CITY GOVERNMENT OF SURABAYA'S "PEKEN" E-COMMERCE APPLICATION FROM THE PERSPECTIVE OF MAQASHID SYARIAH

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ABSTRACT

This study aims to analyze the implementation of the Peken e-commerce program run by the Surabaya City Government, reviewed from the perspective of Maqasid Syariah popularized by Ibn Asyur and the Sustainable Development Goals (SDGs) outlined by the United Nations (UN). Peken is a digital economic innovation designed to empower local MSMEs, increase their competitiveness in the digital market, and support sustainable economic development. This study uses a qualitative method with a literature study approach to explore the relevance and suitability of Peken policies with the principles of Maqasid Syariah and SDGs. Based on the perspective of Maqasid Syariah, the Peken program is in line with the maintenance of wealth (hifzh al-mal), life (hifzh an-nafs), and public welfare (al-maslahah al-'ammah). This program not only provides wider economic access for MSMEs, but also creates economic and social stability for the lower classes in Surabaya. From the SDGs perspective, "Peken" supports no poverty (SDG 1), decent work and economic growth (SDG 8), and reduced inequality (SDG 10). The results of the study show that the implementation of Peken supports both sharia and global development goals by providing an inclusive and sustainable platform for MSMEs, strengthening local economic growth, and providing broad social benefits. This study emphasizes the importance of integrating digital economic policies with ethical values and sustainable development to achieve overall community welfare.

Keywords: Public Policy, E-Commerce "Peken", The City Government of Surabaya, Maqasid Syariah, Sustainable Development Goals

INTRODUCTION

The development of information and communication technology has brought significant changes in various aspects of life, including the economic sector (Rachman, 2017). In the digital era, e-commerce has become one of the innovations that can facilitate

economic transactions more efficiently and reach consumers more widely (Rachman, 2019). The Surabaya City Government responded to this change by launching the "Peken" application, an e-commerce platform that aims to support local Micro, Small, and Medium Enterprises (MSMEs or UMKM) in increasing their competitiveness in the digital market. "Peken" is one of the concrete steps in the effort to transform the digital economy at the city level (Bagian Organisasi Pemkot Surabaya, 2023). The economic program run by the Surabaya City Government, through the launch of the e-commerce application, can be viewed from an Islamic perspective (Mashur, 2020).

Every economic strategy and initiative must be examined from an Islamic viewpoint, paying particular attention to deeper values pertaining to the welfare of people and the general public interest (Al-Mishri, 2006). Thought leaders like Imam Syathibi and modern intellectuals like Ibn Asyur popularized the idea of Maqasid Syariah, which provides an appropriate ethical framework for comprehending these kinds of economic policies. Maintaining religion (hifzh ad-din), soul (hifzh an-nafs), intellect (hifzh al-aql), descendants (hifzh an-nasl), and property (hifzh al-mal) are the five primary goals of Maqasid Syariah (Al-Syathibi, 2003). Analysis of the "Peken" program from the standpoint of Maqasid Syariah offers a normative foundation for determining how much this policy advances or even undermines the public interest, particularly for UMKM.

There are a number of previous studies that are used as references in this study, including the title "Implementation of Maqasid Syariah in Online Business (Implementasi Maqasid Syariah Dalam Bisnis Online)" written by Putri Nabila Salvia and Malahayatie. This research aims to analyze the implementation of Maqasid Syariah in online business in general. The research results show that the application of Maqasid Syariah in online business has proven to be very effective and makes things easier for users, and has fulfilled the five principles of Maqasid Syariah which include maintaining religion, soul, reason, lineage and property (Salvia & Malahayatie, 2023). Meanwhile, this study analyzes one special program, e-commerce "Peken" which is run in Surabaya.

