

DOI: <https://doi.org/10.38035/dijeфа.v5i2>

Received: 3 May 2024, Revised: 16 May 2024, Publish: 18 May 2024

<https://creativecommons.org/licenses/by/4.0/>

Palm Farmers' Strategies In Increasing Income Reviewed From Post Transformation *Maqashid Syariah*

Ridho Erianto¹, Marliyah², Zuhrial M. Nawawi³

¹ Universitas Islam Negeri Sumatera Utara, Indonesia, ridhoerianto56@gmail.com

² Universitas Islam Negeri Sumatera Utara, Indonesia, marliyah@uinsu.ac.id

³ Universitas Islam Negeri Sumatera Utara, Indonesia, zuhrial.nawawi@uinsu.ac.id

Corresponding Author: ridhoerianto56@gmail.com

Abstract: This research aims to find out the main priority strategies for oil palm farmers in increasing income in terms of post-transformation sharia maqashid in Labuhanbatu district, North Sumatra province by presenting the internal and external conditions that have been carried out so far which have been discussed with relevant experts. The method in this research uses a qualitative approach with SWOT analysis and the QSPM method. This research used questionnaires and interviews with 10 respondents divided into 5 SWOT respondents and 5 QSPM respondents. From the results of the SWOT analysis, it can be ascertained that the strategy obtained after processing it in the IFAS and EFAS matrices is a progressive strategy. This strategy means that you can maximize your strengths and take advantage of opportunities. Furthermore, the QSPM analysis showed that the main priority strategy that must be implemented is strategy number 2 with a TAS value of 5.565, namely the role of agricultural instructors is maximized so that farmers' knowledge and abilities increase and they can work well.

Keyword: Transformation, Palm Oil, Income, *Maqashid Syariah*.

INTRODUCTION

The agriculture, forestry and fisheries sectors have quite an important role in economic activities in Indonesia, this can be seen from their contribution to the Gross Domestic Product (GDP), which is quite large, namely around 13.28 percent in 2021 or second only to the Industrial sector. Processing. During the pandemic, the agricultural sector was a sector that was strong enough to face economic shocks and turned out to be reliable in recovering the national economy. One sub-sector that has quite large potential is the plantation sub-sector. The contribution of the plantation sub-sector to GDP is around 3.94 percent in 2021 or is in first place in the Agriculture, Livestock, Hunting and Agricultural Services sectors (BPS, 2021)

In the Indonesian economy during the colonial period, plantations were a crucial aspect. As an agricultural country, Indonesia has the opportunity to become a market leader in

various agricultural commodities. The opportunities and prospects for the agro-industrial market are quite wide open, depending on how to work on and utilize what exists. It is well understood that the development of palm oil agribusiness is an industry that is believed to be able to help the government to eradicate poverty in Indonesia. This is because the palm oil industry is a renewable natural resource, in the form of fertile land, productive labor, and abundant sunlight throughout the year (Jiuhardi et al., 2023)

Palm oil is one of the few remaining natural resources that has significant economic value in Indonesia's economic activities because of its ability to produce vegetable oil which is much needed by the country's industrial sector. Apart from that, palm oil can be used for various purposes, including cooking oil, industrial oil, and fuel (biodiesel). Then it resists oxidation under high pressure and has the ability to dissolve chemicals that are insoluble in other solvents. As the largest palm oil producing country in the world, Indonesia has great potential to market palm oil and palm kernel and fresh fruit bunches both at home and abroad (BPS, 2021).

North Sumatra consists of 33 regencies or cities, 25 regencies and 8 cities. Each district in North Sumatra Province has slightly different plantation products, most of which produce rubber and palm oil, but in several districts, especially Padangsidempuan City, this district produces plantation commodities such as snake fruit, snake fruit has even developed into one of the symbols of Padangsidempuan City. The Central Statistics Agency projects that the number of snake fruit plants will increase from 110,186 quintals to 543,390 quintals in 2022.

Different plantation products from Padangsidempuan City, Labuhanbatu Regency, precisely in Central Panai District, where this area is famous for its superior product, Panai pineapple which is cultivated, thus making the region famous and then representing the region as one of its symbols. But on the other hand, pineapple production has recently been decreasing and has experienced a drastic decline.

Many pineapple farmers have switched from producing pineapples on their plantations to producing palm oil. Community land in Panai Tengah District, Labuhanbatu Regency, which used to be a pineapple plantation, is starting to become scarce, based on field observations. Currently, pineapple plantations are increasingly rare and farmers are planting fewer pineapples. In fact, this sub-district was previously known as a pineapple plantation area. Acting Regent of Siak Alfredi observed that properly managed pineapples in Riau could produce 50 million pineapples per hectare, which is clearly much more profitable than growing oil palm. Pineapple is one of the few fruits in the world that has a certain price. The highest, the Heligen pineapple variety grown in England can reach 15.7 million per fruit.

Actually, the pineapple plant has many uses. For example, pineapple plantations have a big impact on tourism because they attract many tourists, thereby helping the destination develop. Apart from that, considering that economic growth is known to increase every year, the presence of pineapple plantations will of course increase the number of visitors to the destination, keep visitors busy and reduce unemployment rates. The income of pineapple farmers will increase and tourism will also develop (Pakpahan, 2022). Pineapple extract (*Ananas comosus* (L) Merr) has a significant antihelminthic effect due to the presence of the enzyme bromelain, which makes pineapple very healthy (Astri & Sukohar, 2019). Pineapples can also have an effect on reducing the plaque index in children aged 10-12 years (Embisa et al., 2016)

Water is very important in the production process of food products, therefore the importance of *maqashid sharia* analysis is also based on a number of issues that highlight unfavorable aspects in the palm oil production process, such as the plant's voracious nutritional needs and extreme water requirements. . Due to the reduction in the number of accessible water sources, industries can now look for alternative water sources without disrupting production (Rahmani, 2019). Water requirements for seedlings are ± 2 liters per polybag per day, adjusted to the age of the seedlings. 1000 seeds = 2000 liters/day, water

requirements for mature palms are ± 10 liters/day. 1000 trees = 10,000 liters/day and no less than 1,000 liters of water are needed every day for 1 hectare. Palm oil waste is also a pollutant that has the potential to cause negative effects on the environment. This industrial waste is known to cause pollution, especially in water bodies (Chan et al., 2013). Liquid waste from the palm oil industry contains very high levels of pollutants which result in high levels of pollution in the water where the total Suspended Solid (TSS) is smallest when mixing effluent waste with upstream water, namely 5473 mg/L (Putra & Putra, 2014). However, in fact, farmers now prefer to transform their plantations into oil palm plantations.

