2025) highlighted the role of digital technology in expanding markets, although low digital literacy remains a challenge. Yanto et al. (2023) and Juanita et al. (2024) support this with findings that digital marketing through YouTube and Google Maps can increase business distribution and understanding. Furthermore, Setyawati et al. (2021) connect the principles of Maqasid al-Shariah with the Blue Economy approach, particularly in terms of environmental preservation (hifz al-bi'ah), while Mellyan et al. (2024) emphasize the importance of Islamic digital financial inclusion for fishermen. These findings reinforce that Islamic values are not only applicable to spiritual aspects but also strategic in addressing the challenges of the modern fishing industry. Therefore, the development strategy for the marine fishing industry in Belawan needs to be framed within the maqasid al-Shariah approach to address structural issues while simultaneously leading to just, ethical, and sustainable development.
Within the framework of the maqasid sharia (Islamic principles), every aspect plays a crucial role in protecting sharia values. Social media is seen as a strategic tool for safeguarding assets because it can expand the reach of business promotion. Creativity is included in safeguarding reason, as it encourages innovation and critical thinking in running a business. Business capital supports economic sustainability, thereby

contributing to business continuity. Overall, this business continuity is a tangible form of safeguarding lineage and religion.

The respondents in this study were operational staff at the Belawan Ocean Fisheries Port (PPS) who have direct knowledge of marine fisheries industry activities, particularly in the areas of catching, processing, and distributing catches. They are technical or functional employees involved in port services, production recording, fisherman mentoring, and implementing empowerment programs related to the fisheries sector. Respondents were selected purposively, considering a minimum of two years of work experience and active involvement in the management and supervision of fisheries business activities in the port area. Information from these staff members served as the primary source for understanding the internal and external dynamics of the Belawan fisheries industry objectively and contextually.

This study aims to formulate a strategy for developing the marine fisheries industry in Belawan through a SWOT analysis within the maqasid al-syariah framework. By understanding the strengths, weaknesses, opportunities, and challenges of the industry players themselves, the resulting strategy is expected to be more contextual and long-term oriented. The novelty of this study lies in the direct application of the maqasid al-syariah framework to the strategic analysis of the marine fisheries sector, which is still rarely used as a basis in local economic development studies. This research is expected to contribute to the development of Islamic economics literature and offer alternative development policies that are more equitable, integrated, and sustainable.

RESEARCH METHODS

This research uses a qualitative descriptive approach to gain an in-depth understanding of the marine fisheries industry in Belawan and to formulate its development strategy through a SWOT analysis framed within the perspective of the maqasid al-sharia (Islamic principles). This approach is deemed most appropriate because the primary focus of the research is on exploring the social, economic, and operational realities faced by business actors, rather than on statistical measurements or generalizations of quantitative data. In this context, a qualitative approach allows researchers to capture the dynamics, experiences, and perceptions of industry players directly and contextually, thus making the results more representative of actual conditions on the ground.

The research was conducted at the Belawan Ocean Fisheries Port (PPS) in Medan City, North Sumatra. This location was chosen because of its strategic role as one of the largest marine fishing ports in western Indonesia and a hub for the capture fisheries industry, seafood distribution, and post-catch processing. Furthermore, the Belawan PPS is also home to numerous small- to medium-scale marine fisheries businesses. This location was chosen based on the urgency of declining production in recent years and the importance of formulating a development strategy based on Islamic values that aligns with the social and cultural characteristics of the local community. The research was conducted on June 22, 2025.

The data source for this study was primary data obtained directly from interviews with marine fisheries industry players in the Belawan region. The selected informants were assistants to key workers in the fishing, seafood processing, and distribution sectors, with at least two years of operational experience. A purposive sampling technique was used to select informants based on specific criteria, including active involvement in business activities, willingness to provide information openly, and a role in business decision-making. The data obtained from these interviews served as the primary basis for compiling the analysis and formulating development strategies.

Data collection was conducted through semi-structured interviews to elicit information regarding marine product production, fishing gear effectiveness, post-catch processing, access to capital and government assistance, distribution and marketing, and institutional arrangements and business partnerships. Interviews were conducted in person, recorded, and transcribed, adhering to research ethics, including maintaining the confidentiality of informants' identities. Data were analyzed using the SWOT method to identify the strengths, weaknesses, opportunities, and threats of the marine fisheries industry in Belawan. These were then mapped in a SWOT matrix to determine the sector's strategic position. The development strategy is formulated based on the perspective of the maqasid al-syariah, which encompasses the protection of wealth (hifz al-mal), the protection of life (hifz al-nafs), and the protection of generations (hifz al-nasl). Shabbir (2019) emphasized that welfare according to maqasid al-syariah goes beyond conventional economic indicators by considering spiritual, social, and ecological dimensions. The end result is an alternative strategy that is practically relevant and aligned with the principles of justice, welfare, and sustainability.

