



Fishermen Empowerment Through Product Diversification Viewed from the Maqashid Syariah Perspective in Pantai Labu District

Riski Ardila Sari*¹, Rahmat Daim Harahap¹, Nurul Jannah¹

1, Faculty of Islamic Economics and Business, Universitas Islam Negeri Sumatra Utara, Indonesia

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*Corresponding author:

Riski Ardila Sari

E-mail address:

rizkiardillasari05@gmail.com

Abstract

Economic empowerment is one way to change people's lives for the better. Pantai Labu sub-district is known as a coastal area that has the potential for abundant marine catches. This study aims to evaluate the effectiveness of the product diversification-based fishermen empowerment program by using the maqashid sharia perspective as an analytical framework. This research was conducted in three fishing villages in Pantai Labu Sub-district, by identifying the potential product diversification that can be produced from marine products. The research method used was a qualitative case study with a descriptive analysis approach. Data collection was carried out through in-depth direct interviews. The results show that product diversification such as seafood processing and home industry development has had a positive impact on the income and food security of fishing communities. In addition, this empowerment also encourages the achievement of Maqasyid Sharia objectives, such as increased income that safeguards wealth (al-mal), increased skills that support the intellect (al-aql), and family welfare that supports offspring (an-nasl). However, despite its great potential, product diversification often faces various challenges in business development, such as capital constraints, limited market access, and lack of product innovation.

INTRODUCTION

Fishing communities are groups of people who live in coastal areas and depend their economic livelihood directly on the utilization of marine and coastal resources (Zakariya, 2020; 2022). They consist of various parties such as fishing owners, fishing laborers, fish farmers, fish traders, fish processors, and suppliers of fishery production factors. Fishermen are individuals involved in fishing. Usually, fishermen live in groups and form fishing communities, which include fishing laborers, fishing masters, and fish farmers, and they live around coastal areas (Siahaan & Saputra, 2023). Total fisheries production in the third quarter of 2022 reached 6.35 million tons, consisting of 2.05 million tons for capture fisheries and 4.30 million tons for aquaculture. The volume of fisheries production in the third quarter of 2022 increased by 10.47 percent compared to the achievements in the third quarter of 2021 (Pusdatin KKP, 2022).

Fishermen empowerment can be done by building communities so that the potential of the sea can be managed effectively. One strategy that needs to be implemented is to strengthen existing communities and improve the quality of human resources (HR) through improving community economic skills (Safitri, 2021). The primary mission of community development is not simply to provide consumers with consumption and productive resources that enable them to sustain themselves (Ainiyah et al., 2023).

Coastal communities can be empowered to improve their economic welfare. Fishing communities have the potential to develop human resources and skills in processing fishery products that meet market demands. This can also help avoid various threats that can hinder the improvement of the economic welfare of coastal communities (Muchlashin et al., 2022).

The concept of economic empowerment by developing the potential that exists in an area is the right step to realize and implement development in the area. Empowerment of coastal communities can be done by building community capacity so that marine potential can be managed effectively. One strategy that needs to be implemented is to strengthen local communities and improve the quality of human resources (HR) through improving community economic skills (Riandy, 2020).

Economic diversification can improve the welfare and income of coastal communities and reduce dependence on certain economic sectors. In the context of coastal communities, this diversification involves utilizing various potential natural resources, such as tourism, agriculture, fisheries, and other service sectors. Thus, economic diversification is very important to reduce dependence on certain sectors and improve the economic welfare of coastal communities (Hasriyanti & Tabbu, 2022). This can also improve the quality of life of coastal communities. With the variety of economic sectors developed, coastal communities gain wider access to employment and better income, so that their welfare increases (Winarni et al., 2020).

Pantai Labu Sub-district, located in Deli Serdang Regency, is known as an area where the majority of the population are fishermen. Based on BPS data, the area of Pantai Labu Sub-district is 81.85 Km² or about 3.27% of the area of Deli Serdang Regency (2,498 km²). Astronomically, Pantai Labu Sub-district is located between 3°62' - 3°69' North latitude and 98°80' - 98°93' East longitude, with an altitude of between 0 - 100 meters above sea level. Like many regions in Indonesia, fishermen also play an important role in Pantai Labu's economy (BPS Kabupaten Deli Serdang, 2022).