If sharia economics is applied, namely *maqashid sharia*, it is reviewed, a more in depth analysis can be obtained regarding the level of income of farming communities who process their plantation commodities. Because it does not only consider material components, but also non-material and spiritual components which are characterized by the fulfillment of basic needs, *maqashid sharia* is comprehensive in determining income levels. *Hajiyat* and *tahsiniyat* which precede it are *daruriyat*, according to Abu Ishaq al-Syatibi, which is the level of basic human needs, namely religious protection (*hifz al-din*), protection of the soul (*hifz al-nafs*), protection of the mind (*hifz al-'aql*), protection of offspring (*hifz al-nasl*), and protection of property (*hifz al-mall*) are all considered aspects of *daruriyat*, a basic need. At the *daruriyah* level, religious considerations take precedence over considerations of soul, reason, lineage and wealth. Farmers' awareness of religion is also rather low. For example, they do not realize that oil palm plantations require payment of agricultural zakat and that prayer is mandatory. This reality in Islam reflects the gap that exists between official statistics regarding income levels and social reality. This gap is caused by farmers' lack of knowledge in managing production factors according to sharia principles.

As is generally understood, production activities are defined as activities that aim to convert every source of production into products, or also known as the process of changing inputs (production factors) into outputs (production results). In the context of plantations, good results depend on how farmers manage their production elements. Adiwarman Karim said that every element of production and production results must remain guided by Islamic law and not be used for things that cause damage (Karim, 2011).

METHOD

Research Approach

The type of research carried out by researchers is descriptive qualitative. Because the data obtained is in the form of descriptions, this research can be classified as descriptive research. Then, from the data obtained, an explanation or description will be made to obtain an overview. The data obtained in this research is written data (from articles) therefore this research can be classified as qualitative-descriptive research. The aim of descriptive research is to describe phenomena and their characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to collect data (Gall & Borg, 2007)

According to Bogdan and Taylor quoted by Lexy J Moleong, qualitative methods are research procedures that obtain written and verbal descriptive data from the people and behavior that is being observed (Moleong & Surjaman, 2011). The research method used is a qualitative method with QSPM SWOT analysis. This is because there are things that researchers want to understand that are related to the problem formulation of this study, namely how the strategies that have been carried out regarding oil palm farmers' strategies in increasing income are viewed from post-transformation sharia *maqashid*, what is the state of the internal environment and the state of the external environment oil palm farmers in increasing income in terms of post-transformation sharia *maqashid*, what is the urgency of handling the internal and external environmental conditions of oil palm farmers in increasing income in terms of post-transformation sharia *maqashid* and what are the main priority

strategies that need to be implemented regarding oil palm farmers' strategies in increasing income in terms of post-transformation sharia maqashid.

Research Subjects and Objects

Research subjects are people, places, or objects that are observed in order to become targets. Subject determination uses a purposive sampling technique, namely a technique for determining samples of data sources (respondents) with certain considerations. These particular considerations, such as the person who is considered to know best about what is expected, or perhaps he or she holds the position of authority, make it easier for the researcher to explore the object or social situation being studied (Sugiyono, 2015). The research subjects in this paper are pineapple farmers who transformed their plantations into oil palm plantations.

The subjects in question are respondents in this research, namely people who have information about the transformation of oil palm plantations, people who are involved in the transformation of oil palm plantations themselves, and people who know the truth about the transformation of oil palm plantations.

According to Supranto, a research object is a set of elements which can be people, organizations or items to be studied. Then Dajan emphasized that the object of research is the main issue to be researched to obtain more focused data. Meanwhile, the object of this research is a pineapple farmer who is transforming his plantation into oil palm.

Data Collection Technique

The data collection process is a systematic and standard procedure for obtaining the required data (Tanzeh, 2009). The technique for collecting data in this research uses observation, interviews, documentation and questionnaires.

RESULTS AND DISCUSSION

Research Result

IFAS and EFAS matrices

1. Calculation of SWOT Analysis Weights and Ratings

Table 1. Weight Calculation Table (Current Conditions)

Strategic Factors	Respondent					Total Weight	Average weight	Relative Weight
	1	2	3	4	5			
Strength								
Have experience as an oil palm farmer (hifz al-mal)	5	4	2	4	3	18	3,60	0,184
Job opportunities for local communities (hifz al-nafs)	4	6	3	2	6	21	4,20	0,214
Easy maintenance of palm oil commodities (hifz al-nafs)	5	4	5	3	4	21	4,20	0,214
Farmers have the knowledge to overcome existing problems (hifz al-mal)	4	5	2	5	4	20	4,00	0,204
Palm oil is a leading commodity in the Central Panai district (hifz al-mal)	5	4	4	3	2	18	3,60	0,184
Total						98	19,60	1,000
Weakness								
Farmers are just joining in planting palm oil commodities (hifz ad-din)	5	3	4	3	4	19	3,80	0,234
Farmers physical abilities in managing oil palm plantations are weak (hifz al-nasl)	3	2	6	1	2	14	2,80	0,173
Use of interest bearing funds (hifz al-mal)	5	4	4	3	3	19	3,80	0,234
Increased debt needs from plantations to agricultural shops (hifz al-mal)	3	6	2	1	2			

