

## **THE POTENTIAL OF THE DRIED FISH BUSINESS IN ENCOURAGING THE ECONOMIC WELFARE OF THE KUANTAN VILLAGE COMMUNITY FROM AN ISLAMIC BUSINESS PERSPECTIVE**

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### **Abstract**

This study aims to examine the potential of the dried fish business to enhance the economic welfare of the Kuantan Tenang Village community and to review its business practices from an Islamic perspective. The dried fish enterprise is among the emerging economic sectors within this village, owing to the plentiful freshwater fish resources. Employing a descriptive qualitative methodology, data were gathered through observation, interviews, and documentation from business stakeholders and community leaders. The findings indicate that the dried fish industry in Kuantan Tenang Village possesses considerable potential to bolster the community's economy, supported by the availability of raw materials, local labor, and established processing traditions. Although primarily traditional, this enterprise can serve as a source of income and employment. From an Islamic business standpoint, its practices adhere to the principles of halal, justice (al-'adl), trustworthiness (amanah), and provide maslahah (benefit). Consequently, in addition to economic benefits, this enterprise also holds spiritual significance and the capacity to confer blessings upon its practitioners.

**Keywords:** Islamic Business Ethics, Community Empowerment, Rural Economy

## INTRODUCTION

Economic development has consistently been associated with the progress of human civilization. In the initial stages, economic activity was regarded merely as an effort to fulfill household needs. However, over time, this concept has evolved into a more sophisticated approach to resource management and wealth accumulation aimed at achieving well-being (Mujahidin, 2013). One sector that continues to demonstrate substantial growth is fisheries, particularly in Indonesia, which possesses considerable marine potential. This potential offers opportunities to enhance production and optimize resource use to meet the increasing annual demand for fish consumption, while concurrently supporting the welfare of coastal communities (Khairul & Khairuman, 2008).

Rural areas possess significant potential to foster halal entrepreneurship, driven by abundant natural resources, local traditions, and cultural practices that can be cultivated and developed in accordance with Sharia principles. From the perspective of community-based resource theory, economic sustainability in rural regions can be achieved by capitalizing on their environmental potential. This theory underscores that rural economic development will be more effective when it leverages local resources and nurtures enterprises rooted in the community's strengths. In essence, rural communities can establish autonomous and sustainable economies by nurturing businesses that emerge from their inherent capacities, wisdom, and needs (Syaiful, 2025).

Small and medium enterprises (SMEs) are instrumental in stimulating the local economy, especially in rural regions. One expanding enterprise is dried fish production, which not only caters to local consumption but also presents extensive market prospects at regional and national levels. In Kuantan Tenang Village, Rakit Kulim District, the dried fish industry has emerged as the primary source of livelihood for a segment of the community dependent on fisheries and seafood processing industries. The availability of raw materials, a conducive aquatic environment, and traditional skills form the basis for the growth of this enterprise.

Research authored by Nabilla S. Beu, Silcyljeova Moniharapon, and Reitty L. Samadi, entitled 'Analysis of Marketing Mix Strategy for Dried Fish Sales at MSMEs Store 48 Bersehati Market, Manado (Beu dkk., 2021). Research authored by Hidayatun Nisa, Ashaluddin Jalil, and Rd. Siti Sofro Sidiq, titled Empowerment of Research, alongside a study conducted by Agung Trisusilo, Heni Anisa, and Gita Mulyasari, titled "Factors Influencing Dried Fish Production in Mukomuko Regency, Bengkulu, Indonesia (Trisusilo dkk., 2022).

Previous research on fisheries businesses has generally focused on production, supply chains, and increasing community income. Few studies have examined the integration of Islamic business ethics into traditional fisheries practices and how the application of these Sharia values affects the community's economic well-being. This research gap aims to address the lack of studies linking the

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economic potential of dried fish businesses with an evaluation of Islamic business principles such as honesty, justice, blessings, and welfare (Silviah & Lestari, 2022). Therefore, this study introduces a new approach by analyzing the village community's economy via dried fish businesses and evaluating their adherence to Islamic business ethics.

The choice of Kuantan Tenang Village as a site for research was motivated by several factors. This village is distinguished by its rich aquatic resources, a longstanding tradition of dried-fish processing inherited across generations, and a significant economic reliance on this sector. Additionally, the village has attracted limited academic investigation, especially studies focusing on the dried fish industry from welfare and Sharia perspectives. These circumstances render Kuantan Tenang Village an appropriate setting for observing empirical realities and contributing novel insights to scientific knowledge.

