

# The Sustainability of Home Industry Businesses in Enhancing Family Welfare From The Perspective of Islamic Economics, Focusing on Case Study of Tent Business

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## ABSTRACT

The purpose of this study is to analyze the home industrial enterprises maintain, starting by examining the institutional, social, and economic aspects. Methodology used in pene; This is qualitative with the Multi Dimensional Scaling (MDS) approach used in field research to create a more nuanced picture of real-world situations. The research was conducted in Tanjung Pasir Village, South Kualuh District, North Labuhanbatu Regency, North Sumatra Province. The primary source of data in this study is consumers. Meanwhile, secondary data was collected by watching interviews with business people in the home industry. The results of the study show that: 1) The sustainability of Pak Ajay Ahmad's tempe business in Tanjung Pasir Village is proven: the institutional dimension for the sustainability of household industry business management has an index of 7.14%; The average value of this sustainability index is 7.25 or in the range of 50.00 – 74.00 (quite sustainable); The social dimension of status is quite sustainable at 6.33%. 2) The economic dimension is the dimension with the highest level of sustainability, while the social dimension has the lowest level. The tempeh business sector in Tanjung Pasir Village has twenty-one characteristics. 3) Unstable and operational raw material prices (economic dimension), lack of support for MSMEs from local and village governments (social dimension), air pollution in tempe boiling, and waste management (institutional dimension) have the highest attribute sensitivity values.

## ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis perusahaan industri rumahan mempertahankan, memulai dengan memeriksa aspek kelembagaan, sosial, dan ekonomi. Metodologi yang digunakan dalam pene; itian ini adalah kualitatif dengan pendekatan Multi Dimensional Scaling (MDS) digunakan dalam penelitian lapangan untuk menciptakan gambaran yang lebih bernuansa tentang situasi dunia nyata. Penelitian dilakukan di Desa Tanjung Pasir, Kecamatan Kualuh Selatan, Kabupaten Labuhanbatu Utara, Provinsi Sumatera Utara. Sumber data primer dalam penelitian ini adalah konsumen. Sementara itu, data sekunder dikumpulkan dengan menonton wawancara dengan pelaku bisnis di industri rumahan. Hasil penelitian menunjukkan bahwa: 1) Adanya keberlanjutan usaha tempe Pak Ajay Ahmad di Desa Tanjung Pasir dibuktikan: dimensi kelembagaan bagi keberlanjutan pengelolaan usaha industri rumah tangga memiliki indeks sebesar 7,14%; Rata-rata nilai indeks keberlanjutan ini adalah 7,25 atau pada rentang 50,00 – 74,00 (cukup berkelanjutan); Dimensi sosial status cukup berkelanjutan sebesar 6,33%. 2) Adapun Dimensi ekonomi adalah dimensi dengan tingkat keberlanjutan tertinggi, sedangkan dimensi sosial memiliki tingkat terendah. Sektor usaha tempe rumah Desa Tanjung Pasir memiliki dua puluh satu karakteristik. 3) Harga bahan baku yang tidak stabil dan operasional (dimensi ekonomi), kurangnya dukungan bagi UMKM dari pemerintah daerah dan desa (dimensi sosial), polusi udara pada tempe boiling, dan pengelolaan sampah (dimensi kelembagaan) memiliki nilai sensitivitas atribut tertinggi.

## INTRODUCTION

The household industry is one of the community's efforts to meet their living needs. The home industry is, theoretically, any small business with its main place of operation being home. Not everyone can do it because only those who have the creativity, wisdom, and ability can make it happen to improve their own well-being as well as the prosperity of society and the environment (Sudrajat, 2012); (Willie, 2024).

Indonesia is a developing country with a level economics that is at least stable, which contributes to a number of social problems, including high unemployment, poverty, and low productivity. The Indonesian government is aware problem this is and has been take a number step For increase stability economy . Steps This includes, first, promoting opportunity businesses with increased work and place power work to reduce burden costs on the poor and increase people's income, and secondly, empowering and providing MSME facilities to thereby increase income for those who have MSMEs and lower unemployment. It is estimated that the government will play a significant role in helping individuals increase household and sectoral income (Syahriza et al., 2024); (Alam et al. 2024).

Microbusiness small and medium enterprises (MSMEs) are involved in the management peanut soya beans like tempeh and tofu to be sure that they become sources of income for the population. Due to the high the high demand for tofu and tempeh in all social and regional rural and urban products, this has a strategic and possessive significant impact on the stability of the economy. Because this is the most basic and significant, as Allah SWT . states in Surah An Nisa verse 29, we as Muslim businessmen or traders must request to understand and apply ethics in business in accordance with Islamic law in company trading.