Another study used as a reference in this study is entitled "Implementation of Maqashid Syariah on the Use of QRIS in Electronic Transactions (Implementasi Maqashid Syariah Terhadap Penggunaan QRIS Dalam Transaksi Elektronik)" written by Fahri Juna Pulungan, Hubbul Wathan, Muhammad Zuhirsyan, and Muslim Marpaung. This study aims to determine the analysis of maqashid sharia on the use of QRIS in electronic transactions. The results of the study indicate that the use of QRIS for electronic transactions is very good and makes it easier for users and has fulfilled the five elements of maqashid sharia (Pulungan, Wathan, Zuhirsyan, & Marpaung, 2022). The study uses the general theory of Maqasid Syariah, while this study specifically utilizes the theory initiated by Ibn Asyur.

The Maqasid Sharia theory initiated by Ibnu Asyur (1879–1973), a great cleric from Tunisia, is an important contribution to the development of modern Islamic legal thought. Maqasid Syariah are the main goals that Islamic Shari'a wants to achieve to maintain the

welfare and goodness of humanity. Ibn Asyur expanded the scope of Maqasid Syariah by providing a more systematic and in-depth framework, including by separating Maqasid into two categories (Ibnu Asyur, 2001): Maqasid Syariah al-Ammah (general objectives of sharia) and Maqasid Syariah al-Khassah (specific objectives of sharia).

Maqasid Syariah al-Ammah are universal goals with a wide range of applications in all facets of human existence. This idea is not context-specific and is more broadly applicable (Ibnu Asyur, 1985). Ibn Asyur claims that Islamic law was revealed to uphold and safeguard the well-being of all people, encompassing social, political, economic, and personal spheres. The following are some of Maqasid Syariah al-Ammah's primary goals: Sharia seeks to establish justice (al-'adl) in the social, legal, and economic spheres; Ibn Asyur claims that sharia preserves freedom (al-hurriyah), particularly the freedom of speech, of religion, and other individual rights, so long as it doesn't infringe upon the rights of others or undermine the social order; The general welfare (al-maslahah)

Maqasid Syariah al-Khassah refers to the more specific objectives of the Shari'a that are related to a particular context. These objectives usually relate to a particular area of law, such as family law, economics, or criminal law (Ibnu Asyur, 1925). Maqasid al-Khassah is derived from the rules derived from the texts of the Qur'an and hadith that regulate specific matters, for example; Family law, the specific objective is to protect descendants (hifzh an-nasl) by ensuring protection of family rights, rules of marriage, divorce, and child custody; Criminal law, Shari'a sets a specific objective in protecting life (hifzh an-nafs) by regulating punishments for criminal acts such as murder and theft; Economic law, the specific objectives include protecting property (hifzh al-mal) by regulating business transactions, zakat, and the distribution of wealth in order to remain in line with the principles of justice and welfare. Ibn Asyur argues that understanding Maqasid al-Khassah is important to ensure that the application of Shari'a law remains relevant to a specific context, without losing the essence of its broader general objectives.

It was underlined by Ibn Asyur that these two varieties of Maqasid needed to support one another. Maqasid al-Khassah offers more detailed practical guidance for putting the shariah's regulations into practice in a variety of spheres of life, while Maqasid Syariah al-Ammah offers a wide normative foundation for upholding the public interest. These two ideas enable the shariah to remain relevant in a variety of historical circumstances and adjust to shifting societal mores while upholding the fundamental ideals of the public interest, which are its primary goals. Ibn Asyur provides a framework that enables the shariah to be more adaptable and dynamic in addressing contemporary issues by fusing these two forms of maqasid (Al-Ghali, 1996).

This study uses a qualitative method with a literature study approach to explore how the implementation of "Peken" can be analyzed through the lens of Maqasid Syariah. By reviewing relevant literature, including public policies and sharia principles developed by Ibn Asyur, this study seeks to provide insight into the impact of the "Peken" program on community welfare, while identifying the challenges and opportunities that exist in

integrating sharia values into digital economic policies. Through this study, it is hoped that a more comprehensive understanding can be produced regarding the role of e-commerce policies in realizing welfare, as well as how sharia principles can be applied in the context of a dynamic digital economy.

