

Strategy For Development of Pharmaceutical Salt Business in Improving The Welfare of The Salt Farmers From Islamic Perspective

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Abstract

Indonesia is the largest archipelagic country with a manageable sea area of 5.8 million km². The marine and fisheries sector in Indonesia has become very strategic for the Indonesian people, especially in coastal communities, where most people rely on marine resources as a livelihood in the economic activities of coastal communities. One of the marine resources that can be processed is salt from seawater. The main objective of this research is to formulate a strategy for developing a pharmaceutical salt business to improve the welfare of smallholder salt farmers. The design of this study uses the SWOT-AHP method. The priority is to find strategic priorities that can improve the welfare of farmers, which refers to the economic perspective.

Keywords: Business Development Strategy, Economy, CSR, Salt, Welfare of People's Salt Farmers.

1. Introduction



Indonesia is the largest archipelagic country with a manageable sea area of 5.8 million km². The marine and fisheries sector in Indonesia has become very strategic for the Indonesian people, especially in coastal communities, where most of the people rely on marine resources as a livelihood in the economic activities of coastal communities. One of the marine resources that can be processed is salt from seawater[1].

Indonesia, with its very long coastline, is known as the country with the second-longest coastline in the world, which is 99,093 km long. This wealth should be a huge potential for Indonesia to be able to produce salt optimally and be able to become a salt production center[2]. But in reality, this is not in line with the existing conditions; Indonesia, as an archipelagic country, has a salt area of 43,052[3].10 Ha, but around 25,702.06 Ha (59.7%) can be used to produce salt. The salt area is spread over 10 provinces, namely Nanggroe Aceh Darussalam, West Java, Central Java, East Java, Bali, East Nusa Tenggara, West Nusa Tenggara, South Sulawesi, North Sulawesi and Southeast Sulawesi[4]. This is influenced by physical factors, topography, climatology, and salinity, as well as social factors, namely the culture of the surrounding community[5].

Currently, Indonesia has not been able to meet the domestic demand for salt. So that Indonesia imports salt to meet domestic demand for salt. Based on data from PT Garam (2021), domestic salt production is still minimal to meet national salt needs, so it is necessary to purchase imported salt from abroad[6]. The following graph shows the national salt demand, national salt production, salt imports, and salt prices for the 2013-2021 period[7].