Of the 19 villages in Pantai Labu Sub-district, the research sample is a village living on the coast with the majority of livelihoods as fishermen, namely Paluh Sibaji Village, Bagan Serdang Village and Regemuk Village. The natural wealth owned by this village is a source of inspiration for community innovation in creating various diversified products. However, to optimize the economic potential of Nelayan villages, it is necessary to empower diversification that is in accordance with its characteristics and is able to have a positive impact holistically. One promising sector to be developed is the diversification of fishermen's catch products.

Table 1. Data on the Potential Types of Fishing Products of Fishing Villages

No	Village Name	Diversification Potential
1.	Paluh Sibaji	Fish
2.	Bagan Serdang	Rebon Shrimp
3.	Regemuk	Shellfish

Source: Authors (2024)

From the table above, Paluh Sibaji Village has the potential for fresh fish with the type of small-sized ketamba fish. This fish has been diversified into derivative products, namely dried fish. Bagan Serdang Village has the

potential for fresh rebon shrimp and has a derivative product, namely shrimp paste. In contrast to Regemuk Village, the potential of fishermen's catch is more inclined to clams, but here many clam shells become waste, even though this waste can be managed properly.

The results of preliminary observations conducted through interviews with fishing villages in Pantai Labu kecamatan are the availability of raw materials where fluctuations in the availability of raw materials such as fish and shrimp, especially when the weather conditions are bad the fishermen cannot go to sea, hindering smooth production, on the other hand the results of shellfish shell waste that has not been managed properly. then suboptimal marketing techniques such as MSME players still rely on word of mouth marketing and have not made the most of digital technology to expand the market and lack of product innovation such as limited ability and knowledge in developing new products, not following innovative market trends that can attract consumer attention.

In economic empowerment, maqashid sharia refers to the goals or intentions that Islamic law (sharia) aims to achieve. The values contained in maqashid sharia are very important to be applied by all Muslim communities in Pantai Labu Sub-district. This maslahah measurement is carried out using the maqashid sharia perspective proposed by Imam al-Ghazali and al-Satibi (Mubayyinah, 2019). In the perspective of Maqashid Sharia, this approach is in line with the concept of maslahah in Maqashid Sharia, especially in the dharuriyat aspect with the objectives of sharia, which are reflected in five main points, namely: protecting religion (Hifdzul al-Diin), protecting life (Hifdzul Nafs), protecting reason (Hifdzul al-Aql), protecting offspring (Hifdzul al-Nasl), and protecting property (Hifdzul al-Maal). Diversification of fishery products helps fulfill the basic needs (dharuriyat) of fishermen by ensuring their economic survival, reducing the risk of poverty, and maintaining the balance of social life. Maqashid sharia itself can be understood as a legal principle in Islam that asserts that sharia was revealed by Allah to achieve certain goals (Ilvi & Masruchin, 2022).

Pantai Labu sub-district, as a coastal area with a majority Muslim population, has great potential to integrate Islamic values into its economic development. This approach can be applied through product diversification, such as processing marine products, as well as sustainable management of natural resources, so as to create a balance between economic needs and compliance with Islamic principles. Thus, economic development does not only focus on financial gain, but also on blessings and shared prosperity.

Protection of Religion (Hifz ad-Din) In Islam, earning a living is part of the obligation to support the family and community. Diversification of fishery products can help fishers have more halal business options, which are in accordance with sharia principles, such as avoiding usury and speculation in economic activities.

Protection of Life (Hifz an-Nafs) Fishermen often face high economic risks, especially when catches are unstable. Product diversification, such as processing salted fish, kecepe shrimp and shellfish, serves to increase income, both economically and socially. For example, producing goods or services that are useful and safe for consumers. In maqashid sharia, maintaining survival is one of the main objectives (hifz al-nafs).