						14	2,80	0,173
Use of stun gun (hifz al-nafs)	3	3	3	2	4	15	3,00	0,186
Total						81	16,20	1,000
Opportunity								
There are many palm oil factories around the Central Panai sub-district (hifz al-mal)	5	4	3	3	5	20	4,00	0,200
Has fertile soil (hifz al-mal)	3	3	4	4	3	17	3,40	0,170
The location of the palm oil factory is very strategic (hifz al-nafs)	4	4	5	3	5	21	4,20	0,210
The selling price of fresh fruit bunches is stable compared to other types of plants (hifz al-mal)	5	3	4	6	3	21	4,20	0,210
The role of agricultural instructors is good regarding oil palm (hifz al-‘aql)	4	6	4	3	4	21	4,20	0,210
Total						100	20,00	1,000
Threat								
There is a lack of oil palm storage in the Central Panai district (hifz al-mal)	2	3	4	3	2	14	2,80	0,179
Road access is difficult because there are still many dirt roads (hifz al-nafs)	3	6	2	3	4	18	3,60	0,231
Uneven rainfall (hifz al-mal)	3	4	3	3	2	15	3,00	0,192
It is difficult to get superior oil palm seeds (hifz al-mal)	4	2	3	4	3	16	3,20	0,206
Fertilizer is often scarce (hifz al-mal)	4	1	4	3	3	15	3,00	0,192
Total						78	20,40	1,000

Table 2. Rating Calculation Table (Treatment Urgency)

Strategic Factors	Respondent					Total Ratings	Average Rating
	1	2	3	4	5		
Strength							
Have experience as an oil palm farmer (hifz al-mal)	4	3	2	4	3	16	3,20
Job opportunities for local communities (hifz al-nafs)	3	2	3	3	4	15	3,00
Easy maintenance of palm oil commodities (hifz al-nafs)	4	3	2	2	4	15	3,00
Farmers have the knowledge to overcome existing problems (hifz al-mal)	3	4	4	2	4	17	3,40
Palm oil is a leading commodity in the Central Panai district (hifz al-mal)	4	4	2	3	3	16	3,20
Total						79	15,80
Weakness							
Farmers are just joining in planting palm oil commodities (hifz ad-din)	3	2	2	3	2	12	2,40
Farmers physical abilities in managing oil palm plantations are weak (hifz al-nasl)	2	3	1	2	2	10	2,00
Use of interest bearing funds (hifz al-mal)	4	3	1	2	3	13	2,60
Increased debt needs from plantations to agricultural shops (hifz al-mal)	2	1	4	2	2	11	2,20
Use of stun gun (hifz al-nafs)	2	2	3	4	1	12	2,40
Total						58	11,60
Opportunity							
There are many palm oil factories around the Central Panai sub-district (hifz al-mal)	3	3	2	3	4	15	3,00
Has fertile soil (hifz al-mal)	3	2	4	1	1	11	2,20

The location of the palm oil factory is very strategic (hifz al-nafs)	3	3	2	3	4	15	3,00
The selling price of fresh fruit bunches is stable compared to other types of plants (hifz al-mal)	4	4	3	2	2	15	3,00
The role of agricultural instructors is good regarding oil palm (hifz al-'aql)	3	4	3	2	2	15	3,00
Total						71	14,20
Threat							
There is a lack of oil palm storage in the Central Panai district (hifz al-mal)	3	2	1	3	1	10	2,00
Road access is difficult because there are still many dirt roads (hifz al-nafs)	2	2	2	3	2	11	2,20
Uneven rainfall (hifz al-mal)	1	2	3	4	3	13	2,60
It is difficult to get superior oil palm seeds (hifz al-mal)	2	2	3	2	3	12	2,40
Fertilizer is often scarce (hifz al-mal)	3	2	1	3	3	12	2,40
Total						58	11,40

2. Ranking weights and ratings

The next step is to create a weight ranking and rating to see how the current condition is assessed. The results from highest to lowest can be seen in the table below

Table 3. Current Condition Assessment Ranking Table

No	Score	Strength Indicator	Evaluation
1	4,20	Job opportunities for local communities	Very good
2	4,20	Easy maintenance of palm oil commodities	
3	4,00	Farmers have the knowledge to overcome existing problems	
4	3,60	Have experience as an oil palm farmer	Good
5	3,60	Palm oil is a leading commodity in the Central Panai district	
Weakness indicator			
1	3,80	Farmers are just joining in planting palm oil commodities	Weak
2	3,80	Use of interest-bearing funds	
3	3,00	Use of stun gun	Somewhat Weak I
4	2,80	Farmers' physical abilities in cultivating oil palm plantations	
5	2,80	Increased debt needs from plantations to agricultural shops	Somewhat Weak II
Opportunity indicators			
1	4,20	The location of the palm oil factory is very strategic	Very Chance
2	4,20	The selling price of fresh fruit bunches is stable compared to other types of plants	
3	4,20	The role of agricultural instructors is good regarding oil palm	
4	4,00	There are many palm oil factories around the Central Panai sub district	
5	3,40	Has fertile soil	
Threat indicator			
1	3,60	Road access is difficult because there are still many dirt roads	Threatened
2	3,20	It is difficult to get superior oil palm seeds	Somewhat Threatened I

3	3,00	Uneven rainfall	Somewhat Threatened II
4	3,00	Fertilizer is often scarce	
5	2,80	There is a lack of oil palm storage in the Central Panai sub-district	

Likewise, the same thing is done in the rating ranking to see the urgency of handling. The ranking results are shown in the table