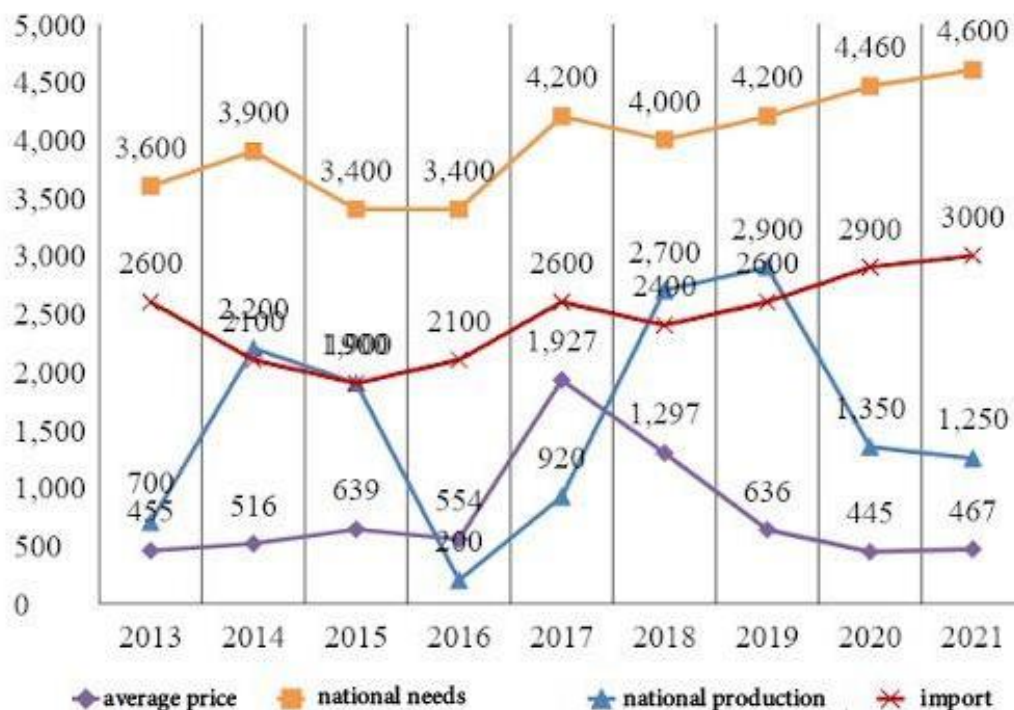


Figure 1. National Salt Production, Salt Imports, National Salt Demand, and Salt Prices in 2013 – 2021 (in thousands of tons)

Figure 1. Shows the disproportionate ratio of national salt production and consumption. The average national demand for salt every year is 3.97 million tons[8]. Meanwhile, the national salt production can only meet an average of 58.69% per year (the average national salt production is 2.33 million tons per year)[9]. So the government made a policy of buying salt imported from abroad. Every year, the average import of Indonesian salt reaches 2.46 million tons[10].

Indonesia is still importing salt, even though vast oceans surround it because Indonesia has a problem with limited land for salt farmers[11]. The salt fields in Indonesia are only minor compared to Australia. Salt ponds in Australia cover an area of between 1,000 and 3,000

hectares[12]. Less than 40 farmers can even produce one pond. Meanwhile, in Indonesia, the ponds are only small in size, and some are still controlled by adat[13]. Therefore, Indonesia must import 2.46 million tons of salt from other countries every year[14].

With limited land for salt production, Indonesia will find it difficult to increase its advantages in terms of salt production volume compared to other countries. Alternative solutions to these problems, one of which is to produce salt with high quality or increase the added value so that it can be used as raw material for products with high selling value, such as pharmaceutical raw materials (drugs and cosmetics)[15].

The pharmaceutical product market experienced increasing growth wherein[16]. The market value was 83 Trillion Rupiah, and in 2020 it exceeded 100 Trillion Rupiah, with a composition of 8-10% generic drug market, 67% trademarked drug market, and patent drug market (originator). 23-25%. The composition of drug procurement in the National Health Insurance (JKN) program is 60% generic & trademark and 40% patent medicine (originator)[17]. The value of drug procurement in the 2019 JKN Government Program is 7 Trillion Rupiah, consisting of a domestic supply of 4.5 Trillion Rupiah and imports of 2.5 Trillion Rupiah[18].