Protection of Intellect (Hifz al-'Aql) Through product diversification, fishermen can develop new skills and knowledge about product processing and marketing, thereby increasing their intellectual capacity and skills. This is in line with sharia's objective to support education, skill development and being able to innovate.

Protection of Offspring (Hifz an-Nasl) Fishermen empowerment based on product diversification also helps create more stable and sustainable livelihoods for future generations. This supports the welfare of fisher families and descendants in the long run.

Protection of Property (Hifz al-Mal): Fishermen often depend on limited resources and experience fluctuations in prices and production. Diversification of seafood products such as kecepe prawns, shellfish and salted seabass not only increases fishermen's income but also provides financial security. By having various types of products, fishermen can reduce the risk of losing income due to price fluctuations of one type of product. This is in line with the Maqashid Syariah principle that emphasizes the protection of wealth (al-mal) as one of the main objectives.

This is in line with previous relevant research related to community empowerment, one of which is research conducted by Safiah Saffa Lubis with the research title "Community Empowerment in Efforts to Improve the Community Economy" stating that many rebon shrimp fishermen in Rantau Panjang Village, Pantai Labu District. The existence of the shrimp paste home industry has a positive impact on the economy of the community around Rantau Panjang Village. This industry creates many jobs, which in turn can increase family income and improve the local economy (Syahriza et al., 2024). Although the theme of this research is similar to Saffa Lubis' research, the research did not explore the analysis used in this research, especially in terms of maqashid sharia.

In addition, previous research related to community economic empowerment from the perspective of maqasid sharia conducted by (Ilvi & Masruchin, 2022) with the title "Improving the Economic Welfare of Coastal Communities through Milkfish Farming in the Perspective of Maqasid Sharia". Milkfish farming contributes to improving the community's economy by adding primary, secondary, and tertiary elements, in accordance with maqashid sharia principles. With the opening of new jobs, people can benefit from milkfish farming. In particular, increasing economic maturity (hifdzul mal) has a positive impact on overall welfare, which includes aspects of health (hifdzul nafs), education (hifdzul akl), religious belief (hifdzul din), and protection of offspring (hifdzul nasl).

In contrast to previous research, the focus of this study is to discuss the current conditions of empowerment and forms of diversification by fishing communities in Pantai Labu District. Furthermore, it looks at the impact of product diversification on the economic and social welfare of fishing communities in Pantai Labu District. To analyze the empowerment of fishing villages based on product diversification, the instrument used is maqashid sharia analysis, with reference to the five indicators previously described.

This study has research objectives to be achieved, namely first identifying the potential for diversification of fishery products by examining various opportunities for diversification of seafood products that can be developed by fishing communities in three villages in Pantai Labu District. Third, to examine the

empowerment of fishing communities from the Maqasyid Syariah perspective, to ensure that product diversification efforts run in accordance with sharia principles, which include the maintenance of religion, soul, mind, offspring, and property. This case study is expected to provide insights and practical recommendations for the economic empowerment of fishermen in other areas with similar characteristics.

LITERATURE REVIEW

Community Empowerment

Community empowerment is a series of efforts that aim to help people become more self-reliant by improving their human resources. It involves optimizing existing resources to improve individual capacities and abilities, as well as utilizing their potential to improve their economic capabilities through self-help activities (Hasmi, 2022). This process involves concrete actions that are carried out gradually to improve the weak conditions of the community, both in aspects of knowledge, attitudes, and practices (KAP), towards mastery of knowledge, conscious attitudes, and good skills (A. F. Zakariya, 2020).

Diversification

According to Kotler and Armstrong (2008: 71), diversification is a company's growth strategy by starting a new business or buying another company that is outside the current products and markets. Product diversification is an effort to seek and develop new products or markets, or both, with the aim of achieving growth, increased sales, profitability, and flexibility. Companies diversify products as a form of product development. Generally, in product diversification, companies try to increase sales by developing new products for new markets, resulting in a wide range of products produced by the company (Ainiyah et al., 2023).