RESULT AND DISCUSSION

A. Condition of the Marine Fisheries Industry in Belawan

Based on Interviews. Interviews with marine fisheries industry players in the Belawan Ocean Fisheries Port (PPS) area revealed that marine fisheries businesses in the region still face various challenges. The business owners operate small- to medium-scale fishing operations and have more than two years of experience. They stated that despite the vast potential of the sea around Belawan, numerous obstacles hamper their businesses' productivity, sustainability, and competitiveness.

Some of the main obstacles include limited modern fishing gear, high operational costs, and limited access to processing technology and digital marketing. While government support, such as training and fishing gear assistance, is available, it is not yet evenly distributed and needs to be improved. Furthermore, the port's strategic location and distribution connections to major cities are key strengths that can still be leveraged. Market demand for fresh seafood remains high, but limited management and promotion

often prevent small-scale fisheries players from competing with large-scale industries from outside the region.

Good fisheries operational management will increase production efficiency and reduce resource losses in the field (Sari et al., 2024).

In general, these interviews illustrate that the strategy for developing the fisheries industry in Belawan needs to consider internal factors such as the potential and limitations of business actors, as well as external factors such as market dynamics, government policies, and environmental conditions. Therefore, a SWOT approach was used to identify key elements that will form the basis for strategy formulation.

B. SWOT Analysis

Based on the interview results, the strengths, weaknesses, opportunities, and threats of the marine fisheries industry in Belawan were identified. This analysis aims to obtain a comprehensive strategic overview of the sector's current position and the direction in which its development can be directed.

Table 1. Matriks IFE (*Internal Factor Evaluation*)

No.	Internal Factors	Weight	Rating	Weighted Score
1	Strategic port location near distribution routes	0.1	4	0.4
2	Availability of abundant marine fish resources	0.1	4	0.4
3	The business experience of the perpetrator is more than two years	0.08	3	0.24
4	The distribution network has reached outside the province	0.07	3	0.21
5	Dependence on season/weather	0.1	2	0.2
6	Limited access to capital/financing institutions	0.15	1	0.15

7	Fishing gear and post-harvest facilities are inadequate	0.15	2	0.3
8	Lack of digital marketing skills	0.15	1	0.15

Total weighted score = 2.05

Table 1 presents the results of an evaluation of internal factors influencing the performance of the marine fisheries industry in Belawan. The analysis shows that while several strengths support business development, internal weaknesses still dominate the actual conditions of business actors. One key strength lies in the strategic location of the port and its proximity to major national distribution routes, which is given a high weighting and maximum rating due to its ease of logistics and marketing access.

The abundant potential of marine fish resources is a significant strength for business productivity, supported by business actors' more than two years of experience and distribution networks extending beyond the province. Consistent with the findings of Pasaribu et al. (2024), the main inhibiting factor in implementing the maqasid sharia principles in MSMEs is limited knowledge and resources, while driving factors include community support and the potential market for halal and environmentally friendly products. However, limited access to formal capital, dependence on seasons and weather, minimal risk mitigation, the use of traditional fishing gear and post-harvest facilities, low digital technology utilization (Aryawati et al., 2025), and low Islamic economic literacy in coastal communities (Ramadhani & Fauzi, 2022) are obstacles that reduce the efficiency and competitiveness of fisheries businesses.

The total weighted score in the IFE matrix is 2.05, indicating that internal weaknesses still outweigh strengths. This means that while there are opportunities for growth, this sector lacks a strong internal foundation to support long-term development strategies. Therefore, strategic interventions are needed that not only strengthen physical capital and financial access but also empower human capacity and business systems that are more adaptive to change.