Table 4. Treatment Urgency Ranking

No	Score	Strength Indicator	Evaluation
1	3,40	Farmers have the knowledge to overcome existing problems	Somewhat Important I
2	3,20	Have experience as an oil palm farmer	
3	3,20	Palm oil is a leading commodity in the Central Panai district	
4	3,00	Job opportunities for local communities	Somewhat Important II
5	3,00	Easy maintenance of palm oil commodities	
Weakness indicator			
1	2,60	Use of interest-bearing funds	Important
2	2,40	Farmers are just joining in planting palm oil commodities	Somewhat Important I
3	2,40	Use of stun gun	
4	2,20	Increased debt needs from plantations to agricultural shops	Somewhat Important II
5	2,00	Farmers' physical abilities in cultivating oil palm plantations are weak	
Opportunity indicators			
1	3,00	There are many palm oil factories around the Central Panai sub-district	Important
2	3,00	The location of the palm oil factory is very strategic	
3	3,00	The selling price of fresh fruit bunches is stable compared to other types of plants	
4	3,00	The role of agricultural instructors is good regarding oil palm	
5	2,20	Has fertile soil	Somewhat Important I
Threat indicator			
1	2,60	Uneven rainfall	Important
2	2,40	It is difficult to get superior oil palm seeds	Somewhat Important I
3	2,40	Fertilizer is often scarce	
4	2,20	Road access is difficult because there are still many dirt roads	Somewhat Important II
5	2,00	There is a lack of oil palm storage in the Central Panai sub-district	

3. IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary)

Next, the researcher will explain the final results of the weight and rating calculations based on an assessment of the current conditions and the urgency of handling them according to respondents from representatives of MSME actors based on indicators of strengths, weaknesses, opportunities and threats as explained previously with detailed calculations. These indicators are presented in the IFAS and EFAS matrices.

Table 5. IFAS Matrix

No	Strength Indicator	Weight	Relatively	Ratings	Score
1	Have experience as an oil palm farmer (hifzal-mal)	3,60	0,184	3,20	0,59
2	Job opportunities for local communities (hifz				

	al-nafs)	4,20	0,214	3,00	0,64
3	Easy maintenance of palm oil commodities (hifz al-nafs)	4,20	0,214	3,00	0,64
4	Farmers have the knowledge to overcome existing problems (hifz al-mal)	4,00	0,204	3,40	0,69
5	Palm oil is a leading commodity in the Central Panai district (hifz al-mal)	3,60	0,184	3,20	0,59
Total		19,60	1,000		3,15
Weakness Indicator					
1	Farmers are just joining in planting palm oil commodities (hifz ad-din)	3,80	0,234	2,40	0,56
2	Farmers' physical abilities in cultivating oil palm plantations are weak (hifz al-nasl)	2,80	0,173	2,00	0,35
3	Use of interest-bearing funds (hifz al-mal)	3,80	0,234	2,60	0,61
4	Increased debt needs from plantations to agricultural shops (hifz al-mal)	2,80	0,173	2,20	0,38
5	Use of stun gun (hifz al-nafs)	3,00	0,186	2,40	0,45
Total		16,20	1,000		2,35

Meanwhile in table 4.6, the value of each indicator is 2.86 for the opportunity indicator and 2.32 for the threat indicator.

Table 6. EFAS Matrix

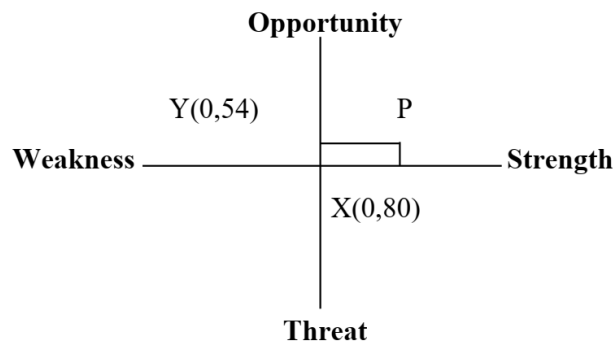
No	Opportunity Indicator	Bobot	Relatif	Rating	Skor
1	There are many palm oil factories around the Central Panai sub-district (hifz al-mal)	4,00	0,200	3,00	0,60
2	Has fertile soil (hifz al-mal)	3,40	0,170	2,20	0,37
3	The location of the palm oil factory is very strategic (hifz al-nafs)	4,20	0,210	3,00	0,63
4	The selling price of fresh fruit bunches is stable compared to other types of plants (hifz al-mal)	4,20	0,210	3,00	0,63
5	The role of agricultural instructors is good regarding oil palm (hifz al-'aql)	4,20	0,210	3,00	0,63
Total		22,00	1,000		2,86
Threat Indicator					
1	There is a lack of oil palm storage in the Central Panai sub-district (hifz al-mal)	2,80	0,179	2,00	0,36
2	Road access is difficult because there are still many dirt roads (hifz al-nafs)	3,60	0,231	2,20	0,51
	Uneven rainfall (hifz al-mal)	3,00	0,192	2,60	0,50
3					
4	It is difficult to get superior oil palm seeds (hifz al-mal)	3,20	0,206	2,40	0,49
5	Fertilizer is often scarce (hifz al-mal)	3,00	0,192	2,40	0,46
Total		20,40	1,000		2,32

4. SWOT Square

L The next step, from the final score value, the IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) are also calculated, with the formula:

IFE Value (Strength Score - Weakness Score) = 3.15 - 2.35 = 0.80
 EFE Value (Opportunity Score - Threat Score) = 2.86 - 2.32 = 0.54

Based on the results of the IFE and EFE calculations above, the position for the SWOT analysis can be determined, namely in quadrant I (positive - positive). As shown in the following image



Picture 1. SWOT Analysis Positioning

From the SWOT matrix above, several alternative strategies can be obtained that can be implemented in the palm oil plantation commodity transformation strategy in increasing income in terms of *maqashid sharia*, namely:

- a. SO Strategy (Strength – Opportunity) strength of opportunity
 - 1) Farmers' knowledge can be used to intercrop crops within a certain period of time.
 - 2) The role of agricultural instructors is maximized so that farmers' knowledge and abilities increase and they can work well
 - 3) Farmers must have sufficient and adequate transportation of fresh fruit bunches.
 - 4) Cooperate with palm oil mills to accommodate farmers' plantation products
- b. WO strategy (Weakness – Opportunity) weakness of opportunity
 - 1) The local government provides a special discussion space between farmers and extension workers to discuss oil palm plantations
 - 2) farmers employ local people to reduce unemployment
 - 3) create joint savings or establish an oil palm plantation cooperative
 - 4) the role of the government and extension workers to provide sharia literacy in the use of interest-bearing funds and the use of electric shock equipment
- c. ST strategy (Strength – Threat) threat of strength
 - 1) The local government contributes to the results of the community's oil palm plantations
 - 2) farmers and local government work together to improve plantation roads
 - 3) farmers create an even flow of water in oil palm plantations
 - 4) the role of agricultural extension workers is to provide education to farmers regarding superior breeding and maximizing fertilization
- d. WT strategy (Weakness – Threat) threat of weakness
 - 1) The role of extension workers and local government is to provide literacy regarding good and correct financial management
 - 2) Local governments and farmers work together to establish sharia-based cooperatives
 - 3) Farmers encourage local governments to provide subsidized fertilizer so that fertilizer prices are more affordable
 - 4) Agricultural instructors provide education regarding water irrigation in plantations and handling pests in oil palm plantations.

QSPM Matrix

The QSPM matrix is used to evaluate alternative strategies objectively. As well as intuitive assessments from respondents based on key success factors. The alternative strategies that will become input data in the QSPM matrix are generated from the SWOT matrix contained in the SO strategy.

So based on the table below, the alternative strategy that has the highest total attractiveness value is strategy number two with a TAS value of 5,565

Table 7. QSPM Matrix Analysis Results Strategy Sequence Table

Order	Strategy	TAS value
1	Farmers' knowledge can be used to intercrop crops within a certain period of time	4.484
2	The role of agricultural extension workers is maximized so that farmers' knowledge and abilities increase and they can work well	5.565
3	Farmers must have sufficient and adequate transportation of fresh fruit bunches	4.136
4	Collaborating with palm oil mills to accommodate farmers' plantation products	4.078

Discussion

Referring to the results of the SWOT analysis data processing, it can be ascertained that the strategy that has been implemented in North Sumatra is in progressive status, that is, it has made good progress and must be further improved. The meaning is to take advantage of existing strengths and opportunities in order to increase farmers' income.

Previous researchers had distributed SWOT analysis questionnaires which were then processed based on the list of questionnaires from 5 respondents which was explained in the previous chapter. So, next, the researcher first explains the extent of the internal and external environmental conditions of the transformation of oil palm plantations so far in detail, both in terms of strengths, weaknesses, opportunities and threats that are currently occurring. Each item submitted is seen from the results of the SWOT analysis weights which have been sorted in the previous sub-chapter regarding weights and ratings. The following explains in detail the current internal and external circumstances as reinforcement for making progressive decisions.

The most important strength for farmers is that where farmers have experience as farmers, the role of agricultural instructors and local government is left to provide knowledge, education and input to farmers on how to plant oil palm properly and correctly. This was followed by farmers being able to absorb the unemployment rate by providing jobs to the community to help oil palm farmers.

Farmers' lack of knowledge in oil palm gardening because farmers just join in with oil palm gardening. This is also followed by farmers' lack of understanding regarding good and correct financial management as well as farmers' knowledge of bank interest and lending money to renters which is not permitted in Islam.

The most supportive opportunity is the strategic location of the factory where there are many palm oil factories around the sub-district and the fertile land can be used by farmers to intercrop crops, followed by other opportunities, namely the stable selling price of fresh fruit bunches depending on the type of plant. others as well as the role of agricultural instructors who are good and active in carrying out agricultural extension.

The threat that we need to be most aware of is the lack of palm oil conservation. After that, the threat that must also be watched out for is road access which is difficult to pass because there are still many dirt roads. Furthermore, there is uneven rainfall and the difficulty of getting superior oil palm seeds and fertilizer which is often scarce.

The urgency of the treatment above has been explained based on the views of the respondents supported by existing theory. The urgency of handling may or may not be a reference because every opinion that has been collected may not necessarily be able to handle existing problems in accordance with strategies that can increase farmers' income. So, in the last sub-chapter the researcher will explain the truly appropriate strategies that must be carried out by farmers to increase farmers' income.

To find the top priority strategy requires further data processing using the QSPM method. After processing it by presenting 4 priority strategies, namely farmers' knowledge can be used to intercrop crops within a certain period of time, the role of agricultural instructors is maximized so that farmers' knowledge and abilities increase and can work well, farmers must have sufficient and adequate transportation of fresh fruit bunches. and collaborating with palm oil mills to accommodate farmers' plantation products.

So it can be concluded that the main priority strategy that must be implemented to increase farmers' income is that the role of agricultural instructors is maximized so that farmers' knowledge and abilities increase and can work well, meaning farmers must be more creative and not only focus on oil palm farming because the soil is fertile. must be used for other crops in order to increase farmers' income.

Furthermore, what strategies are carried out by farmers must be seen from the perspective of *maqashid sharia*, namely

1. Maintaining Religion (*hifz al-din*)

Maintaining religion is the highest *daruriyah*. According to Syatibi, maintaining religion can be done by implementing what is stated as the basis of religion, namely the pillars of faith and Islam. As a Muslim, these two pillars should be understood as an obligation and are pillars and foundations of religion that can be used as a basis for the life process of Muslim people. Our submission and obedience to religion and its sharia is the goal of maintaining religion, which contains the values of faith, monotheism and other aspects that are stipulated in the sharia. Education or input and understanding is needed for farmers so that farmers can better protect their religion.