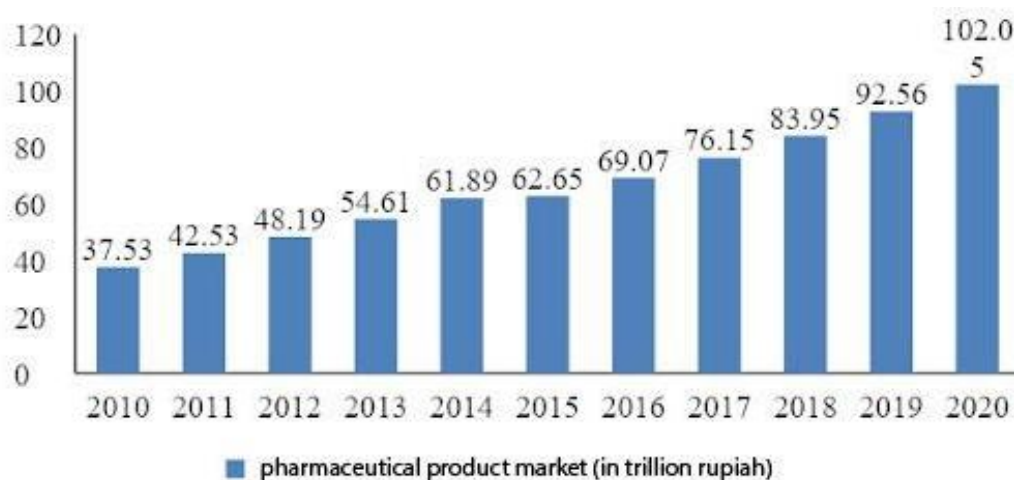


Figure 2. Graph of Pharmaceutical Products Market in Indonesia 2010 – 2020

With the great potential of pharmaceutical products in Indonesia, it can be an opportunity for the pharmaceutical salt industry[19]. Pharmaceutical salt is the highest quality salt with NaCl content > 99.5% and with impurities such as Ca and Mg < 50 ppm, sulfate < 150 ppm and the absence of other heavy metals (FI, 1995)[20]. Salt is a general term for a chemical compound called sodium chloride (NaCl). In nature, salt cannot be obtained in a completely pure state, although several analyses have shown the purity of salt (NaCl) reaching 99.9%. Meanwhile, according to the Ministry of Trade, salt is a compound whose main component consists of sodium chloride (NaCl) and contains other compounds such as water. Pharmaceutical salt is a widely used raw material used, among others, as an ingredient raw materials for infusion preparations, tablet production, vaccine solvents, syrups, ORS, blood washing fluids, health drinks and others. In the cosmetic field, pharmaceutical sodium chloride is used as an ingredient in soap, ORS, shampoo, infusion, and dialysate fluids[21].

Production is an activity to create benefits for an item. In terminology, the word production makes and adds value to an object. The usefulness of an item will increase if it can provide new benefits or more than its original use. In general, production is the creation of utility which can be interpreted as the ability of a product or service to satisfy or fulfill human needs[22].

2. Research Method

The principal methodology used in this study is ANP[23]. The ANP method compares and determines the priority of alternative sustainability strategies. A research model, in general, is a theoretical construction or analytical framework, which is a group of concepts, definitions, assumptions of similarities and inequalities from which conclusions will be derived[24]. A model will approach the original if there are minimal assumptions, so in this case, the Analytic Network

Process (ANP) method is one method that can represent the level of interest of various parties by considering the interrelationships between one objective strategy and another. This method is known to have minimal assumptions because it is based on a fundamental theory based on the opinions of experts and practitioners and the ideas and opinions of someone who is genuinely a master in the field of research in question[25]. So the ANP is very suitable for analysis with a qualitative-quantitative approach. They are included in the writing of this dissertation[26].

The ANP method develops the Analytical Hierarchy Process (AHP) method, which can accommodate linkages between criteria or alternatives [27]. There are two types of connection in the ANP method, namely the relationship within a set of elements (inner dependence) and the relationship between different parts (external reliance)[28]. This causes the ANP method to be more complex than the AHP method.

In the ANP method, weighting is carried out for models that have a relationship between the criteria and their sub-criteria. When modeling a system whose weight is to be known, two types of control must be considered: hierarchical control and linkage control[29]. Hierarchical control shows the relationship between criteria and sub-criteria, where this type of control does not require a hierarchical structure. At the same time, the linkage control shows the interrelationships between standards or clusters [30]. This is the advantage of using the ANP model in the decision-making process. It can accommodate the linkages between the criteria and sub-criteria for decision-making in the current problems—dissertation using qualitative methods in data exploration. Data were obtained from the literature, views of experts in related business fields, and interviews with smallholder salt farmers. The Search Engine Marketing (SEM) method will be used to determine the factors that affect the welfare of smallholder salt farmers[31].

The Analytic Network Process (ANP) has advantages compared to the Analytical Hierarchy Process (AHP), including:

1. The strength of ANP lies in its use of scale ratios to capture all types of interactions and make accurate predictions to make better decisions.
2. Able to perform a more accurate synthesis.
3. ANP is a simple methodology that makes ANP more general methods and easier to apply for various qualitative studies, such as decision making, forecasting, evaluation, mapping, strategy zing, resource allocation, and so on...
4. ANP comparisons are more objective, predictions are more accurate, and results are more stable and robust (robust).
5. ANP will significantly assist companies in research, evaluation and decision making related to organizational development and management, products, services, and marketing.