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ﴿٢٩﴾

It means: "O you who believe, do not you eat treasure your neighbor with false way (no true), except form commerce on base like the same like in between you. Don't be you. You kill yourself. Indeed, Allah is Most Merciful to you."

There are two types of processing soybeans: fermented and non-fermented. With fermentation, sauce soybeans, oncom, tauco, and tempeh can be produced. Soy milk, whole grains, tofu, yuba, lemongrass, and soya are processed forms that do not experience fermentation (Kertaatmaja, Penanganan Pasca Panen dan Pengolahan Biji Kedelai. Departemen Pertanian Badan Penelitian Dan Pengembangan., 2002).

Processing peanut, soy, and bean use Tempeh fermentation is the substance soya bean fermented raw and often eaten with rice by various individuals. Compared to peanut soy bean regular, tempeh has a far-away nutrition that is more tall. The benefits of tempeh include: a source of antioxidants containing isoflavone aglycone, which prevents cancer; antibiotics; substance-lowering antibacterial risk of infection; hypocholesterolemia; a source of B vitamins, including vitamin B12; a source fatty acids that aren't saturated and eight important amino acid macronutrients; and a content of fiber that is easily digested by people of all ages. Pasir Village owns an industry that produces processed tempeh, which is produced from peanut soy beans. With Thus, tempeh companies contribute in a significant way to strengthen the economy. Sales volume goods This shows that the sector home-bbased tempeh manufacturing is one of the most successful. Based on the cost calculation, one tempeh

wrapper package is IDR 2,000. However, the players in business face a number of challenges in operating goods, including the challenge of getting wood burned for boiling soybeans, capital, and marketing. Developing a marketing plan is critical to assessing a company's growth, and increasing revenue is one of the keys.

Reducing tempeh size and using fewer soybean inputs are two unique strategies these tempeh companies use to stay in business and make a profit. The tempeh company also faced a number of challenges in growing, chief among them being the inability to run its own operations. The home-based tempeh manufacturing sector also faces a number of problems with finances, marketing, and business networks.

This type of small business operated by someone in a community is called a "home industry." (Emiliasari, 2020). Their presence was critical to providing the community with much-needed economic independence. The term "home industry" refers to the part of business involving production operations, which is permitted in Islam. One economic activity that substantially supports consumption is production. Consumers will not be able to get the goods and services they need without production activities. Activities related to production and consumption are interrelated and cannot be separated from each other. Production is the process by which people create goods and services, which are then consumed by customers.

Effective management, in particular, capital management, is essential for the future survival of small-scale industries. Since capital is essential for the survival of a company, it must be used in operations to generate profits. Then, this money will be used to finance company costs such as buying supplies, paying staff salaries, running advertisements, and so on (Imsar, 2021).

In Islamic economics, production is the most significant aspect of economic activity and, together with consumption, distribution, infaq, zakat, maintenance, and charity, can even be considered one of the base economies. This is because manufacture is the action of producing goods and services later used by customers. Islam provides moral qualities in addition to benefiting economics, even if He confesses motivational production as an internal motif of the traditional economy. Apart from that, humans can endure their life must be capable of fulfilling needs based on them. One of the possible actions done by man is making tempeh, a traditional Indonesian dish in large (Akmalia, Furqon, & Mutmainah, 2022)

There are actors in business in Tanjung Pasir Village, South Kualuh Village, and North Labuhanbatu Village. One of the actors in business is Mr. Ajay Ahmad, the business owner of tempeh. He was founded in 2020. Ahmad used an initial capital of \$200,000 to operate his business. Tempeh industry still lives today.

Based on the fact that criminal projects operate businesses, they use conventional word marketing strategies (oral and verbal). Problem This makes it difficult for existing businesses to grow. There are drawbacks or restrictions on supply of commodities as a direct result of the inability to make enough money that make it difficult to sell goods. The writer intends to study for a scientific paper entitled "Analysis of Continuity Business Home Industry in Improving Well-Being Family in Islamic Economic Review (Case Study of Tempe Business in Tanjung Pasir Village, South Kualuh District)" based on the description given above.