This study aims to evaluate the potential of the dried fish business in Kuantan Tenang Village to enhance the community's economic welfare and to examine its adherence to Islamic business principles. The findings are expected to offer recommendations for developing a dried fish business that is both productive and sustainable, grounded in Islamic values.

**METHODS**

This descriptive qualitative study explores the potential of the dried fish business and its influence on the community's economic well-being from an Islamic business perspective. A qualitative approach was selected to gain a deeper understanding of the community's meanings, processes, and social realities. Primary data were gathered through direct observation and interviews with key informants, while secondary data included village documents, academic literature, and other relevant written sources.

Informants were purposively chosen based on their involvement in the dried fish industry. A total of 10 individuals were interviewed: 6 dried fish entrepreneurs (3 men and 3 women) with 3 to 15 years of experience, along with two community leaders, a religious leader, and a regular customer. Observations covered the production, drying, and marketing processes of dried fish in Kuantan Tenang Village. In-depth interviews explored their experiences, business challenges, and views on applying Islamic business principles. Additionally, data collection included village profiles, economic information, and photos of business activities.

The data analysis employed the Miles & Huberman model, comprising three stages: data reduction, data presentation, and conclusion drawing. The collected data were initially coded thematically to discern patterns, categories, and meanings pertinent to the research focus. To ensure data validity, triangulation of sources and techniques was implemented, involving the comparison of interview

results, observations, and documentation to verify consistency of information. Furthermore, member checking was conducted by reconfirming the findings with several informants to ensure the data's accuracy and credibility. This study also took ethical considerations into account. All informants voluntarily consented to the interviews, personal identities were kept confidential, and data were used solely for academic and research purposes.

## **RESULT AND DISCUSSION**

### **Dried Fish Business in Quiet Kuantan Village**

Fish drying is the most widespread physical preservation technique. Its purpose is to lower the fish's water content, thereby decreasing enzyme activity and microbes that cause spoilage. This drying process can be carried out naturally using sunlight or mechanically with ovens or artificial dryers, depending on the available resources technology (Afrianto, 1989).

The dried fish enterprise in Kuantan Tenang Village has been an enduring tradition spanning several decades. Originally, this activity was conducted in a traditional manner by fishing families to conserve their catch and prevent spoilage. Over the years, this enterprise has developed into a primary source of income for certain residents. The enterprise remains classified as micro or small scale, with entrepreneurs primarily originating from fishing families or homemakers. The production process is performed manually, beginning with washing the fresh fish, cutting it, soaking it in salt, drying it in the sun over several days, and then packaging it in a simple manner. Common dried fish varieties include seluang (shrimp), sepat (fish), and baung (shrimp) (Yurmanis, 2025).

Marketing is not merely a sales activity; it functions as a fundamental instrument for satisfying consumer needs and desires. Through effective marketing strategies, products are seamlessly channeled from producers to consumers in an organized, customer-centric manner, thereby concurrently enhancing value organization (Assauri, 2010).

Marketing encompasses a sequence of activities associated with the design, pricing, and provision of goods and services to satisfy the needs of both existing and prospective customers (Arif Rahim & Fitriisia, 2020). Consequently, the marketing of dried fish products in this village remains predominantly local, with a straightforward distribution network. Business participants typically sell their products directly to the nearest traditional market or to collectors who visit the village. Some also supply grocery stores or regular buyers outside the village. Nonetheless, few have adopted digital platforms or online markets to expand their customer reach (Irham, 2025).

Kuantan Tenang Village benefits from direct access to rivers and public waters, serving as the primary source of fresh fish. The availability of labor is sufficient, with many residents actively participating in the production process, especially during the drying and packaging phases. The

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equipment employed remains basic, including winnowing baskets, buckets, work tables, and drying racks. The majority of business capital is sourced from the entrepreneurs' personal funds, although some support is also obtained from cooperatives or community development programs (Zulfan, 2025).

Demand for dried fish is high, particularly as a long-lasting, convenient food ingredient. Local markets within villages and sub-districts remain the primary target, but market opportunities outside the region are substantial, particularly in cities in Riau and neighboring provinces. If packaged properly and in accordance with food safety standards, dried fish products from this village have the potential to compete in the broader market, including through e-commerce and halal marketplaces.

Dried fish entrepreneurs in Kuantan Tenang Village encounter multiple challenges that affect the sustainability and expansion of their enterprises. A primary concern is the weather, especially during the rainy season, which impedes the fish-drying process, which is heavily dependent on sunlight. Additionally, limited capital represents a significant obstacle, as many entrepreneurs lack access to sufficient funding, thereby complicating efforts to scale their businesses or improve product quality (Irnawati, 2025).