METHOD

This study uses a qualitative research method with a library research approach. This method was chosen because this study aims to understand the implementation of public policy from the perspective of the normative concept of sharia, which requires an in-depth analysis of relevant literature sources, including Islamic texts, public policies, and other academic literature. The qualitative approach in this study was carried out by exploring information from various sources (Creswell, 1994) related to two main aspects: The implementation of the e-commerce public policy "Peken" by the Surabaya City Government and the Maqasid Sharia Theory developed by Ibn Asyur.

This qualitative research allows researchers to understand the phenomenon of the "Peken" policy in the context of the digital economy, while assessing the relevance and suitability of the policy based on the principles of Maqasid Sharia. This approach emphasizes interpretation and in-depth understanding, rather than simply measuring or testing quantitative hypotheses. In this case, the main focus is how the "Peken" policy can be analyzed through the theories of Maqasid Sharia that prioritize the welfare of the people, social justice, and protection of community welfare.

The literature study approach was chosen to provide a strong theoretical foundation and concepts for the topic being discussed (Zed, 2008), in this case the implementation of the "Peken" program. This study will collect and analyze data from various written sources, such as: 1) Classical and contemporary Islamic texts related to Maqasid Syariah, especially the works of Ibn Asyur; 2) Policy and regulatory documents issued by the Surabaya City Government regarding "Peken"; 3) Scientific articles, books, and journals relevant to the topic of digital economic policy and Maqasid Syariah. Through this approach, the study will examine the implementation of the "Peken" e-commerce policy and relate it to the objectives of Maqasid Syariah which include hifzh ad-din (maintenance of religion), hifzh al-mal (maintenance of property), hifzh an-nafs (maintenance of the soul), and other aspects of public welfare. Researchers collected data in the form of the "Peken" policy document, literature related to Maqasid Syariah theory, as well as previous research regarding public policy in the context of e-commerce.

The collected data was analyzed using a content analysis approach to understand how the implementation of the "Peken" policy can fulfill the principles of Maqasid Syariah. This involves breaking down existing public policies and then linking them to the objectives of sharia in Ibn Assyur's view. Researchers will interpret the data found to understand whether the policy is in line with sharia objectives which include protecting property, justice and community welfare. This research aims to produce a deeper understanding of the relevance of Maqasid Syariah in digital public policy.

RESULT & DISCUSSION

Surabaya City as the second largest city in Indonesia is a center of services and trade in East Java and in the Eastern Indonesia Region. The area of Surabaya reaches 33,451 Ha, consisting of 31 sub-districts and 154 villages. The population of Surabaya reaches 2,970,952 people with diverse livelihoods, including those engaged in the MSME or UMKM sector (Bagian Organisasi Pemkot Surabaya, 2022).

The Covid-19 pandemic that hit the city of Surabaya resulted in an increase in the open unemployment rate in 2020 to 9.79%, and weakened the economic growth rate to -4.85%. On the other hand, the prolonged Covid-19 pandemic and requiring people to reduce face-to-face meetings and physical distancing, resulted in a change in people's consumption patterns from offline to online. Before the Covid-19 pandemic, the Surabaya City Government had many empowerment programs carried out ranging from training, licensing facilitation to promotion and marketing of MSMEs. MSMEs have many products ready to compete in the market. However, a promotional and marketing space is needed that is in accordance with the challenges of the times. Considering this, the Surabaya City Government developed the Surabaya "Peken" application as a marketing media that facilitates MSMEs to sell their products online by seeing the great potential that can be generated from shopping for the needs of the people of Surabaya.

It can be said that "Peken" which was launched in 2021, is a continuation of the "e-Local Market" which was initiated in 2019. The purpose of "Peken" is to boost the economy of Surabaya City residents due to the Covid-19 pandemic and make it easier for people to make transactions, especially during the pandemic which tends to use non-cash transactions. "Peken" as a marketplace for MSME products in Surabaya City provides optimism about increasing transaction value because transactions in "Peken" are carried out in the application system so that they can be done anywhere, anytime and by anyone (Bagian Organisasi Pemkot Surabaya, 2023). The turnover of MSMEs in Surabaya recorded in the "Peken" application has grown from year to year. In 2022, it was IDR 35 billion while in 2023 it reached IDR 60 billion (Sepka, 2024).