Maqashid Shariah

Maqashid sharia is a concept that refers to the purpose and wisdom behind the establishment of Islamic laws (Rahma et al., 2023). Literally, maqashid means "purpose" or "goal", while sharia refers to the law or path set by Allah. Maqashid sharia is a concept that refers to the purpose and wisdom behind the establishment of Islamic laws. Literally, maqashid means "goal" or "objective", while sharia refers to the law or path established by God (Imani, 2019). Scholars agree that sharia law has the goal of safeguarding human welfare. Maqasid As-Syariah is the ultimate goal of Islamic law for justice, equality, human rights, development, and decency, including social welfare in Islamic economics (Mubayyinah, 2019).

It is concluded that Maqasid Sharia aims to maintain human welfare, supporting economic empowerment based on product diversification. Through the principles of justice, equality, and social welfare, empowerment can grow fairly and ethically, creating jobs and improving the quality of life of the community according to Islamic values.

METHODS

This research uses a field research method with a qualitative approach, which aims to examine and understand the views, feelings, attitudes, and behavior of groups or individuals. The qualitative approach used focuses on descriptive analysis, where researchers will describe existing data or phenomena and analyze them in the form of narratives arranged in an integrated manner. This research was conducted in three fishing villages in Pantai Labu Sub-district, namely Bagan Serdang Village, Paluh Sibaji Village, and Regemuk Village, located in Deli Serdang Regency. The data source in this research is primary data. Primary data was obtained through in-depth direct interviews. The subjects of this research include the village government, fishing communities, product diversification managers, and individuals who are considered to know the expected situation best. This research aims to analyze fishermen empowerment through product diversification from the maqashid sharia perspective.

RESULT AND DISCUSSION

Pantai Labu is located in the coastal area of Deli Serdang Regency, directly adjacent to the Malacca Strait. This position makes Pantai Labu one of the strategic areas in terms of fisheries and marine activities. Fishing is one of the main professions in this sub-district, where many families depend on sea catches for their daily lives. Pantai Labu sub-district is known as the center of traditional fishing activities. The fishermen usually use small boats to catch fish around the waters of the Malacca Strait. The main catches include various types of fish, shrimp, shellfish and other marine products. Pantai Labu has great potential in fisheries and marine-based economic development, including opportunities to develop marine tourism, fish processing industries, and marine product diversification.

Economic empowerment through diversification of marine capture products is a strategy that aims to improve the welfare of coastal communities, especially fishermen residing in Pantai Labu Sub-district and their families, by processing marine products into value-added products. This empowerment not only increases income but also creates new jobs and reduces dependence on fish catch as the sole source of livelihood.

Identification of Local Potential of Fishing Villages

1. Village Bagan Serdang

Table 2. Advantages and disadvantages of product diversification in Bagan Serdang

No	Excellence	Weaknesses
1	Bagan Serdang Village has direct access to the sea, which provides an abundant supply of rebon shrimp.	Rebon shrimp processing still uses simple or manual technology.
2	The community has the knowledge and skills to catch and process rebon shrimp into shrimp paste.	Many communities do not have access to capital to develop their business.
3	Rebon shrimp can be processed into various products such as shrimp paste, crackers, or other snacks that have high selling value.	Communities may not fully understand market dynamics and product marketing.
4	There are various sizes of packaging.	Without strict standards, the quality of products produced can be inconsistent.
5	Prices are cheap and not too expensive.	The sales process is only done offline.

Source: Authors (2024)

2. Village Regemuk

Table 3. Advantages and disadvantages of product diversification in Regemuk Village

No	Excellence	Weaknesses
1.	Regemuk Village has direct access to the beach, which has an abundant supply of shells.	Limitations in technology and production tools can be an obstacle to improving product quality and quantity.
2.	Some local people have basic skills in handicrafts that can be optimized for the production of clam shell products.	Many communities do not have access to capital to develop their businesses.
3.	The fisherwomen have plans to venture into clam shell decorative creations.	There is no assistance from the government in the creative economy sector.