Conversely, the limited adoption of contemporary technology perpetuates the traditional nature of the production process, thereby leading to reduced efficiency and substandard product quality. Furthermore, marketing presents a significant challenge, as many business proprietors possess inadequate promotional skills and do not leverage digital media to broaden their market reach. Equally important is the deficiency in training related to business management, packaging techniques, and sanitation standards, which hampers the competitiveness of dried fish products from this village in the broader market (Nurjasmi, 2025).

**The Impact of Dried Fish Business on Community Economic Welfare**

Rural economic activities have the potential to flourish if they leverage the region's resources, both tangible natural assets and intangible local skills and cultural heritage. This indicates that the advancement of village economies is substantially reliant on the quality of natural resources and the human capital managing them. Humans inherently possess the capacity to adapt and survive by applying their knowledge and skills. Furthermore, natural resources can serve as valuable assets that bolster community livelihoods and overall well-being (Nasfi, 2020).

In the context of rural development, the primary challenges encountered include high poverty rates, low household incomes, unemployment, and regional disparities. Consequently, villages with development potential require well-defined, measurable strategies and policies to promote

economic growth. This approach aligns with the principles of village development, exemplified by the establishment of a dried fish processing enterprise in 2007. Dried fish serves as a fundamental processed fishery product underpinning local development programs and policies (Jaya dkk., 2021). Kuantan Tenang Village is among the villages that leverage fisheries potential within their economic development strategy. The village administration is guiding the development of the fisheries sector toward the optimization of sustainable resource utilization, encompassing both fishing and processing activities. Given this prospect, the community products that are highly favored in Indonesia, with enthusiastic followers in numerous other countries, include well (Nurasia dkk., 2024). Dried fish is a food ingredient made from fish that is preserved by adding a high amount of salt (5-10%), with a drying time of 5-7 hours. Dried fish is fish that has undergone the salting and drying process. Salted fish has a low water content due to salt absorption and evaporation from heat. The meat is salty and can be stored for approximately 2 days. The processing of dried fish almost always requires sunlight to speed up drying and prevent rot (Putalan dkk., 2022).

Since 2007, Kuantan Tenang in Rakit Kulim District has had 28 fishermen. The fishing calendar includes two seasons: a four-day low-tide period each month when fishermen do not fish, and a high-tide period when they go to the river to catch fish. During good weather, their income can be very high, but it drops when conditions worsen. Given the large number of fishermen, Kuantan Tenang has significant potential for a fish processing industry. However, only a few have pursued this, mainly because river fish spoil quickly and need prompt processing, such as drying, to preserve them (profile Desa Kuantan Tenang 2024).

The dried fish enterprise constitutes a lucrative activity within the Kuantan Tenang community, thereby generating local employment opportunities. According to the proprietors, each enterprise typically employs between 2 and 4 individuals, resulting in an overall workforce of approximately 15 to 20 personnel across all operating entities. This enterprise contributes to reducing unemployment and provides alternative sources of income for fishing households and homemakers. Regarding the social and economic advantages, the dried fish industry makes a considerable contribution. Dried fish products are not only economically valuable commodities but also serve as a vital source of animal protein. Additionally, this enterprise maximizes the utilization of natural resources and promotes the empowerment of the local workforce.

A prosperous society is one with good economic conditions (Novita Riyanti & Hermawan Adinugraha, 2021). The dried fish business in Kuantan Tenang exemplifies a community-driven economy, emphasizing local resources as a livelihood source. With abundant natural resources, this enterprise is a sensible option for the community to enhance its income. Village business owners dry fish using salt and traditional sunlight methods, avoiding harmful chemicals. This process

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ensures the product remains safe and halal for consumption, aligning with Islamic business values that prioritize halal and safety.

The economic contribution of the dried fish enterprise is notable. According to interviews, the average supplementary income accrued by proprietors varies from Rp 800,000 to Rp 1,500,000 per month, contingent upon seasonal and production factors. This income facilitates community members in fulfilling essential needs, funding their children's education, and augmenting family savings. With consistent earnings from this enterprise, approximately 70% of proprietors' families report a more stable financial condition compared to prior to initiating the business.