2. Guarding the Soul (*hifz al-nafs*)

Human life activities must be protected from things that can endanger life, whether done by themselves or by others. The threat of punishment for people who endanger the safety of other people's lives is also contained in Islamic law. Human mental health is an important aspect that needs to be considered to protect the soul. Human activities of a worldly or hereafter nature, such as carrying out mandatory orders and the sunnah of Islam, will be optimally carried out if humans are able to maintain the quality of mental health. According to Syatibi, the importance of human livelihoods in protecting the soul is something that needs to be considered. In this case, oil palm farmers also still use an instant method to hunt down oil palm plant pests, namely using a stun tool to eradicate the pests. Of course, using this stun tool can be dangerous for oil palm farmers. The use of stun pigs cannot be said to be a good effort because it involves life safety. Where life safety is part of the *maqashid shari'ah* which must be maintained by oil palm farmers to achieve life benefits.

3. Maintaining Intellect (*hifz al-'aql*)

The existence of reason is the greatest gift from Allah SWT. for humans. Reason is the difference between humans and other creatures. Through reason, humans will have the urge to become good humans. Civilization and a good future can be achieved as best as possible by utilizing reason. On the other hand, if reason cannot be controlled properly it will have a negative impact on oneself, the environment and the nation. In this case, there are already oil palm farmers who have done this where there are farmers who have completed their first level, the same thing is also done by other farmers where the descendants of the farmers have already completed their first level. Other activities carried out by farmers to maintain their wits include keeping themselves busy through farming activities and opening a motorbike repair business which is run by farmers. This is an activity that can directly benefit the farmer's economy as well as a way for farmers to maintain family harmony. The intellectual development of farmers has been carried out by several farmers, this means that in terms of maintaining their minds the farmers have done this.

4. Protecting the Offspring (*hifz al-nasl*)

In Syatibi's al-muwafaqat, the protection of descendants and property is part of the muamalah aspect (*habl min al-nas*). The importance of looking after offspring has been regulated in Islam, starting from the procedures for choosing a life partner, how to educate children, to procedures for dividing inheritance. The existence of Islamic rules for marriage and forbidding adultery is intended to preserve offspring. The quality of offspring depends on the family's management of their child's future. This management includes planning to instill strong spiritual, physical and mental values through family education or formal education. Families are obliged to ensure the welfare and empowerment of their children's future. The seriousness of oil palm farmers in looking after their offspring is also manifested in the form of supervision. It is important to pay attention to children's education, but what is no less important is providing supervision over them. This supervision takes the form of strong advice to stay away from adultery, drugs, gambling and alcohol. Uncontrolled children's control over this advice, corn farmers do not hesitate to punish their children.

5. Afeguarding Assets (*hifz al-mal*)

Everything useful that humans have with a certain value is a treasure. Wealth is a trust of Allah SWT. How to obtain and manage it will be accounted for. In the process of seeking wealth, Islam emphasizes that the methods used to obtain it must be based on sharia, namely by working and/or the inheritance system, and avoiding methods that are prohibited by Islam. There are still farmers who use interest-bearing funds which they actually need to do this to start their plantation business because it requires large capital, but the perspective is wrong regarding the size of usury, usury is still usury even if it is small and it is still forbidden in Islam.

CONCLUSION

The role of agricultural instructors is maximized so that farmers' knowledge and abilities increase and can work well, meaning farmers must be more creative and not only focus on oil palm farming because fertile land must be utilized for other crops in order to increase farmers' income and farmers must continue to implement Sharia principles are guarding religion, guarding the soul, guarding the mind, guarding birth and guarding property.

REFERENSI

- Al-Qaradhawi, S. D. Y., & Alkautsar, P. (2017). *Fiqh Maqashid Syariah: Islamic Moderation Between Textual and Liberal Schools*. References Al-Kautsar. <https://books.google.co.id/books?id=HahcDwAAQBAJ>
- Annisa, N., & Harahap, I. (2023). Analysis of Green Economic Development on an Agricultural Basis with the Implementation of Maqashid Syariah in North Sumatra. *Al-Kharaj: Journal of Sharia Economics, Finance & Business*, 5(5), 2535–2543. <https://doi.org/10.47467/alkharaj.v5i5.3505>
- Arifin. (2015). *Introduction to Agricultural Economics*. Bandung: Mujahid Press. https://books.google.com/books?hl=en&lr=&id=RQ_mXpuCl9oC&oi=fnd&pg=PA49&dq=pertanian&ots=nqoeNfb51V&sig=D0hXjI5s1qSDouQFAmcUx4Drr4Y
- Arikunto, S. (1998). *Research procedure : A Practice Approach*. Jakarta: Rineka Cipta.
- Astri, N., & Sukohar, A. (2019). Effect of Pineapple Extract (*Ananas Comosus*(L) Merr) as an antihelminthic. *Journal Agromedicine*, 6(1), 173–179.
- Astuti, A. W. W., Fakhruddin, & Sutarto, J. (2012). The Role of Housewives in Improving Family Welfare (A Study of Fulfilling Children's Educational Needs for 5 Guava Traders in Bejen Village, Bejen District, Temanggung Regency). *Empowerment of*