The author chose this method because of the advantages of the ANP mentioned above and in qualitative research until now[32]. There has been no other method that has been synthesized, such as the ANP model. With this ANP model research, it is expected to provide a general approach to decision-making in various problems that occur in an applied business model plan[33].

2.1 Collecting data

The quality of research results depends on the quality of the data used. Good data must meet the requirements: accurate, relevant and up to date . The data are distinguished based on the source, namely: primary data and secondary data. Primary data is data obtained directly from the first source, while secondary information is data obtained indirectly, for example, through other people or documents. Sugiyono further stated that the method or technique of collecting data could be done by observation (observations), interviews (interviews), questionnaires (questionnaires), documentation and a combination of the four. This study uses primary data through questionnaires and Focus Group Discussions (FGD) or interviews or focuses group discussions.

The data obtained by the researcher comes from primary and secondary data, both qualitative and quantitative. Preliminary data were obtained in several ways, namely field

observations, direct interviews, FGDs and expert opinions. Candid interviews and FGDs were conducted with 4 (four) directors of salt companies in Indonesia. The idea of the experts was carried out with 4 (four) Islamic economists and experts in the field of marine and fisheries. Secondary data were obtained through a literature study conducted by reading supporting documents, including scientific journals, dissertations, articles, and other supporting documents. The selection of respondents for the assessment of weights and ratings on the ANP matrix and SEM was carried out by taking data from salt farmers.

2.2 Legitimacy and Credibility

In testing the validity of the data, qualitative research methods use internal validity (credibility) on the aspect of truth value, in its application in terms of external reality (transferability), and reliability (dependability) on the consistency aspect, as well as objectivity (confirmability) on the naturalist aspect (2014). While the credibility of the research includes approaches to informants, how to obtain data, expand and check information or data (triangulation process) and conduct member checks.

2.3 Data analysis method

In research with qualitative methods, data analysis is used to analyze before in the field and while in the area. Analysis before the field is conducted on the data from previous research studies (secondary data), which will be used to determine the focus of the research. Meanwhile, the analysis during the field consists of data reduction, which means the writer summarizes, selects the main points, focuses on the essential things, looks for themes and patterns, and discards unnecessary ones. The conclusions in this study may be able to answer the problem formulation formulated from the start but may not be able to answer the problem formulation in this study. The formulation of the problem in qualitative research is still temporary and will develop after the researcher knows the field conditions. The analytical tool used to answer the problem formulation in this study is ANP.

2.4 Analytic Network Process (ANP)

This study's data analysis method is the Analytic Network Process (ANP). The Analytic Network Process (ANP) is the sum of the Analytic Hierarchy Process (AHP) generalizations, taking into account the dependencies between the elements of the hierarchy. Many decision problems cannot be structured hierarchically because they involve the interaction and dependence of higher-level factors in the order of lower-level aspects. Therefore, ANP is represented by a network. In ANP, the level of objectives, criteria, sub-criteria, and alternatives are referred to as clusters and in which there are alternatives and measures called nodes.

The Analytic Network Process (ANP) method is one method that can present the level of interest (priority) of various parties or elements by considering the interrelationships between one object and another. ANP makes it possible to describe problems using qualitative attributes, such as clusters, nodes, and relationships. In ANP, the use of quantitative data in the form of expert judgment to evaluate experiments conducted on the mutual influence of the elements.

Prioritization in the ANP network is easy to do if only one criterion is compared. On the other hand, it will be complex if many measures are compared. In addition, the number of steps being compared will cause inconsistencies in making comparisons. In ANP, consistency is declared perfect when all considerations relate perfectly. Deviation from thickness is recommended no more than 10%. ANP has four hypotheses that form the basis of the theory, including:

1. Reciprocally, this axiom states that if $PC(EA, EB)$ is the pairwise comparison value of elements A and B, judging from the parent element C, which indicates how many times as many parent elements C, which shows how many times as many elements A has what owned by element B, then $PC(EB, EA) = 1/PC(EA, EB)$. For example, if A is five times bigger than B, B is 1/5 of A.