A. Maqasid Syariah

In this section, the contextualization of the implementation of the "Peken" policy will be explained with the theory of Maqasid Syariah Ibn Asyur (Al-Ammah and Al-Khassah). Maqasid Syariah al-Ammah is the overarching goal of sharia, encompassing the major Islamic tenets that seek to promote communal well-being. There are various ways to assess the "Peken" program's suitability for Maqasid al-Ammah. Social wellbeing and economic justice come first. "Peken" aims to establish a welcoming digital economy platform where regional MSMEs (UMKM) can participate in the digital market without encountering significant challenges. Due to the fact that this policy lessens economic imbalances in society and enhances the economic welfare of small and medium-sized communities, it represents the principle of justice (al-'adl), one of the main goals of sharia.

Public welfare is the second (al-maslahah al-'ammah). Through "Peken," this program empowers MSMEs and advances the well-being of society at large. "Peken" is in favor of boosting buying power, creating jobs, and maintaining economic stability—all aspects of the public welfare that Maqasid Syariah preaches. Third, inclusion and equality. Additionally, this program upholds the principle of equity (musawah) by giving MSMEs who might not have otherwise been able to engage in the digital economy more equitable access to the digital market. This equality is an expression of sharia's intention to prevent social injustice and establish equilibrium in society.

Maqasid Syariah al-Khassah, on the other hand, is a particular goal of sharia concerning certain domains including the defense of property, life, mind, religion, and offspring. One of the pertinent specific purposes in the framework of "Peken" is the upkeep of property (Hifzh al-Mal). The "Peken" program is intended to aid in the preservation and growth of local resources, particularly MSMEs. This program contributes to the preservation and growth of small company actors' economic assets by giving them greater access to the digital market. This aligns with the notion of hifzh al-mal, which attempts to safeguard and manage individual and communal wealth in a way that ensures its sustainability.

Keeping up the soul comes in second (Hifzh an-Nafs). In a larger sense, "Peken" also helps Surabayans preserve their souls by boosting their economic stability and creating jobs. The community's quality of life rises when basic requirements, like the economy, are satisfied; this is consistent with the Maqasid al-Khassah principle of hifzh an-nafs. Third, preserving the welfare of the family (Hifzh an-Nasl). The objective of sustaining descendants (hifzh an-nasl) can also be linked to the "Peken" program since families can sustain their well-being by means of the economic stability that comes from growing MSME revenue. The next generation will benefit from increased opportunities in education, welfare, and general quality of life as a result of a stronger economy.

After a thorough discussion, it is clear that the Surabaya City Government's "Peken" program is not only pertinent from an economic and development standpoint, but also adheres to the fundamental tenets of sharia, which include the protection of property, life, and family welfare as well as the advancement of public welfare. As a result, this policy adheres to Ibn Asyur's Maqasid Syariah al-Ammah and al-Khassah idea. The way that sharia principles are integrated with public policies like "Peken" demonstrates that this program is not only pertinent to the modern digital economy, but also upholds the moral and ethical precepts of sharia, which all work toward achieving justice, welfare, and welfare for the community as a whole.

B. Sustainable Development Goals

The "Peken" program, as a digital economic innovation developed by the Surabaya City Government, is in line with several main objectives of the SDGs which aim to create economic prosperity, social justice, and sustainable development. The SDGs adopted by

the UN aim to address various global challenges, such as poverty, inequality, climate change, and sustainable development. In the context of the "Peken" e-commerce policy, several relevant SDGs can be explained as follows, first, SDG 1 (No Poverty). One of the main objectives of "Peken" is to empower local MSMEs (UMKM) and increase their access to the digital market. This allows them to increase income and reduce poverty, especially among small and medium communities in Surabaya. Thus, "Peken" plays an important role in supporting SDG 1 which aims to end poverty by providing more equitable economic access.