Table 2. Matriks EFE (*External Factor Evaluation*)

No.	**External Factors**	**Weight**	**Rating**	**Weighted Score**
1	Government program support for fishermen	0.1	3	0.3
2	National market demand for sea fish is increasing	0.1	4	0.4

3	Training and equipment assistance from the fisheries service	0.08	3	0.24
4	Access to digital technology for marketing	0.07	2	0.14
5	Declining production/catch trend	0.12	2	0.24
6	Business competition outside the region	0.15	1	0.15
7	Illegal fishing practices by foreign fishermen	0.15	1	0.15
8	Increase in fuel prices and operating costs	0.23	1	0.23

Total weighted score = 1.85

Table 2 illustrates the evaluation results of external factors influencing the marine fisheries industry in Belawan. These external factors consist of opportunities and threats identified based on interviews with business actors. In general, the available opportunities are quite promising, such as support from government programs for fishermen empowerment, increasing national market demand for marine fish products, and the availability of training and assistance from the Fisheries Service. These factors are considered to have significant potential to support business development if optimally utilized. For example, increasing market demand was given the highest rating (4) because it reflects unmet consumer needs, while government programs and training received a fairly high score because they can be a major driver of increasing fishermen's production capacity.

However, business actors still face pressure from various external threats. Some of these are considered quite serious, such as competition with large industry players from outside the region, illegal fishing practices that damage marine ecosystems, and rising fuel prices and unstable ship operating costs. All three factors received a low rating (1), indicating that business actors' responses to these threats are still weak and require additional external intervention, such as regulation or subsidies. Furthermore, although access to digital technology presents an opportunity, its utilization remains low, as reflected in the relatively low weighted score. The implementation of a Sharia-based digitalization strategy presents a significant opportunity to increase efficiency and expand the market for halal fishery products (Majidah & Istianah, 2023). Digitalization is an approach that aligns with the maqasid of Sharia. The digitalization of Muslim MSMEs is a form of

actualizing asset preservation (hifz al-mal), as operational efficiency and broader market access can be achieved through technology.

The total weighted score of the EFE Matrix is 1.85, below the optimal average score (2.5). This indicates that industry players have not been able to optimally respond to opportunities and remain quite vulnerable to threats from the external environment. This situation reflects the need for a hold and maintain strategy, with a focus on strengthening internal capacity so that the sector can be more adaptive to external challenges and ready to capitalize on existing opportunities more effectively.

Table 3. SWOT Matrix of the Marine Fisheries Industry in Belawan

Strengths (S)	Weaknesses (W)	Opportunities (O)	Threats (T)
S1. Strategic port location S2. Abundant marine fish resources S3. Business experience S4. Extensive distribution network	W1. Seasonal dependence W2. Limited access to capital W3. Submodern fishing gear W4. Lack of digital marketing	O1. Government programs O2. Increasing market demand O3. Technical training O4. Digital technology	T1. Declining production T2. Foreign business competition T3. Destructive practices T4. High fuel prices

Table 3 lists the strengths, weaknesses, opportunities, and threats faced by marine fisheries businesses in Belawan. In terms of internal strengths, four key assets are identified: the strategic location of the port, abundant marine resource potential, established business experience, and a distribution network that spans various regions. These factors indicate that the Belawan fisheries industry has a strong foundation for development, particularly in terms of logistical access and marine product potential.

The strengths of the fisheries sector are offset by internal weaknesses such as dependence on seasons and weather, which impact fishing activities (Aryawati et al., 2025), limited access to capital, the use of traditional fishing gear, and poor digital marketing capabilities. Nevertheless, opportunities for growth remain significant through support from government programs, increasing national demand for fishery products, and the use of digital technology to expand markets. However, these opportunities are threatened by declining production over the past three years, competition from outside players with better capital and technology, destructive fishing practices, and rising fuel prices that burden small-scale fishers.

After identifying internal factors in the form of strengths and weaknesses, and external factors in the form of opportunities and threats, the next step is to formulate a relevant strategy based on a combination of these four factors. The SWOT Quadrant Matrix is a strategic analysis tool used to combine these factors into four main strategic categories:

(1) Strengths–Opportunities (S–O) Strategy,

(2) Strengths–Threats (S–T) Strategy,

(3) Weaknesses–Opportunities (W–O) Strategy, and

(4) Weaknesses–Threats (W–T) Strategy.