2. Homogeneity states that the elements compared in the ANP framework structure should not have too significant a difference, leading to greater errors in determining the assessment of supporting factors that influence decisions.
3. Priority is absolute weighting using an interval scale (0,1) and a measure of relative dominance.
4. The dependence condition assumes that the arrangement can be composed of components that form part of a cluster.

Ascarya explains that there are three basic principles of ANP, namely decomposition, comparative assessment, and hierarchical composition or synthesis of priorities:

1. The decomposition principle is applied to structure a complex problem into a hierarchical framework or network of clusters, sub-clusters, sub-sub-clusters, etc. In other words, decomposition is modeling the issue into the ANP framework.
2. The principle of comparative assessment is applied to build a pairwise comparison of all combinations of elements in the cluster seen from the parent cluster. This pair comparison is used to get the local priority of the ingredients in a bunch seen from the parent cluster.
3. The principle of hierarchical composition or synthesis is applied to multiply the local priority of the elements in the cluster by the 'global' importance of the parent element, which results in the global focus of the entire hierarchy and sums it up to produce the global priority for the lowest level element (usually an alternative).

According to Acharya, there are three main functions of ANP, namely structuring complexity, measurement, and synthesis. Problems that are diverse and complex will not be able to be parsed and resolved if they are not appropriately structured. ANP can solve complicated issues. ANP uses measurements on a ratio scale. Measures on a ratio scale are needed to reflect the proportion of priority of each element. ANP uses a ratio scale at all levels of the hierarchy/network, including the lowest level (alternative in the choice model). The scale of this ratio becomes even more critical if the priority is used not only for selected applications but for other applications, such as resource allocation applications. Another function of ANP is as a synthesis tool. Synthesis is the opposite of analysis. Analysis means breaking down a criterion into its elements, while synthesis means unifying everything in a single unit. Because of the complexity, decision-making or forecasting often involves multiple dimensions to synthesize intuitively. ANP has an essential function because it can help measure and synthesize several factors in a hierarchy or network to solve specific problems.

The stages in this research include the Analytic Network Process (ANP) stage, which has three sets of work: creating an ANP framework or model construction, model quantification, and synthesis and analysis. The three steps, namely:

1. Model Construction; The construction of the ANP model in the form of a network hierarchy is prepared based on theoretical and empirical references from the perceptions and views of Islamic bank experts, regulators, and practitioners through focused interviews to conduct a study of actual problems related to the micro banking business model in Islamic banks.
2. Model Quantification; The quantification stage of the model uses questions in the ANP questionnaire in the form of pairwise comparison between elements in the cluster to find out which of the two has the more significant influence (more dominant) and how big the difference is through a numerical scale of 1-9. The data from the assessment is then collected and inputted through super decision software to be processed to produce an output in the form of a supermatrix. The results of each respondent will be inputted into a separate ANP network.
3. Synthesis of Analysis and Results; The next step is synthesizing the results. Questionnaires that respondents have filled out are input into super decision software. Before the data was analyzed, the data was validated by conducting a consistency test. Information is considered consistent if the consistency ratio (CR) is less than 10% or

0.1. If the value of the consistency ratio is above 10% or $CR > 1$, then inconsistency is considered. The solution is to repeat the judgment (judgment) of the respondents. If the answers given are consistent, then the priority weights of the elements can be used as the basis for data analysis and interpretation of the results. Assess the consistency of respondent preferences and priority weights from BMC, sub-criteria, and alternatives with the help of super decision software. Priority weights that have met the requirements for consistency, then look for the average value of each respondent's answers. This value is then calculated using Kendall's Coefficient of Concordance to calculate the agreement's weight between the respondents (rather agreement). Kendall's Coefficient of Concordance (W) formula is $0 < W \leq 1$. If $W = 1$ indicates perfect conformity, whereas when the W value is 0 or gets closer to 0, it suggests a discrepancy between respondents or the respondents' answers vary.