Source: Authors (2024)

3. Village Paluh Sibaji

Table 4. Advantages and disadvantages of product diversification in Paluh Sibaji Village

	Excellence	Weaknesses
1.	Paluh Sibaji Village has easy access to abundant fish raw materials from the surrounding waters, which are the main ingredient for making salted fish.	Salted fish production is highly dependent on the availability of fresh fish, which can fluctuate according to the season.
2.	Villagers have hereditary expertise in processing salted fish, which can produce high-quality products.	Lack of access to modern technology can hamper production efficiency and product quality.
3.	There is a steady local demand for salted fish as part of people's daily diet.	Limited capital for business development and production expansion
4.	Salted fish products have accessed markets outside the region.	No assistance from the government in the field of creative economy.

Source: Authors (2024)

From the results of research and analysis conducted by researchers, it can be concluded that in Pantai Labu sub-district for the management of local potential through product diversification in Paluh Sibaji Village, it is more modern, the product has become a derivative product, namely salted fish, which has contributed to increasing the income of salted fish business groups. Product marketing has been distributed through cooperation with restaurants outside the area, but has not done e-commerce marketing. Whereas in Bagan Serdang Village, currently there is still no maximum management, so that this results in the impact of rebon shrimp diversification still not being felt by the people of Bagan Serdang village. Thus, the diversification of rebon shrimp into shrimp paste has not been able to contribute as a driving force to increase the economy of the community in Bagan Serdang village, so there needs to be changes and improvements both from the business group and the management system. Meanwhile, Regemuk Village has abundant shellfish catches but shellfish shell waste can be managed properly by diversifying economic products that have high selling value. Therefore, a strategy is needed to optimize this local potential.

Product Diversification-Based Empowerment Strategy

By looking at the analysis that has been carried out, in the 3 Fishing Villages above, the author will describe several steps that can be taken to implement product diversification-based fishing community

empowerment to improve the community's economy in Bagan Serdang Village, Regemuk, Paluh Sibaji Pantai Labu District:

1. Minimize existing weaknesses and avoid threats experienced by the Fishing Village of Pantai Labu Subdistrict. From the results of the analysis of the interviews carried out, several strategies were found that could be implemented by the Fishing Village of Pantai Labu Subdistrict, namely as follows:

Training and Capacity Building is where Fishermen's Village groups are provided with training and mentoring to gain better skills in business management, marketing, finance, and product development. This capacity building can increase the efficiency and competitiveness of the Fishing Village, after conducting the interview process and conducting analysis, a problem was found in diversification. Fishermen's Village itself is not very competent in the knowledge of potential product diversification and marketing. So that training and capacity building for managers and members is very necessary.

a. Bagan Serdang Shrimp Kecepe Village

Development of Shrimp Processed Products.

Product Innovation: developing processed products such as dried shrimp, shrimp chips, and meatballs.

shrimp. This can add added value and expand the market.

Packaging and Branding: improve packaging design to attract consumers and build a local brand known for its high quality.

b. Shellfish Regemuk Village

Development of Clam Derived Products.

Handicrafts: produce handicrafts from clam shells, such as jewelry and home decorations.

Food: develop clam-based food products, such as clam chips or clam soup.

c. Paluh Sibaji Village Salted Fish

Salted Fish Product Innovation.

New Varieties: developing variations of salted fish products with spices or new preservation techniques.

Premium Packaging: using attractive and quality packaging to attract a wider range of consumers.

2. Improving the internal environment of the Fishing Village

By utilizing the resources available in the external environment, Fishermen's Village. From the results of the analysis of the interviews carried out, several strategies were found that could be applied by the Fishing Village:

a. The use of technology as a means of promotion: Nelayan Village itself has not maximized the use of technology, such as the use of social media as a means of promotion. In today's digital era, the use of social media has proven to be effective in promotional activities compared to word of mouth. Online marketing utilizes e-commerce platforms and social media to market products more widely, allowing access to regional and international markets. Build a website or mobile application to facilitate ordering, product promotion, and direct interaction with customers.

b. Improving facilities and infrastructure: In facilities and infrastructure such as the construction of processing facilities that meet health and safety standards. This includes processing areas for salted fish, rebon shrimp, as well as facilities for processing clam shells. Judging from the results of the analysis, Fishermen's Village diversifies products using manual tools, so modern and efficient processing equipment is needed, such as fish drying machines, mixers for shrimp paste, and clam shell processing tools.