By using this approach, it is hoped that the formulated strategy will not only consider existing strengths and opportunities but will also be able to address challenges and address existing weaknesses. This matrix is crucial for developing policy directions and development plans that are targeted, realistic, and aligned with the actual conditions of fisheries businesses in Belawan. The following are the results of formulating strategies in the SWOT Quadrant Matrix:

Table 4. Matriks SWOT Quadran

	Opportunities (O)	Threats (T)
Strengths (S)	S–O Strategy: - Take advantage of strategic ports and abundant marine resources. - Maximize government support for fishing gear and digitalization.	S–T Strategy: - Leverage experience and distribution to address out-of-town competition. - Diversify products to address declining production.
Weaknesses (W)	W–O Strategy: - Improve digital skills and access to Islamic financing through training. - Take advantage of government training programs.	W–T Strategy: - Strengthen fishing gear, human resources, and logistics systems. - Build synergies with sharia institutions and cooperatives.

Table 4 presents strategy formulation based on a combination of previously analyzed internal and external factors. The four strategy quadrants in the SWOT Quadrant Matrix

illustrate different approaches to addressing the organization's environmental conditions, in this case the fisheries industry in the Belawan region.

1. S–O (Strengths–Opportunities) Strategy

This strategy leverages the organization's internal strengths to seize available external opportunities. In this context, the strategic location of the port and the abundance of marine resources are key strengths that can be maximized to capture opportunities such as increasing market demand and support from government programs. Recommended strategic steps include increasing production and distribution capacity, as well as adopting digital technology and government-provided supporting facilities for greater efficiency and modernization.

2. S–T (Strengths–Threats) Strategy

This combination relies on existing strengths to anticipate or address threats emerging from the external environment. For example, by leveraging the experience of business actors and established distribution networks, the fisheries industry can strengthen its position in the face of competition from other regions. Product diversification also serves to mitigate the risk of catch fluctuations caused by extreme weather or declining fish populations.

3. W–O (Weaknesses–Opportunities) Strategy

This strategy aims to address internal weaknesses by capitalizing on external opportunities. Weaknesses such as limited access to financing, low digital skills, and a lack of modern equipment can be addressed by participating in government-provided training programs and accessing alternative financing facilities, including Sharia-based ones. This is expected to increase the capacity of small businesses to become more competitive and grow.

4. W–T (Weaknesses–Threats) Strategy

This strategy is defensive and focuses on minimizing weaknesses and avoiding potential threats. Under unfavorable conditions, fisheries industry players in Belawan need to strengthen their equipment and internal work systems to become more resilient to operational cost pressures, declining catches, and market uncertainty. Synergy with cooperatives, microfinance institutions, and partnerships with relevant agencies are alternative solutions to address difficult situations.

Overall, this table shows that the strategies developed are not merely reactive to existing conditions but also proactive in maximizing available potential and opportunities. Each quadrant complements the other and serves as the basis for developing a more measurable and sustainable development direction for the Belawan fisheries industry.

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After formulating a strategy using the SWOT Quadrant Matrix, the next step is to map the industry's position within the Internal–External (IE) Matrix. The IE Matrix is an advanced analytical tool used to determine an organization's position based on the total score of internal factors (IFAS) and external factors (EFAS). The combined score indicates the organization's strategic position within nine distinct quadrants, each of which leads to a specific strategy.

Tabel 5. Matriks IE (Internal–External Matrix)

IFAS / EFAS	Tinggi (3,0–4,0)	Sedang (2,0–2,99)	Rendah (1,0–1,99)
Tinggi (3,0–4,0)	I. Growth (Vertical Integration)	II. Growth (Horizontal Integration)	III. Turnaround
Sedang (2,0–2,99)	IV. Stability	V. Growth (Stable Horizontal)	VI. Retrenchment
Rendah (1,0–1,99)	VII. Growth (Concentric)	VIII. Diversification	IX. Retrenchment (Defensif)