Then the analysis compared the suitability of the ranking between respondents, and the researchers calculated the geometric mean (Geometric Mean). The calculation of the geometric mean is used for research from the questionnaire results in determining its weight. The questionnaires that have been collected are arranged to give importance to the specified criteria by comparing one measure with another on a scale of one to nine; this calculation will produce a better average approach because it can eliminate the deviation that occurs for the data obtained from respondent's assessment on the questionnaire. The geometric mean is formulated in the equation:

$$GM = \sqrt[n]{a_1 \times a_2 \times a_3 \times \dots \times a_n}$$

GM: Geometric mean

a1: The results of the first respondent's assessment

a2: The results of the second respondent's assessment

n: Number of respondents

3. Literature Review

Pharmaceutical salt is a commodity that has added value to national development because it can significantly contribute to increasing people's income and welfare. Achieve this prosperity; cannot be separated from the factors involved. These factors will support the increase in business in terms of sources or facilities. To improve the community's economic welfare, the following can be done.

1. Capital is an essential factor for the poor in improving their quality of life.
2. Skills are a very strategic product in increasing the income and welfare of the poor.
3. Technology is something that can be used to improve welfare. Due to technology, new methods of production can also be formed.
4. Business land is a factor that is needed to improve the community's economic welfare.

3.1 Factors Affecting Community Welfare

The factors that affect the community's welfare, as stated by BkbbN, are income, employment, asset ownership, and savings. At the same time, other opinions say that household consumption expenditures for food, education expenditures, and health expenditures are also social welfare factors.

3.2 Dimensions of Welfare Measurement

Some of the measurement dimensions used to measure the level of welfare include:

Tabel 1. Dimensi pengukuran kesejahteraan masyarakat
Indikator Kesejahteraan Menurut World Bank, BPS, IPM, dan MPI

No	Indicator	World Bank	BPS	IPM	MPI
1	Population		√		
2	Health		√		√
3	Education		√	√	√
4	Employment		√		
5	Levels and consumption patterns		√		
6	Housing area		√		
7	Poverty		√		
8	Social		√		
9	Gross national income			√	
10	Quality of life			√	
11	Income per capita	√			

The measurement dimensions that will be used refer to the concept presented by BkkbN, considering that the indicators used are compatible with the object to be studied, namely the salt farmers of the people of Gebang, Cirebon Regency, and from the economic perspective.

3.3 Factors Affecting Community Welfare

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consumption expenditures for food, education expenditures, and health expenditures are also social welfare factors.

4. Results and Discussion

Salt has hygroscopic properties or characteristics, which means it quickly absorbs water, has a bulk density (density level) of 0.8-0.9 and has a melting point at a temperature level of 8010C. Sources of salt obtained in nature come from seawater, salt lake water, deposits in the soil, salt mines, and groundwater sources. Salt has hygroscopic properties, which means it quickly absorbs water, bulk density is 0.8-0.9 and a melting point at a temperature level of 8010C. Sources of salt obtained in nature come from seawater, salt lake water, deposits in the soil, salt mines, and groundwater sources. Industrial salt is salt used as raw material/auxiliary material used in the production process in the chemical industry, various food industries, pharmaceutical industry, petroleum industry, leather tanning industry and water treatment. The location for making salt must meet the requirements, including a sloping site, impervious to water, seawater can rise to salt fields (with or without the help of tools), the location is also clean from freshwater sources, with little rainfall and lots of sunlight for optimal evaporation of seawater. A long dry season will reduce the frequency of rain.

Factors that affect the results of the salt-making method of evaporation of seawater with solar energy are:

1. The seawater concentration is related to the amount of salt dissolved in one unit volume of seawater.
2. The evaporation rate is related to the amount of salt obtained; the faster the seawater evaporates, the quicker the old water (saturated brine) is received, resulting in the quicker salt formation.
3. Rainfall, the amount of rain hurts the process of making salt because it dilutes the saturated saltwater and destroys the cans of salt fields.
4. Seawater is lost due to infiltration (porosity) of the soil because the loss of seawater that seeps will affect the amount of salt production.

The whole salt production process in Indonesia is produced using the solar evaporation technique, which is the evaporation of seawater using sunlight. This process is carried out in two ways: evaporating seawater with solar heat and then the crystallization process..