- Street Children (Descriptive Research on the Dream House NGO in Kalasan Sleman)*, 1(1), 41–49.
- Auda, J. (2015). *Grounding Islamic Law Through Maqasid Sharia*. Bandung: Al Mizan.
- Bakri, A. J. (1996). *The concept of maqashid shari'ah according to Al-Syatibi*. Jakarta: PT. Raja Grafindo Persada.
- Boediono. (2012). *Introduction to Economics*. Jakarta: Erlangga.
- Boone, L. E., & Kurtz, D. I. (2007). *Introduction to Contemporary Business 1 (ed. 11)*. Publisher Salemba. <https://books.google.co.id/books?id=atmwtFiCiHwC>
- BPS. (2021). *Indonesian Palm Oil Statistics 2021*. <https://www.bps.go.id/id/publication/2022/11/30/254ee6bd32104c00437a4a61/statistik-kelapa-sawit-indonesia-2021.html>
- BPS. (2021). *Indonesian Rubber Statistics 2021*. <https://www.bps.go.id/id/publication/2022/11/30/d5b4f514cb426ec27abeebd0/statistik-karet-indonesia-2021.html>
- Chan, Y., Chong, M.-F., & Law, C. (2013). Optimization Of Palm Oil Mill Effluent Treatment In An Integrated Anaerobic-Aerobic Bioreactor. *Sustainable Environment Research*, 23, 153–170.
- Chapra, M. U. (2001). *The Future of Economics: An Islamic Review*. Gema Insani Press. <https://books.google.co.id/books?id=W9Ma9LAG91EC>
- Chen, B., & Lin, C. (2007). *Cost Management 1 Edition 3 Translation*. Jakarta: Salemba Empat.
- Creswell, J. W., & Fawaid, A. (2014). *Research Design: Qualitative, Quantitative and Mixed Approaches Edition 3*. Yogyakarta: Pustaka Pelajar.
- Dahlan, A. R. (2010). *Ushul Fiqh*. Jakarta: Amzah.
- David, F. R. (2015). *Personal Swot Analysis*. Jakarta: Gramedia Utama.
- David, M. E., David, F. R., & David, F. R. (2017). The Quantitative Strategic Planning Matrix: A New Marketing Tool. *Journal of Strategic Marketing*, 25(4), 342–352. <https://doi.org/10.1080/0965254X.2016.1148763>
- Elondri, & Gustika, R. (2013). Segmentation, Targeting and Positioning Analysis in Increasing Sales of Pioneer Brand Corn Seeds. In *e-Jurnal Apresiasi Ekonomi* (Vol. 1, Issue 2, pp. 110–118).
- Embisa, Y. A., Tendean, L., & Zuliari, K. (2016). The effect of consuming pineapple (*Ananas comosus* L. Merr) on reducing plaque index in children aged 10-12 years at SD Inpres 4/82 Pandu. *E-GIGI*, 4(2). <https://doi.org/10.35790/eg.4.2.2016.13769>
- Erianto, R. (2022). *Analysis of the Impact of Commodity Switching from Pineapple Plants to Palm Oil Plants on the Environment and Farmers' Welfare (Case Study in Labuhan Bilik Village, Central Panai District, Labuhan Batu Regency)*. 2(1), 498–517.
- Evizal, R. (2014). *Basics of Plantation Production*. Yogyakarta: Graha Ilmu.
- Fauzia, I. Y. (2014). *Basic Principles of Islamic Economics from Maqashid Al-Syariah Perspective*. Kencana. <https://books.google.co.id/books?id=Vju2DwAAQBAJ>
- Febrianti, O. V., & K, M. S. (2014). Proposed Alternative Strategy of PT. X Using Quantitative Strategic Planning Matrix (QSPM). *Graduate Unpar, Vol. 1, No(1)*, 1–12. <http://infopijar.wordpress.com/>
- Gall, J. P., & Borg, W. R. (2007). *Educational Research: An Introduction, 8th Edition*. Pearson.
- Griffin, R. W. (2004). *Management, 7th edition, volume 1*. Erlangga. https://books.google.co.id/books?id=F_cZM9PXm3UC
- Gunawan, I. (2013). *Qualitative Research Methods: Theory and Practice*. Bumi Aksara. <https://books.google.co.id/books?id=AqSAEAAAQBAJ>
- Hidayat, P. (2008). Technology for Utilizing Pineapple Leaf Fiber as an Alternative Textile Raw Material. *Teknoin*, 13(2), 31–35. <https://doi.org/10.20885/teknoin.vol13.iss2.art7>

- Hunger, D. J., & Wheelen, T. L. (2003). *Strategic Management*. Yogyakarta: Andi
- Ikatan Akuntansi Indonesia. (1994). *Financial Accounting Standards*. Jakarta: Salemba Empat.
- Inayati, T., Evianah, & Prasetya, H. (2018). Strategy Formulation Using SWOT Analysis in Micro, Small and Medium Enterprises (Case Study of MSMEs for Shoe Products in Mojokerto, East Java). *Seminar Nasional Manajemen Dan Bisnis Ke-3*, 217–231.
- Indriani, E. A. E. (2007). *Economics and Accounting: Building Economic Competence*. Bandung: PT Grafindo Media Pratama. <https://books.google.co.id/books?id=gtjJEuA4CDcC>
- Janitra, I. M. D. P., & Pramudana, K. A. S. (2016). The Influence of Demographic Variables in Perception of Product Quality on Purchase Decisions for Philips LED Green Products in Denpasar City. *E-Jurnal Manajemen UNUD*, 5(8), 5013–5040.
- Jauch, L. R., & Glueck, W. F. (1999). *Strategic Management and Company Policy*. Jakarta: Erlangga.
- Jevtić, M., Demirović, R., & Marinković, S. (2016). Evaluation And Selection Of Technology Strategies Using Quantitative Strategic Planning Matrix. *Technology and Innovation Management*, 1428–1435.
- Jiuhardi, Wijaya, A., & Nurjanana. (2023). *Plantation business and development of palm oil production in Busang sub-district, East Kutai Regency*. *Journal of Economics, Management and Accounting*, 25(1), 106–115.
- Karim, A. (2011). *Islamic Microeconomics: Third Edition*. Jakarta: Raja Grafindo Persada.
- Kasali, R. (2007). *Targeting the Indonesian Market: Segmentation, Targeting, and Positioning*. Gramedia Pustaka Utama. https://books.google.co.id/books?id=3UJ4c_dskHEC
- Kotler, P., & Amstrong, G. (2008). *Marketing Principles Vol 1*. Jakarta: Erlangga.
- Kuncoro, M. (2006). *Strategy on How to Achieve Competitive Advantage*. Jakarta: Erlangga.
- Moleong, L. J., & Surjaman, T. (2011). *Qualitative Research Methodology*. Bandung: Remadja Karya. <https://books.google.co.id/books?id=YXsknQEACAAJ>
- Mulyadi. (2001). *Balanced Scorecard : Contemporary Management Tools for Multipliers of Corporate Financial Performance*. Jakarta: Salemba Empat.
- Munadi, F. A. (2013). Marketing Strategy Analysis to Increase Motor Vehicle Sales at CV Turangga Mas Motor. *Journal of Economics*, 1–14.
- Nasution, M. E. (2010). *Exclusive Introduction: Islamic Economics*. Bandung: Kencana.
- Nurmala, T., Suyono, A. D., Natasasmita, S., & Simarmata, T. (2011). *Introduction to Agricultural Science*. Yogyakarta: Graha Ilmu.
- Osita, I., Onyebuchi, I., & Nzekwe, J. (2014). Organization's Stability And Productivity: The Role Of SWOT Analysis An Acronym For Strength, Weakness, Opportunities And Threat. *International Journal of Innovative and Applied Research*, 2((9): 23-32), 1–12. <http://www.journalijiar.com>
- Pakpahan, C. C. (2022). Positive Impact of Pineapple Farming on Tourist Destinations. *Journal of Agricultural Sociology and Agribusiness*, 5(1), 33–43.
- Prathama, R., & Manurung, M. (2010). *Introduction to Economics (Microeconomics & Macroeconomics)*. Lembaga Penerbit FEUI.
- Purwandari, S. (2015). *Quantitative Strategic Planning Matrix (QSPM) Analysis as a Foundation for Determining Marketing Strategy at Citra Medika Sukoharjo Vocational School*. 1, 1–9. <https://www.toolshero.com/strategy/quantitative-strategic-planning-matrix/>
- Putra, D. S., & Putra, A. (2014). Analysis of Palm Oil Liquid Waste Pollution Based on Metal Content, Conductivity, TDS and TSS. *Jurnal Fisika Unand*, 3(2), 96–101.