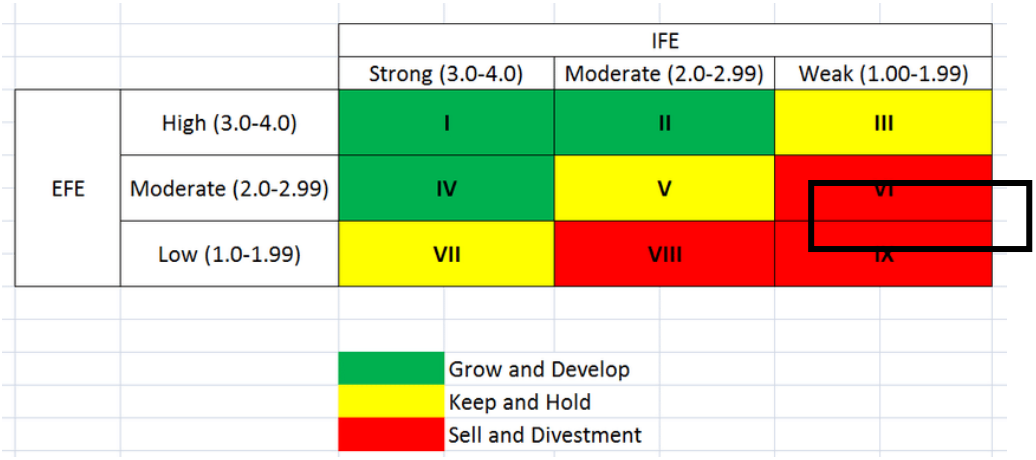

Figure 1. IE Matrix Diagram Model

In this study, the calculated total scores from the IFAS and EFAS indicate that the Belawan fisheries industry is in quadrant IX, a combination of low internal factors (1.0–1.99) and low external factors (1.0–1.99). This quadrant falls under the Retrenchment (Survival Strategy) category.

A retrenchment strategy indicates that the industry is experiencing unfavorable conditions both internally and externally. In such situations, organizations need to take efficiency

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measures and internal improvements to survive amidst the pressures and uncertainties of the business environment. These strategies typically include:

• Tightening operational costs.

• Reevaluating production processes.

• Increasing management effectiveness.

• Strengthening logistics and distribution systems. Reducing unproductive activities.

In the context of the Belawan fisheries industry, this approach emphasizes the importance of internal strengthening, such as improving fishing gear, training human resources, and utilizing digital technology for marketing and business management. At the same time, collaboration with fishermen's cooperatives, Islamic financing institutions, and government assistance also need to be strengthened to help businesses survive market pressures, fluctuating catches, and limited access to capital.

Despite being in the defensive quadrant, this position can still serve as a starting point for formulating a transformation strategy, provided there is a commitment from all stakeholders to improve and adapt to change.

C. Development Strategy from a Maqasid al-Shariah Perspective

The maqasid al-Shariah approach to Islamic economic development is increasingly evolving with the emergence of various methodologies that integrate spiritual values with modern economic practices. One such approach is the Integration of Knowledge (IoK), which aims to combine maqasid with the Sustainable Development Goals (SDGs) in an effort to comprehensively reform Islamic economics and finance (Omercevic, 2021). In the context of Islamic finance, the integration of maqasid al-Shariah promotes social accountability, ethical governance, and sustainable growth for economic actors such as MSMEs and other productive sectors (Permatasari et al., 2024). This study adopts Yusuf al-Qardhawi's theory of maqasid al-Shariah, which encompasses six objectives of sharia. Based on the research results, the following findings were obtained:

1. Hifz al-Din (Protection of Religion)

The strategy in this aspect is aimed at ensuring that all business activities remain aligned with Islamic values. This includes spiritual guidance for fishermen through religious forums, the application of halal-thayyib principles in the management of marine products, and increasing awareness of Islamic business ethics. Thus, the fishing industry becomes not only an economic source but also a means of strengthening faith, morals, and social solidarity among coastal communities.

2. Hifz al-Mal (Protection of Assets)

Development strategies based on hifz al-mal focus on protecting and improving the economic welfare of fisheries business actors. Possible efforts include strengthening access to Sharia-compliant financing through fishermen's cooperatives or Sharia-compliant microfinance institutions, increasing production efficiency through modernizing fishing gear and post-harvest facilities, and developing halal and productive seafood-based micro-enterprises. Sharia-compliant financing has been proven to provide fairer access to capital for small-scale fishers, while protecting them from usury and economic exploitation (Fadillah & Nisbah, 2021). Experience in the Azores shows that unscientifically controlled deep-sea fisheries exploitation can lead to drastic stock declines and long-term impacts on the ecosystem (Medeiros-Leal et al., 2025). Financial inclusion and capital availability significantly influence the sustainability of MSMEs. From the perspective of the maqasid sharia (Islamic principles), this is closely related to safeguarding wealth (hifz al-mal) and religion (hifz al-din), as halal and inclusive capital forms the foundation for the continuity of productive and worship-based businesses. Financial literacy and financial inclusion have a positive and significant impact on the increase in the scale of MSMEs by 29.2%. These results demonstrate the importance of financial capability and access to funding as key factors in supporting business sustainability, including within the maqasid sharia framework.