Ayu Gusniasari 2023 emphasized in a number of studies previously about the subject that marketing is one of the most significant aspects of daily life for the public. Item development process for fulfilling needs and aspirations of customers connected with marketing. The act of organizing and carrying out conceptualization, as well as choosing price,

promotion, channel distribution, and goods and services Producing the exchange will satisfy the target market, which is another definition of marketing ( Gusniasari , Rosmanidar, & Arisha, 2023).

## **LITERATURE REVIEW**

### **Understanding Continuity**

According to KBBI, sustainability is understood. For it signifies that a process in the end will produce presence or continuity in a situation, change it to a verb that describes action or a sustainable state. Continuity business is a continuity process good business that includes tactics for guard continuity company, development business, and growth, according to Handayani. Continuity is characterized by type consistency. Because everything contributes to continuity of life, power endurance, and age-long business. Tactics used based on the environment, business, or condition of the of the economy at this moment, as well as individuals and other people (Imaniah, 2016).

A company must be sustainable in a financial sense to maintain operations and develop its business. That means the need for capital must be fulfilled. A bankruptcy or bankruptcy company signifies that He No. can continue the operation (Z. , 2017) In order to ensure the viability of their businesses, MSME actors need to possess sufficient financial literacy, which includes the capacity to plan and manage their money and make sound business decisions. Understanding financial concepts alone is not enough; one must also be able and ready to put them into practice. This can start with small to medium-sized enterprises ( Ardila, Febriaty, & Astuti, 2021).

### **Supporting factors include continuity in business dimensions**

Continuity business, where entrepreneurs can produce superior products for their clients and help ensure continuity business, is one of the pillars of successful business in the modern era. Apart from that, entrepreneurs own four assets: leadership, innovation, responsibility, and customer satisfaction ( Mombang & Sule, 2017). MSME performance is influenced by a number of factors, including variables contextual, features business, and person (Indarti & Langenberg, 2004). Various problems of sustainability, including continuity dimensions economic, social, and environmental, are impacting sustainability and profitability in companies, industries, and small businesses.

Following are a number of influencing elements of continuity business:

1. Maximizing prospects for existing companies available For expansion and success
2. Roles and responsibilities: a clear answer for member staff
3. Employees do work and obligations in a way that is effective.
4. Business actors routinely keep financial records.
5. Have a plan for the future.
6. Operate a campaign to increase sales with your own permission. Formal efforts that track cost material standards and costs incurred are needed.

## Draft Sustainability in the Home Industry

For the base, more changes are strong through the development process. Power for humans and industrial homes must be established. Productive society, or valuable society, was defined in the industrial era as a society in which people have a competent, disciplined, and very useful mentality and motives for family.

The term "industry home," often known as "industry house stairs," refers to the category of business small family run. In terms of business small, as defined by Law No. 20 of 2008, business small is a company autonomous and profitable run by people or organizations that don't work as child companies or branch companies owned, controlled, or joined in a way direct or no direct with business intermediate or big. To fulfill the condition of business small as defined by Law . No. 20 of 2008, Republic of Indonesia Law, (Agreement Trading Uniform No. 20 of 2008 concerning Micro, Small, and Medium Enterprises; Jakarta: Sinar Graphics, 2009). Law No. 9 of 1995, which is related to business small amounts owned by Indonesian citizens, classifies company-related independent direct or no direct with business intermediate as industry House stairs, regardless of the confession of the law, because they are under the scope of business family.

## The Concept of Welfare from the Perspective of the *Qur'an* and *Hadith*

According to Surah Hud verse 6 in the *Qur'an*, Allah Himself has promised the welfare of every servant and all living creatures.

وَمَا مِنْ دَابَّةٍ فِي الْأَرْضِ إِلَّا عَلَى اللَّهِ رِزْقُهَا وَيَعْلَمُ مُسْتَقَرَّهَا وَمُسْتَوْدَعَهَا كُلٌّ فِي كِتَابٍ مُبِينٍ

It means: "And no one creature moves (animates) on earth, but everything Allah guarantees his sustenance; however, guarantee that no one is given for free without business, as described in Surah Ar Ra'd verse 11: "Indeed, Allah does not will change circumstances, something race before they try change circumstances themselves, they are alone". (Sodiq, 2015)

In perspective The *hadith* of the Prophet Muhammad said:

أَيُّ الْكَسْبِ أَطْيَبُ قَالَ عَمَلُ الرَّجُلِ بِيَدِهِ وَكُلُّ بَيْعٍ مَبْرُورٍ

It means " O Messenger of Allah, eyes livelihood what's the best ? " He said , " Job a man with his hand alone and every sell buy the mabrur. (HR. Ahmad 4: 141, Hasan Lighoirihi).