Several stages of the salt production process that need to be carried out, based on data from the Ministry of Industry are:

1. Preparations are carried out no later than 2 (two) weeks before the dry season arrives so that salt production can start right at the beginning of the dry season. The preparatory work is in the form of repairing all channels, salt pond embankments, sea/salt gates from one pond to other ponds, repairing the soil base by hardening the bottom of the plots or salt ponds, cleaning (of mud and impurities from crystallization ponds) the salt washing and drying area, preparing for the relocation of seawater pumps (if needed) and windmills, preparing salt crystal extractor (rake). This preparatory work was carried out on a previously operated demonstration plot.
2. To obtain sufficient seawater throughout the dry season, Seawater management performs water channel maintenance.
3. Implement evaporation and crystallization systems.
4. Monitoring or checking salt levels (seawater sensitivity), measurements can be made using a Barometer (Be).
5. Harvesting salt that is quite old (high salt content). This can be done by observing the crystallization time (preferably left for five days in the crystallization pond). In addition, efforts are made to not mix the harvested salt with soil or mud.
6. I am rinsing or washing salt after harvesting. This needs to be done to clean the salt from dirt or mud. Washing should be done with a concentrated salt solution (can be done using seawater remaining crystallization).
7. Draining the salt in the drying area so that the water content drops, a low saltwater content will increase the quality of the salt.

Salt producers in Indonesia can be divided into two: 1) Salt PT. Garam (Persero); and 2) Salt farmers or private salt owners. Of the total national salt production produced, about 70% of salt comes from salt farmers or private salt owners. Data from the Ministry of Maritime affairs and fisheries shows that the total national production is 2.84 million tons, with the proportion of people's salt production being 2.49 million tons or more than 85% of the total output and the rest is the production of PT. Salt. The salt market in Indonesia is for consumption salt and industrial salt.

The consumption salt needs group is divided into three types: food-grade with 97% NaCl content, a medium rise with 94.7%-97% NaCl content, and low quality with 90 - 94.7% NaCl content. Meanwhile, industrial salt can be broadly divided into industrial petroleum salt with a NaCl content of 95% - 97%, another industrial salt (leather industry, textile industry, ice factory, etc.) Chlor Alkali Plant (CAP) Industry and Pharmaceutical Industry at least 99.8%. The national salt trade supply chain shows a complex pattern, as shown in Figure 2.1.1.1a. All trade business functions are involved in the salt trade distribution chain, including importers who distribute salt from abroad to Indonesia. The leading institution engaged in the salt supply chain upstream to downstream is salt farmers, PT. Salt, importers, collectors, wholesalers, producers of iodized salt, distributors, sub-distributors, retailers and consumers. Based on a field analysis from the Center for Domestic Trade Policy in the salt trade supply chain is divided into the production center side, which refers to raw material salt and the market center refers to processed salt.