Second, SDG 8 (Decent Work and Economic Growth). "Peken" also contributes to inclusive and sustainable economic growth. By providing a platform for MSMEs to expand their businesses online, this program creates new economic opportunities, supports decent work, and drives local economic growth. This program is aligned with SDG 8, which emphasizes the importance of decent work and sustainable economic growth and ensures that all levels of society can participate in economic activities. Third, SDG 10 (Reduced Inequality). By democratizing access to the digital market, "Peken" helps reduce economic inequality in Surabaya. This program provides equal opportunities for MSMEs who may not have previously had the resources to access a wider market. SDG 10 emphasizes the need to reduce inequality, and "Peken" aligns with this goal by providing inclusive digital infrastructure.

As a technology-based program, "Peken" reflects Surabaya's commitment to building a strong and innovative digital infrastructure. This e-commerce helps strengthen the local industrial sector through digitalization and spurs innovation among small business actors. The "Peken" program reflects the economic transformation towards inclusive and sustainable digitalization. The Surabaya City Government not only focuses on the economic aspect but also ensures that this program can provide broad and sustainable social impacts. The implementation of this policy shows that digital innovation is not only about technology, but also how technology can be used to achieve broader and more comprehensive development goals.

As an e-commerce platform, "Peken" helps accelerate the growth of the local MSME sector, which acts as the backbone of Surabaya's economy. Support for these MSMEs contributes to improving social welfare, reducing inequality, and creating jobs. These are important elements of the SDGs, which encourage equal access, social inclusion, and equitable economic growth. The "Peken" program run by the Surabaya City Government shows relevance and significant contribution to the various goals outlined by the SDGs. These digital economic innovations not only drive local economic growth, but also provide broad social benefits, from poverty reduction to the creation of more inclusive and sustainable employment opportunities. "Peken"'s linkage to the SDGs shows that well-designed e-commerce policies can be an effective tool to support sustainable development, not only at the local level, but also in the context of global development goals.

CONCLUSION

The implementation of an e-commerce-based public policy called Peken, run by the Surabaya City Government, can be said to be in line with the principles of Maqasid Syariah as popularized by Ibn Asyur. Maqasid Syariah, which are the goals of sharia to achieve the welfare (goodness) of humanity, consists of five main elements: maintaining religion (hifzh ad-din), soul (hifzh an-nafs), reason (hifzh al-aql), descendants (hifzh an-nasl), and wealth (hifzh al-mal). In the context of Peken, these principles are reflected in various aspects of its implementation.

Firstly, Peken provides space for the development of the local community economy, especially MSMEs or UMKM. This is in line with the goal of maintaining wealth (hifzh al-mal) which emphasizes the importance of protecting individual and community wealth, as well as supporting fair economic distribution. Through this platform, MSMEs can access a wider digital market, increase income, and protect their business assets. In addition, Peken also supports social welfare and public welfare (al-maslahah al-'ammah) by creating a more inclusive economic ecosystem. This is also in accordance with the maintenance of the soul (hifzh an-nafs), where this program plays a role in ensuring the survival of the community by increasing economic access, especially for small and medium communities affected by changes in the digital economy.

Secondly, from a sustainability perspective, the implementation of the Peken program is also in line with the Sustainable Development Goals (SDGs) outlined by the United Nations (UN). Several SDGs points that are directly related are: 1) No Poverty (SDGs point 1): By opening up wider economic opportunities for MSMEs, Peken contributes to poverty alleviation in Surabaya; 2) Decent Work and Economic Growth (SDGs 8): This platform accelerates economic inclusion and supports equitable economic growth, ensuring that all levels of society can be involved in the digital economy; 3) Reducing Inequality (SDGs 10): Peken narrows the economic gap by enabling small business actors to access larger markets, supporting equitable economic justice.

Thus, Peken's e-commerce public policy is not only in accordance with Maqasid Syariah which aims to achieve public welfare, but also supports global efforts to achieve sustainable development in accordance with the SDGs. Through this implementation, the Surabaya City Government has created a policy that covers ethical, social, and economic aspects, and is relevant to the needs of modern society in the context of the digital economy.

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