In addition to augmenting income, the dried fish enterprise also generates employment opportunities within rural communities. Activities such as drying, packaging, and distribution involve a substantial number of local workers, both directly and indirectly. This heightened economic activity leads to an improvement in the living standards of families. The availability of employment and increased income contribute to enhanced community welfare, as evidenced by healthier consumption habits, improved housing conditions, and greater access to educational and healthcare services.

## **Islamic Business Perspective Review**

Islamic business ethics serve as a crucial guideline for commercial practices, emphasizing that economic activities are not pursued solely for material gain but are also regarded as acts of worship aimed at securing halal, blessed sustenance. This principle obligates business participants to adhere to the values articulated in the Quran and Hadith, including honesty, justice, trustworthiness, and responsibility in all transactions (Ratih dkk., 2020). Business practices in Islam are thus evaluated not solely based on profitability but also concerning the extent to which these activities adhere to Sharia principles and contribute to social benefits (Maulida dkk., 2024)

The dried fish enterprise located in Kuantan Tenang Village exemplifies the community's dedication to pursuing halal sustenance through industrious economic endeavors. Operations and transactions are predominantly carried out transparently, grounded in mutual agreement, and devoid of fraudulent activities. This indicates that these commercial practices are consistent with Sharia principles of integrity, transparency, and mutual support. One of the primary principles of Islamic commerce is justice (*al-'adl*), which necessitates equilibrium in pricing, allocation of responsibilities, and the fulfillment of the rights of all parties involved (Sabrina & Rialdy, 2024). In the context of the dried fish industry, commercial participants establish prices based on product quality and do not engage in labor exploitation. A family-oriented work system exemplifies the

equitable distribution of roles and benefits, thereby embodying the principle of al-'adl in both production and employment relations.

Another significant value in Islamic commerce is trustworthiness, which, in contemporary practice, is also exemplified by transparency (at-tafahum). Business proprietors in this village conduct transactions honestly, providing explicit information on fish quality, drying techniques, and sale prices (Ade Zuki Damanik, 2024). No manipulation or concealment of product defects was observed, thereby upholding a relationship between sellers and buyers founded on trust. This trustworthiness constitutes the basis of integrity within Islamic business practices.

The halal requirement is also satisfied because the raw fish is obtained from halal-certified sources, and the drying process is conducted naturally without the use of prohibited additives (Ratih dkk., 2020). Furthermore, the packaging process is conducted in a hygienic manner to ensure that the product is safe for consumption. This affirms that the village's dried fish enterprise complies with the principles of halal thayyib, signifying halal and wholesome products.

Regarding the advantages, this enterprise contributes to the community by enhancing income levels, generating employment opportunities, reinforcing family financial stability, and promoting food security. The principle of benefits within Islamic economics underscores that all business activities should, in principle, yield widespread advantages for the community, and this dried fish enterprise exemplifies a tangible contribution in this context. Furthermore, the community's commitment to sustainability and integrity in conducting business in a halal and honest manner exemplifies the potential for barakah, which refers to blessings in sustenance that positively influence peace of mind and the continuity of commerce. From the perspective of Islamic business ethics, barakah is considered the additional spiritual benefit that emerges from adherence to sharia principles.

## CONCLUSION

Based on the research findings, the dried fish enterprise in Kuantan Tenang Village exhibits considerable potential for development as a prominent sector in bolstering the local economy. The availability of abundant raw materials, indigenous labor, and a deeply ingrained tradition of fish processing underpin this potential. Although operated on a micro scale and utilizing traditional methods, this enterprise has proven to be a primary source of income for numerous families and fosters local employment opportunities, thereby making a substantial contribution to enhancing the community's economic prosperity.

From an Islamic business perspective, this enterprise adheres to fundamental principles such as halal (permissibility), justice (al-'adl) in pricing and work relationships, trustworthiness through



honest and transparent transactions, and the attainment of *maslahah* (benefit) for the community. These values render this enterprise not only economically beneficial but also spiritually meaningful, possessing the potential to bestow blessings upon its practitioners.

In practice, this study's findings can guide local governments, the National Aznas (BAZNAS), and cooperatives in creating community-based economic empowerment initiatives. These include micro-capital assistance, business management training, enhancements in processing technology, and broader market access. Theoretically, this research adds to the body of knowledge in Islamic entrepreneurship and microeconomic welfare, especially in incorporating Islamic business ethics into rural enterprises.

For future research, it is recommended to adopt a mixed-methods approach to more accurately quantify the economic impact. Additionally, conducting comparative studies between the dried fish enterprise in this village and those in other localities is crucial to analyze variations in empowerment models and to assess the effectiveness of implementing Islamic business principles across diverse rural settings.

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