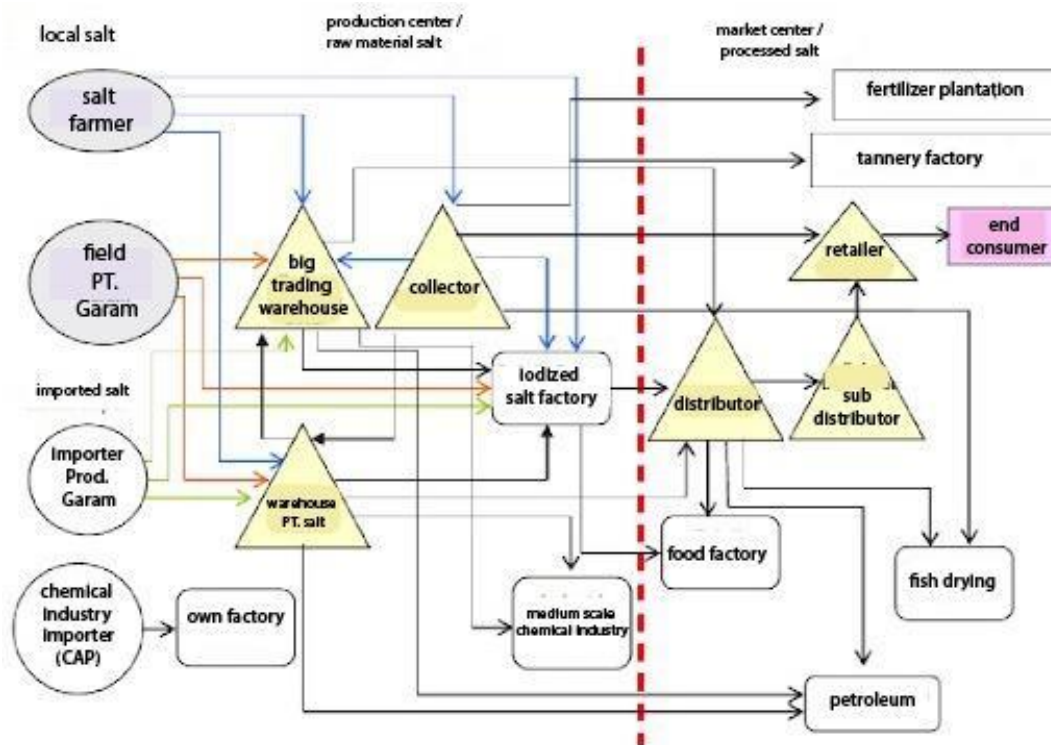


Figure 3. Distribution Pattern of the National Salt Trade.

This effort is carried out by improving communication and better cooperation in every link of the company chain involved in product creation.

A supply chain is also a set of interrelated activities and decisions to efficiently integrate suppliers, manufacturers, warehouses, transportation services, retailers and consumers. Goods

and services will be distributed in the right amount, time, and location to minimize additional costs incurred by business actors. The simulation of the flow of goods and information in the supply chain can be described by Russell and Taylor in Furqon as follows:

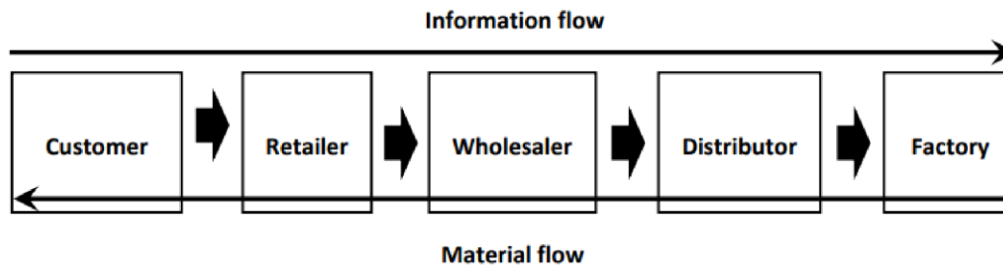


Figure 4. Flow of Goods and Information in the Supply Chain

There are usually three kinds of flows in a supply chain that must be managed. The first is the flow of goods that flows from upstream to downstream. An example is raw materials sent from suppliers to factories. After the finished products are manufactured, they are sent to distributors, retailers, and end-users. The second is the flow of money and the like that flows from downstream to upstream. The third is the flow of information from upstream to downstream or vice versa.

4. Conclusion

The data from the expert interviews are combined in a hierarchy diagram for determining priority weights. Then the ANP questionnaire was made for ANP analysis and a questionnaire for determining efficient strategies. So that priority strategies can be obtained that can be applied to the welfare of salt farmers.

This research is about developing a pharmaceutical salt business by paying attention to the positive impact on salt farmers, namely by increasing the welfare of salt farmers. The factors that affect the community's interest, as stated by Bkkn, are income, employment, asset ownership, and savings. At the same time, other opinions say that household consumption expenditures for food, education expenditures, and health expenditures are also social welfare factors. The measurement dimensions that will be used refer to the concept presented by Bkkn, considering that the indicators used are compatible with the object to be studied, namely the salt farmers of the people of Gebang, Cirebon Regency, and from the perspective of Islamic economics. Bkkn also provides clear, more detailed standards and sees from various aspects, namely economic, social, to spiritual elements.

Determination of data sources (resources) in qualitative research is determined purposely and selected with specific considerations and goals.

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