3. Hifz al-Nafs (Life Protection)

Life protection in the context of the fishing industry is closely related to occupational safety, health, and ensuring a decent living for business actors. Relevant strategies include providing training on maritime safety, nutrition and health education for fishermen, and providing takaful-based fisherman insurance. Diversifying income sources through seafood processing and other supporting businesses can strengthen the economic resilience of fishing households (Nurhayati et al., 2022). In this context, the implementation of sharia governance plays a crucial role in ensuring that implemented strategies align with the principles of maqasid (the principle of goodness), particularly in terms of justice, sustainability, and protection of people's property and lives (Prasojo et al., 2021).

4. Hifz al-'Aql (Protection of Intellect)

Efforts to develop the intellectual capacity of fisheries industry players are carried out by providing training in skills, digital literacy, and business management based on Islamic values. This training aims to improve adaptability to market and technological changes. The involvement of the younger generation in this training is also crucial for maintaining the competitiveness of the Belawan fisheries industry amidst globalization and economic digitalization. Furthermore, the application of financial technology such as fintech is also a crucial instrument in the development of the fisheries industry. Akbar et al. (2022)

emphasized that fintech supports the principles of maqasid sharia, particularly in safeguarding assets (hifz al-mal) and creating sustainable business stability through easy access to financing.

5. Hifz al-Nasl (Protection of Offspring)

Protecting offspring requires a long-term strategy to ensure the sustainability of the next generation of fishermen. This can be achieved through supporting formal and vocational education for fishermen's children, implementing social regulations that foster a healthy growth and development environment, and creating decent and dignified employment opportunities in the fisheries sector. Involving youth in productive economic activities is also key to ensuring they remain engaged in this sector and continue their family roles.

6. Hifz al-Bi'ah (Environmental Protection)

The principle of hifz al-bi'ah within the maqasid sharia (obligatory duties of sharia) views the preservation of marine ecosystems as part of worship and a moral responsibility in economic activity (Syahputra & Aminah, 2023). The principle of hifz al-bi'ah, or environmental protection, is crucial for the development of the marine fisheries industry in Belawan, given that this sector is highly dependent on the sustainability of marine ecosystems. The drastic decline in production volume over the past three years, as well as the increase in illegal and destructive fishing practices, indicate environmental damage that has not been seriously addressed. Therefore, strategies that need to be developed include strengthening oversight of destructive fishing practices, ecological education for fishermen about the importance of maintaining marine biodiversity, and coastal environmental rehabilitation through mangrove planting or the construction of abrasion barriers. Integrating Islamic values into environmental conservation is also crucial, for example, by instilling awareness that protecting the ocean is part of our mandate as caliphs on earth (Anggraini et al., 2025). By maintaining the sustainability of the ecosystem, not only fishermen's assets and livelihoods are protected, but also the continuity of sustenance for future generations in accordance with the spirit of maqasid al-syariah.

CONCLUSION

It can be concluded that the marine fisheries industry in Belawan has experienced a sharp decline in production volume and value over the past three years, caused by a combination of internal weaknesses and external pressures. Limited fishing gear, limited access to financing, and low digital literacy are major obstacles for business actors. Meanwhile, opportunities such as government program support and high market demand have not been optimally utilized. A SWOT analysis framed within the maqasid al-Shari'ah

perspective produces a development strategy that addresses six main dimensions: protection of property (hifz al-mal), life (hifz al-nafs), intellect (hifz al-'aql), descendants (hifz al-nasl), religion (hifz al-din), and the environment (hifz al-bi'ah). This approach allows for the formulation of strategies that are not only oriented towards economic growth but also consider sustainability, social justice, and Islamic values in industry governance. Developing a fisheries industry that aligns with the maqasid al-Shari'ah values can maintain sustainability and fairness in the distribution of economic benefits (Rifai & Mujahid, 2023). By integrating the values of maqasid al-sharia, the development of the Belawan fisheries sector is expected to be more ethical, inclusive, and sustainable.

It is recommended that the local government and stakeholders focus on strengthening business institutions through Sharia-compliant cooperatives, increasing access to halal financing, and providing sustainable business assistance. Expanding technical and digital marketing training is also crucial to improve fishermen's adaptability to market changes. Furthermore, oversight of illegal fishing practices must be strengthened to maintain the sustainability of marine resources. Religious and educational institutions are also encouraged to play a role in fostering Sharia-compliant business ethics and environmental awareness among coastal communities..

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