In terms of this, Islam is very good in matters of well-being; virtue in general is also frequent in Islamic law. This is a good reason why offenses such as gambling and drinking are prohibited. Islamic teachings contain the idea that a just and thriving society can be established through mutual collaboration.

## Well-being in Islamic Perspective

For the community, welfare is the most important thing. A community's capacity to meet its basic needs is a good indicator of its well-being (Vinatra, 2023). Imam Ghazali stated: achievement of benefits. The maintenance of the goal of shariah (*maqashid shari'ah*) is fame. Man cannot experience inner peace and satisfaction until he achieves the true well-being of everyone on the planet by fulfilling his material and spiritual requirements. Al Ghazali explained the

source of prosperity, namely the preservation of religion, soul, intelligence, lineage, and wealth, to achieve reputation (Imana, 2019).

In this context, welfare (*maslahah*) refers to a person's achievement of a standard level of satisfaction of needs, which establishes a stable lifestyle while upholding the maqashid of sharia. The two aspects of economics are (*divine*) economics, which is founded on Godhead and directed towards Allah, namely the afterlife through the use of means or procedures closely related to sharia rules, and (*insaniyah*), which seeks to uphold the welfare of the people (*maslahah*). Imam Al Ghazali described Falah as greatness, victory, and prosperity. According to Islamic economics, falah is the reason for human existence, as existence, as introduced by Islam. In essence, all living creatures desire prosperity, and to achieve this, people must be aware of the problems that surround them.

There are two types of falah in Islamic economics, for example:

1. *Falah* as a life goal. Since achieving success in one's profession is a goal shared by everyone, *falah* is one of the main goals of life.
2. *Maslahah* and *Falah* are closely related. *Falah* is the desire for prosperity, while *Maslahah* upholds the *shari'ah* goal of achieving reward.

## RESEARCH METHOD

Metode pendekatan Multi Approach method Multi-Dimensional Scaling (MDS) is used in the study field to make more detailed pictures of real-world settings. An approach qualitative is used in the study field to explain conditions and phenomena. The purpose of the technique study is a qualitative study. This is to help researchers understand and express continuity in the company sector. Tanjung Pasir Village, District Kualuh Selatan, Regency North Labuhanbatu, and North Sumatra Province became locations for this study. Administratively, Tanjung Pasir Village occupies 387 hectares and is located in the Regency of North Labuhanbatu. This study will take place from April to June 2024. Primary data is in the form of related characteristics with dimensions economic, social, and institutional required for three aspects of continuity management. Respondent consumers selected provide primary data, which is supplemented with observation carried out directly on the location study.

Temporary, that is, secondary data collected with a watch interview with the perpetrator business in the industry home. Perpetrator business in industry Tanjung Pasir Village House provides secondary data in a direct way. Temporary observation field in each hamlet in Tanjung Pasir Village, representative government, and triangulation field used to collect primary data. Interviews were comprehensive and done with informants, including figures from society and representatives of the government from villages, sub-districts, and districts. Inspection validity was done to verify that study was, of course, scientific and to verify the accuracy of the data collected. Techniques and sources triangulation used in the study. This is to analyze data. One technique for confirming data accuracy is triangulation, which involves contrast and comparison information from many sources. The essence of method triangulation or data triangulation in different ways is comparison information. as much as possible. Possible moments for surveys, observations, and interviews (Ibrahim, 2018). Approach technique Multi-Dimensional Scaling (MDS) is used to analyze continuity in the business industry. This study, done through the Lots phase, involves the identification of features of sustainable company industry domestically via three dimensions: economic, social, and institutional. With

the use multi-dimensional scaling, a value score is used for every feature checked to identify the most representative point position continuity from two reference points, good and bad. Estimated score for every dimension given on a scale from worst (poor) at 0% to best (excellent) at 100%. Table below This displays the mark score, or mark index continuity, for every dimension.

**Table 1. Scoring Scale**

No	Index numerical value	Categories	Information
1	0-2 (00,00-24,99)	Dissatisfied	Unsustainable
2	3-4 (25,00-49,99)	Dissatisfied	Less sustainable
3	5-7 (50,00-74,00)	Quite satisfied	Quite sustainable
4	8-10 (75,00-100,00)	Satisfied	Sustainable

Through MDS method , then position point continuity can visualized through an inside diagram form a kite diagram (kite diagram).