- Putri, N. E., Astuti, R., & Putri, S. A. (2014). Restaurant Development Strategy Planning Using SWOT Analysis and QSPM (Quantitative Strategic Planning Matrix) Method (Case Study of Big Burger Malang Restaurant). *Jurnal Industria*, 3(2).
- Rahmani, A. (2019). Water Management in the Food Industry. *Journal of Chemical Engineering*, December, 1–13.
- Rahmani, N. A. B. (2016). *Economic Research Methodology*. Medan: FEBI UIN-SU Press.
- Rahmat, D., Ratih L., D., Nurhidayati, L., & Bathini, M. A. (2016). Increased Antimicrobial Activity of Pineapple Extract (*Ananas comosus* (L.). Merr) with the Formation of Nanoparticles. *Journal of Science and Health*, 1(5), 236–244. <https://doi.org/10.25026/jsk.v1i5.45>
- Rangkuti, F. (2002). *Creating Effective Marketing Plan : Techniques for Creating Marketing Plans Based on Customer Values and Case Analysis*. Jakarta: Gramedia Pustaka Utama. <https://books.google.co.id/books?id=goOQit6XzZwC>
- Rangkuti, F. (2005). *Swot Analysis Techniques for Dissecting Business Cases*. Jakarta: Gramedia Pustaka Utama. <https://books.google.co.id/books?id=UHV8Z2SE57EC>
- Rohmad, & Supriyanto. (2016). *Introduction to Statistics: A Practical Guide for Teachers and Students*. Yogyakarta: Kalmedia.
- S, M. D. A. (2018). Use of Pineapple Leaves as Raw Material for Making Colored Art Paper. *TANRA: Journal of Visual Communication Design, Faculty of Arts and Design, Makassar State University*, 5(1), 13. <https://doi.org/10.26858/tanra.v5i1.5792>
- Samuelson. (2004). *Macroeconomics* (Edisi Ketujuh). Surabaya: PT Media Edukasi.
- Sangadji, E. M., & Sopiah. (2010). *Research Methodology Practical Approach to Research*. Yogyakarta: Andi Offset.
- Saraswati, M., & Widaningsih, I. (2008). *Be Smart Ilmu Pengetahuan Sosial*. Bandung: PT Grafindo Media Pratama. <https://books.google.co.id/books?id=kLkptrb-LQOC>
- Sarsby, A. (2016). *SWOT Analysis*. Spectaris Limited. <https://books.google.co.id/books?id=Yrp3DQAAQBAJ>
- Soeratno. (2007). *Economic Theory and Its Application*. Jakarta: PT Gramedia.
- Sugiyono. (2015). *Statistics for Research*. Bandung: Alfabeta.
- Sulila, I. (2015). *Implementation of Public Service Dimensions in the Context of Regional Autonomy*. Yogyakarta: Deepublish.
- Suwiknyo, D. (2009). *Complete Dictionary of Islamic Economics*. Yogyakarta: Total Media.
- Syahatah, H. (2001). *Principles of Islamic Accounting Thoughts*. Jakarta: Akbar Media Eka Sarana.
- Tanzeh, A. (2009). *Introduction to Research Methodology*. Jakarta: Teras.
- Taufiqurokhman, T. (2016). *Strategic Management (Issue August)*. Faculty of Social Science and Political Science.
- Umar, H. (2001). *Strategic Management in Action*. Jakarta: Gramedia Pustaka Utama. <https://books.google.co.id/books?id=i1jGIZWnAgwC>
- Widarti, D. M. R., Nazaruddin, M., & Anizar. (2013). Increasing Production Cost Efficiency Using the Activity Based Management Method at Pt. Xyz. *USU FT Industrial Engineering Journal*, 4(1), 1–5.
- Yusanto, M. I. (2009). *Introduction to Islamic Economics*. Jakarta: Rajawali Press.
- Zulkarnaen, H. O., & Sutopo. (2013). Analysis of Marketing Strategy in Snack Food SMEs (Research Study of Barokah Snack SMEs in Solo). *Semarang , Universitas Diponogoro*, 2, 2013.