

## The Advantages of Sharia Value Added Business in Realizing the Sustainability of Traditional Enterprises in Gattareng Village

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### ***Abstract***

#### **Keywords:**

Gattareng Village, Islamic Economics, Business Sustainability; Sharia Value Added, Traditional Enterprises.

*This study aims to analyze the advantages of sharia value-added business in realizing the sustainability of traditional enterprises in Gattareng Village. This research employs a qualitative approach using a field study method involving traditional business actors, such as gogos sellers, banana sellers, and agricultural middlemen. The data were collected through observation, in-depth interviews, and documentation, and were then analyzed descriptively from the perspective of sharia value-added principles.*

*The results of the study indicate that the implementation of sharia principles in traditional businesses not only generates economic value but also forms mental, social, and spiritual values that simultaneously strengthen business sustainability. Sharia value-added is manifested through honesty, fairness in pricing, transparency, social responsibility, and adherence to halal principles, which help build trust as a primary form of social capital. The integration of spiritual values, including the concept of Manunggaling Kawula Gusti, emphasizes that economic activities are understood as a form of devotion to God, giving rise to inner peace, blessings in business, and harmonious social relations. The business advantages obtained are multidimensional, encompassing financial profit, public trust, inner satisfaction, and the sustainability of business relationships. This study concludes that sharia value-added constitutes a holistic business paradigm and has the potential to serve as a foundation for the sustainability of traditional enterprises, particularly in rural areas, within the framework of a just, ethical, and sustainable Islamic economy.*

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## INTRODUCTION

Economic activities in traditional communities often develop based on social values and moral norms rooted in local culture and religious beliefs. In many rural areas in Indonesia, traditional businesses remain an important source of livelihood for local communities. However, most economic studies still tend to interpret business success primarily in terms of financial profit and economic growth. Such an approach often overlooks the broader values that influence the sustainability of traditional economic activities.

From the perspective of Islamic economics, business activities are not merely oriented toward material profit but also toward achieving ethical, social, and spiritual values. The concept of Sharia Value Added emphasizes that economic activities should generate benefits not only in financial terms but also in the form of social justice, trust, and spiritual well-being. Previous studies indicate that sharia-based economic practices often emerge naturally in community economic activities through values such as honesty, fairness, and trustworthiness. These values help strengthen social relationships and maintain the sustainability of small businesses. However, many

studies still focus primarily on conceptual discussions of sharia value added and have not examined its direct relationship with the sustainability of traditional businesses in rural contexts.

Based on these limitations, this study analyzes how sharia value added contributes to the sustainability of traditional businesses in rural communities. The research focuses on traditional business actors in Gattareng Village, Soppeng Regency, who operate businesses such as selling gogos, bananas, and agricultural commodities.

## **METHODS**

This study uses a qualitative research approach with a field study method. The research was conducted in Gattareng Village, Marioriwawo District, Soppeng Regency, South Sulawesi.

The subjects of this study were traditional business actors who had long been involved in economic activities within the community. The key informants consisted of a gogos seller, a banana seller, and an agricultural produce middleman.

Data were collected through observation, in-depth interviews, and documentation. Observations were conducted to understand daily business practices. In-depth interviews explored perceptions of business profit, ethical values in transactions, and spiritual beliefs in economic activities. The data were analyzed using descriptive qualitative analysis involving data reduction, data presentation, and drawing conclusions. The interpretation of findings was carried out using the perspective of sharia value added to understand how economic, social, and spiritual values interact in shaping the sustainability of traditional businesses.

## **RESULTS AND DISCUSSION**

The findings show that business profit in traditional businesses in Gattareng Village cannot be interpreted solely as financial income. Instead, profit is understood in a broader and multidimensional sense including social relationships, customer trust, and personal satisfaction derived from ethical business practices. Traditional traders emphasize honesty, fairness in pricing, and transparency in transactions. These practices strengthen trust between traders and customers. Trust becomes an important form of social capital that contributes significantly to the sustainability of business activities.

The concept of sharia value added is reflected in various aspects of traditional business practices, including honesty, transparency, fair pricing, and social responsibility. Traders sometimes provide flexible payment systems and support farmers by purchasing products at fair prices. Another important finding is the role of spiritual values. Many business actors believe that economic activities are not merely business transactions but also part of their devotion to God. This perspective encourages ethical behavior and strengthens long-term business sustainability.

## **CONCLUSION**

This study concludes that business profit in traditional economic activities in Gattareng Village is multidimensional and cannot be measured solely

through financial indicators. The application of sharia values generates economic, social, and spiritual benefits that strengthen the sustainability of traditional businesses. Sharia value added is reflected through honesty, fair pricing, transparency, and social responsibility which collectively build trust as the main social capital in business relationships. Future research is recommended to examine similar practices in other rural communities and integrate quantitative approaches to measure the broader impact of sharia value added on economic sustainability.

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