3. Building Partnerships with Related Parties

Utilizing opportunities that exist in the external environment of Pantai Labu Sub-district. From the results of the analysis of the interviews carried out, several strategies were found that could be applied to the Fishing Village:

- a. Local Government: Fisheries Agency, Cooperatives and SMEs Agency, and other government agencies that can provide support in the form of policies, facilitation, or technical assistance.
- b. Non-governmental organizations (NGOs) : Organizations that focus on community empowerment and community-based economic development.
- c. Business Actors and Entrepreneurs : Parties involved in the fisheries product processing and marketing industry.
- d. Educational Institutions : Universities or training institutions that can provide education, training and research on product diversification.
- e. Financier : Banks, microfinance institutions, and investors who can provide capital for business development.

Maqashid Sharia Analysis in Product Diversification-Based Economic Empowerment

Maqashid Sharia aims to achieve human benefit, both in this world and in the hereafter. The benefit here includes everything related to sustenance, fulfillment of life needs, and fulfillment of human emotional and intellectual demands as a whole. According to Al-Syatibi, this goal is achieved through the protection of religion, soul, mind, offspring, property, and human honor.

In addition to this theory, there are several studies, one of which is by Mubayyinah (2019), which shows that running a business requires a detailed strategy so that economic empowerment efforts can have an impact on business success. Community economic empowerment develops when studied and categorized based on various indicators such as religion, soul, mind, offspring, and property. The hard work done by the community to get a halal job and set aside part of the income for charity.

Based on the results of research and product diversification-based community economic empowerment in Pantai Labu Fishing Village, namely Bagan Serdang, Regemuk, and Paluh Sibaji Villages, we can link the objectives of maqasid sharia with the positive impacts that have been achieved by each business. The following is an analysis of the five maqasid sharia objectives and how each business supports them:

Table 5. Implementation of Maqashid Sharia Elements in Each Economic Development of Fishing Villages

Elements of Maqashid Sharia That Must Be Implemented	Village	Implementation Analysis
Protection of religion (<i>hifz al-diin</i>) Ensure that diversification activities do not conflict with the principles of Islam, whether in the capture,	Bagan Serdang	The business creates employment for five people, allowing them to support their families in a halal way. This supports individuals in practicing their religion with peace of mind without excessive economic pressure.
	Regemuk	With the business being run by family members only, they can more freely manage their time for worship and religious obligations without being distracted by busy work schedules.

processing, or marketing of products.	Paluh Sibaji	By employing 5-6 people, the business helps more individuals to earn halal income and contributes to a wider group income increase, enabling them to better fulfill their religious obligations.
Protection of the soul (<i>hifz al-nafs</i>) Encourage business development that contributes to increased income, both economically and socially. For example, producing goods or services that are useful and safe for consumers.	Bagan Serdang	The increased production and profits of the business allow the owner to provide a safe and comfortable working environment for his workers, as well as ensure the availability of quality raw materials.
	Regemuk	With stable production every day, the enterprise ensures economic stability for the family members involved, meaning they can ensure their own health and well-being without worrying about daily income.
	Paluh Sibaji	The enterprise clearly increases production and expands the market, meaning more people gain access to employment and a stable income, contributing to their health and well-being.
Protection of the mind (<i>hifz al-'aql</i>) Encourage innovation and creativity in product diversification. However, it must ensure that such innovations do not conflict with Islamic principles and moral values.	Bagan Serdang	The business development and training provided to workers enables them to develop new skills and improve their knowledge in production and business management.
	Regemuk	Although run by family members, the stability in raw materials and production helps them to focus on product innovation and improve their business management skills.
	Paluh Sibaji	By selecting better raw materials and producing different types of fish, the enterprise encourages creativity and innovation in production, which directly improves the intellectual capabilities of the workers and business owners.
Protection of offspring (<i>hifz al-nasl</i>) Encourage fishing village communities to empower local people, create jobs, and improve the welfare of future generations.	Bagan Serdang	Providing employment and increasing business income helps workers' families to live more prosperously and supports their children's education and well-being.
	Regemuk	The family enterprise supports the involvement of the younger generation in the family business, teaching them valuable skills that will be useful for their future.
	Paluh Sibaji	By expanding the market and accepting orders for gift parcels and souvenirs, the business not only increases income but also promotes local cultural values and traditions to future generations.

