

Women's Productivity through Digital Transformation in Local Food Businesses in Fulfilling the Aspects of Maqashid Sharia in Bangsalsari Village, Jember Regency

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ABSTRACT

This study aims to analyze the productivity of women in local food businesses after the implementation of digital transformation and its relevance to the fulfillment of maqashid sharia aspects in Bangsalsari Village, Jember Regency. The study uses a qualitative descriptive approach with data collection techniques through interviews, observation, and documentation. The findings indicate that digital transformation through social media, e-commerce, and digital payment systems has significantly increased women's productivity in terms of product quality, production quantity, marketing effectiveness, and time efficiency. In addition, digital transformation contributes to improving family welfare, expanding market access, and strengthening women's economic independence. From the maqashid sharia perspective, these improvements reflect the fulfillment of *hifz al-mal*, *hifz al-nafs*, *hifz al-'aql*, *hifz al-nasl*, and *hifz al-din*. The study concludes that digital transformation not only enhances economic productivity but also supports sustainable welfare based on Islamic values.

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in the Indonesian economy because they contribute significantly to employment and national economic growth [1]. In rural areas, local food businesses become one of the dominant sectors managed by women. Women are increasingly involved in productive economic activities not only to support household income but also to

strengthen local economic sustainability [2]. The development of digital technology has opened opportunities for women entrepreneurs to improve productivity through digital marketing, e-commerce, and electronic payment systems.

Digital transformation has become an important factor in increasing the competitiveness of MSMEs. The utilization of social media platforms and digital marketplaces enables women entrepreneurs to expand market access, improve

communication with customers, and increase business efficiency [3]. Several studies indicate that women-owned MSMEs adopting digital systems experience better income growth and stronger economic resilience [4]. However, the implementation of digital transformation in rural MSMEs still faces challenges such as limited digital literacy and infrastructure constraints.

From the Islamic economic perspective, women's productivity in business activities can be analyzed through maqashid sharia principles. Maqashid sharia emphasizes the protection of religion (*hifz al-din*), life (*hifz al-nafs*), intellect (*hifz al-'aql*), lineage (*hifz al-nasl*), and wealth (*hifz al-mal*) [5]. Increasing women's productivity through halal and sustainable businesses reflects the realization of these principles in economic activities. Therefore, digital transformation is not only viewed as an economic instrument but also as a medium for achieving social welfare aligned with Islamic values.

Previous studies have discussed women's productivity, digital transformation, and maqashid sharia separately. However, limited studies integrate these three aspects simultaneously, especially in the context of local food MSMEs in rural areas. This research offers novelty by empirically analyzing women's productivity through digital transformation within the framework of maqashid sharia in Bangsalsari Village, Jember Regency.

This study aims to analyze the productivity of women in local food businesses after digital transformation and examine its contribution to fulfilling maqashid sharia aspects. The results are expected to enrich Islamic economic studies and provide practical recommendations for empowering women-based MSMEs sustainably.

2. LITERATURE REVIEW

2.1 Women Productivity

Productivity refers to the ability to produce output effectively and efficiently using available resources [6]. Women's productivity in MSMEs reflects their contribution to household welfare and local economic development. Studies

show that women entrepreneurs significantly contribute to income generation and economic resilience [7].

2.2 Digital Transformation

Digital transformation is the process of integrating digital technologies into business activities to improve operational efficiency and competitiveness [8]. In MSMEs, digital transformation includes the use of social media, e-commerce, digital payment systems, and online marketing strategies. Digitalization allows businesses to access wider markets and improve customer engagement [9].

2.3 Maqashid Sharia

Maqashid sharia refers to the objectives of Islamic law aimed at achieving human welfare through protecting religion, life, intellect, lineage, and wealth [10]. In economic activities, maqashid sharia serves as a framework for evaluating whether business practices contribute to sustainable welfare and ethical economic development [11].

3. METHODS

This study employed a qualitative descriptive approach. The research was conducted in Bangsalsari Village, Bangsalsari District, Jember Regency from January to March 2026. The subjects consisted of women entrepreneurs involved in local food MSMEs such as traditional snacks and processed food businesses.

Data were collected through in-depth interviews, observations, and documentation. Informants were selected using purposive sampling based on their involvement in digital business transformation. The collected data were analyzed using Miles and Huberman's interactive analysis model, including data reduction, data presentation, and conclusion drawing.

4. RESULTS AND DISCUSSION

The findings indicate that digital transformation significantly improves women's productivity in local food

businesses. Women entrepreneurs increasingly utilize social media platforms such as WhatsApp, Facebook, and Instagram for marketing activities. The use of e-payment systems also simplifies transactions and improves business efficiency.

Digital transformation contributes to increased production quantity, improved product quality, and better time management. Women entrepreneurs can market products beyond local markets and reach broader consumers. The findings align with previous studies showing that digital marketing

enhances MSME competitiveness and sustainability [12].

From the maqashid sharia perspective, the increase in income reflects *hifz al-mal* because women are able to strengthen household economic stability. Better income also supports the fulfillment of basic needs such as food, health, and education, which corresponds to *hifz al-nafs* and *hifz al-nasl*. Furthermore, digital literacy improvement among women entrepreneurs demonstrates the implementation of *hifz al-'aql*.

Table 1. Women Productivity after Digital Transformation

Variable	Before Digitalization	After Digitalization
Production Quantity	Limited	Increased
Market Access	Local only	Regional and online
Income	Relatively stable	Increased significantly
Marketing Method	Conventional	Social media & marketplace
Transaction System	Cash only	Digital payment

Source: Processed primary data (2026)



Figure 1. Digital Transformation and Women Productivity Model

Source: Researcher’s analysis (2026)

The study also reveals that digital transformation strengthens women’s confidence and independence in managing businesses. Women become more adaptive to technological changes and capable of making strategic business decisions. These findings support the argument that digital transformation is not merely technological

adaptation but also a process of women empowerment in rural economies.

5. CONCLUSION

This study concludes that digital transformation significantly improves the productivity of women in local food

businesses in Bangsalsari Village. The utilization of social media, e-commerce, and digital payment systems enhances product quality, production quantity, marketing efficiency, and income generation. From the maqashid sharia perspective, these improvements contribute to the protection of wealth, life, intellect, lineage, and religion. Therefore, digital transformation serves not only as an economic strategy but also as a means of achieving sustainable welfare based on Islamic values. Future studies are

recommended to expand research areas and integrate quantitative approaches for broader analysis.












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