## RESULTS AND DISCUSSION

### Sustainability Status Economic Dimensions

In the case of the tempeh industry, the average number of attributes shared with the total number of attributions in dimensions economy generates sufficient sustainable status, amounting to 7.28%. MDS analysis of dimensions of economy from continuity management House industry discloses that the mark index dimension of the economy is 7.28%. The profitability of the industry is estimated to be influenced by attributes such as profit margin, mobile sales, increased production, diversification, material standards, operations, and market demand. Three Leverage variables are identified by leverage analysis, which is as follows: First, sell tempeh at one location, because tempeh sales are limited to each plantation in Tanjung Pasir Village, which means sellers can only sell tempeh at nearby places. Second, high material costs and limited capital owned prevent development and manufacturing. Third, a lack budget that provides priority to owners of small businesses means government cities and villages No effort-related marketing is used with tempeh manufacturing.

### Sustainability Status Dimensions Social

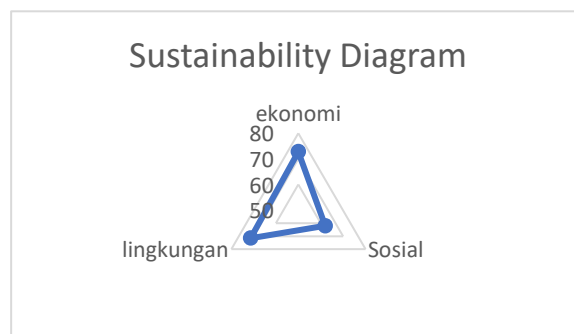
Community empowerment attributes like two employees, salary monthly, mobility, MSME support, customer satisfaction, level needs, and level retention were estimated to have an influence on dimensions of this, and the results of the MDS analysis of dimensions of social status are sufficient and sustainable, amounting to 6.33%. As a result, dimensions social display 6.33% of a sustainable condition. Four leverage elements are identified by leverage analysis and must be taken into account: first, a business company Alone must be maintained and operated by the government; there is not enough on-site socialization. secondly, less on-site training, third, and shortcomings source Power budget for giving the owner's business a small priority First . Third, training is offered by the Ministry of Cooperatives and Small and Medium Enterprises, Republic of Indonesia. (kemenkopukm). One of still a state entity do a number of work with owner business small is the Coordinating Ministry for PMI.

## Continuous Status Dimensions Institutional

Index continuity management business industry House-own dimensions of institutions: 7.14%. Attribute following estimated impact on dimensions institutions: technology, use energy, water and material use raw, pollution air and water, management waste, and price material raw ones don't stable. From the leverage analysis of attributes, it was seen that a number of them are very sensitive to dimensions of institutions.

## Analysis

The following image shows a combination of the three metrics used for count mark index continuity for industry tempeh house in Tanjung Pasir Village, District South Kualuh.



**Figure 1.** Sustainability Diagram

This sustainability index has an average value of 7.25, falling between 50.00 and 74.00 (very sustainable). The economic dimension is the most superior aspect of sustainability, as proven by the findings of the tempeh house industry management, which show that the economic dimension index is 7.28 percent. In contrast, the social dimension has the lowest value. Thus, to restore sustainability to the management of the Tanjung Pasir Village home business sector, social issues in particular need to be considered more seriously. There are 21 attributes in the home tempeh business industry in Tanjung Pasir Village. The unstable economic dimension and operational raw material prices are the most sensitive attributes, followed by the lack of social dimension support from the village and local government for MSMEs, the institutional dimension of waste management, and air pollution.

## CONCLUSIONS

Based on findings, research, and interviews around continuity business Pak Ajay Ahmad's Tempe in Tanjung Pasir Village, there are MDS results in each dimension of sustainability: dimensions institutional for continuity management in the in the business industry House ladder own index amounting to 7.14%; average value index continuity This is 7.25 or in the range 50.00–74.00 (enough sustainable); dimensions social status is sufficient sustainable amounting to 6.33%. Dimensions economy is dimensions with level continuity highest , meanwhile dimensions social own level Lowest . The business sector in Tempeh Tanjung Pasir Village has twenty-one characteristics. Price of materials standard, which is not stable and operational (dimensions economy), lack of support for MSMEs from government



regions and villages (dimensions social), pollution of air in tempeh boiling, and management trash (dimensions institutional) have marked the highest sensitivity attributes.

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