Protection of property (<i>hifz al-maal</i>) Ensuring that product diversification business practices do not involve usury, gambling, or practices that harm other parties. This involves transparent and fair financial management (Linda dkk., 2022).	Bagan Serdang	Increased profits and better availability of raw materials indicate good financial management, which protects the assets and resources of the enterprise.
	Regemuk	Stable production and increased availability of raw materials ensure that the enterprise can run efficiently and manage resources well, despite no additional labor.
	Paluh Sibaji	Increased production and product diversification indicate effective management of resources and capital, which protects wealth and ensures sustainable growth.

Source: Authors (2024)

From the table above, the empowerment and business growth of Bagan Serdang Village, Regemuk, Paluh Sibaji shows that the maqasid sharia principles can be achieved through the implementation of product diversification. Increased income, stability of raw materials, job creation, and product innovation all contribute to general benefit, community welfare, and protection of the five main objectives of maqasid sharia.

In addition, the research reviewed by Oktavia, based on the analysis in accordance with the theory above, illustrates the impact of community empowerment through the creation of small and micro business strategies in an effort to improve the welfare of people working in the sector at the village level. By implementing a program to improve the quality of life of the community in line with the principles of welfare in the Maqashid Sharia perspective, which includes five indicators of improving the quality of life, the program to improve the welfare of the community can be carried out well (octavia, 2020).

Income is one of the indicators of welfare that is generally material in nature and is related to the concept of protecting property. Islam teaches that humans make the best use of wealth in accordance with the Sharia, and do not use wealth for unlawful purposes, such as muamalah transactions that are not in accordance with Islamic teachings. To prevent wealth from diminishing, one of the steps taken is through capital sharing, so that wealth can rotate, produce, and income distribution can be more equitable. Community economic empowerment is an effort to improve the welfare of the community, so that the goal of Islamic economics, namely distribution justice, can be achieved.

CONCLUSION

Product diversification in Bagan Serdang Village (main product is shrimp), Regemuk Village (shellfish) and Paluh Sibaji Village (salted fish) helps improve the welfare of fishing communities. By creating a variety of derivative products, fishermen can increase their income and reduce dependence on one type of commodity.

In the perspective of Maqasyid Sharia, fishermen empowerment through product diversification includes several main objectives Hifz al-Mal (Protection of Assets) Product diversification helps protect the source of income of fishing communities, so that their economic stability is more secure. Hifz al-Nafs (Protection of the Soul): Increased income and economic prosperity has a direct impact on improving the quality of life and well-being of fishing families, supporting their physical and mental health. Hifz al-Din (Protection of Religion): Empowerment based on sharia principles helps fishing communities maintain religious values in their economic activities. Hifz al-'Aql (Protection of Intellect): Through education and skill enhancement, fisherfolk can develop a more critical and productive thinking capacity, enabling them to adapt to market and environmental conditions. Hifz al-Nasl (Protection of Progeny): Sustainable economic empowerment ensures the future well-being of families and their children, so that the quality of life of their descendants is maintained.

Despite improvements in welfare, there are still challenges, such as limited access to broader markets, as well as a lack of supporting infrastructure. Therefore, cooperation with the government and the private sector is needed to support more effective training, marketing and product distribution.

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