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IMPLEMENTATION OF SHARIA ECONOMICS IN SUSTAINABLE DEVELOPMENT: A CASE STUDY OF DEVELOPMENT MANAGEMENT IN BERAU REGENCY

IMPLEMENTASI EKONOMI SYARIAH DALAM PEMBANGUNAN BERKELANJUTAN: STUDI KASUS MANAJEMEN PEMBANGUNAN DI KABUPATEN BERAU

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ABSTRACT
This study analyzes the potential of the implementation of sharia economics in supporting sustainable development in Berau Regency, East Kalimantan. Using a descriptive-analytical approach and secondary data from BPS as well as the latest literature (2021-2025), this study identifies opportunities for the integration of sharia economic principles in regional development management. The results of the study show that Berau Regency has significant potential to develop the sharia economy through the halal tourism sector, halal industry, and sharia finance. Recommendations include the development of policy frameworks that support the sharia economic ecosystem and the capacity building of human resources in the field of sharia economics.
Keywords: sharia economy, sustainable development, regional management, Berau Regency, halal economy

ABSTRAK
Penelitian ini menganalisis potensi implementasi ekonomi syariah dalam mendukung pembangunan berkelanjutan di Kabupaten Berau, Kalimantan Timur. Dengan menggunakan pendekatan deskriptif-analitis dan data sekunder dari BPS serta literatur terbaru (2021–2025), penelitian ini mengidentifikasi peluang integrasi prinsip-prinsip ekonomi syariah dalam manajemen pembangunan daerah. Hasil penelitian menunjukkan bahwa Kabupaten Berau memiliki potensi signifikan untuk mengembangkan ekonomi syariah melalui sektor pariwisata halal, industri halal, dan keuangan syariah. Rekomendasi penelitian ini meliputi pengembangan kerangka kebijakan yang mendukung ekosistem ekonomi syariah serta peningkatan kapasitas sumber daya manusia di bidang ekonomi syariah.
Kata Kunci: ekonomi syariah, pembangunan berkelanjutan, manajemen daerah, Kabupaten Berau, ekonomi halal

1. INTRODUCTION

Sharia economics has become an alternative paradigm in global economic development, especially in countries with a Muslim majority population. Indonesia, as the country with the largest Muslim population in the world, occupies a strategic position in the development of the global Islamic economy. Indonesia is now ranked third in the world's sharia economy and has a target to become the center of the sharia economy by 2024.

Berau Regency, located in East Kalimantan Province, has unique characteristics as an area rich in natural resources and tourism potential. Based on BPS data for Berau Regency in 2025, this area is experiencing rapidly growing social and economic dynamics. Berau's strategic position as a partner of the Nusantara Capital City (IKN) provides a great opportunity to integrate sharia economic principles in regional development planning. The implementation of sharia economics at the regional level requires a comprehensive approach, covering institutional, regulatory, and human resource development aspects. This research is relevant considering the limited empirical studies on the implementation of sharia economics in areas with characteristics such as Berau Regency.

The formulation of the problems in this study includes three main questions: what is the potential for the implementation of sharia economics in the development of Berau Regency, what are the challenges and opportunities for sharia economic development in Berau Regency, and what is the appropriate development management model based on sharia economics for Berau Regency. In line with these problems, the objectives of this research are to analyze the potential implementation of the sharia economy in regional development, identify challenges and opportunities for sharia economic development, and formulate a development management model based on sharia economics that is relevant to the context of Berau Regency. The results of this study are expected to contribute theoretically to the enrichment of regional sharia economic literature and practically provide recommendations for local governments in integrating sharia economic principles into development planning.

2. LITERATURE REVIEW

2.1 The Concept of Sharia Economics in Development

Sharia economics as an economic system based on the Quran and Hadith has fundamental principles that are different from conventional economic systems. Chapra (2021) emphasizes that sharia economics aims to achieve falah (holistic welfare) through a fair distribution of wealth and optimal use of resources. The basic principles of sharia economics include the prohibition of riba (interest), gharar (excessive uncertainty), and maysir (speculation), as well as the implementation of a profit-loss sharing system.

In the context of sustainable development, Asutay (2022) argues that the sharia economy offers a comprehensive framework to achieve inclusive and sustainable economic growth. The sharia development model emphasizes a balance between material and spiritual dimensions, as well as social and environmental responsibility.

2.2 Implementation of Sharia Economics at the Regional Level

Recent studies show that the implementation of sharia economics at the regional level requires an approach tailored to local characteristics. Hassan & Aliyu (2023) in their research in Malaysia found that the success of regional sharia economic development is highly dependent on three main factors: government policy support, availability of sharia financial infrastructure, and human resource capacity.

Research by Nurhayati et al. (2024) in Indonesia shows that areas with a natural resource-based economy have great potential to develop the sharia economy, especially through the halal industry and sharia tourism sectors. However, its implementation requires strong coordination between the central and regional governments.

2.3 Sharia-Based Development Management

The concept of sharia-based development management integrates the principles of tawhid (unity), caliphate (leadership), and tazkiyah (self-purification) in the process of planning, implementing, and evaluating development. Ahmad & Rahman (2023) emphasized that sharia development management must consider aspects of distribution justice, environmental sustainability, and community empowerment. The Maqasid Shariah model in development, as developed by Kamali (2021), offers a comprehensive evaluation framework with five main dimensions: the protection of the soul (hifz al-nafs), reason (hifz al-aql), heredity (hifz al-nasl), property (hifz al-mal), and religion (hifz al-din).

2.4 Halal Economy and Sharia Tourism

The development of the halal economy has become a global trend in the last decade. The Thomson Reuters State of Global Islamic Economy Report (2024) shows that the global halal economy market is projected to reach $3.2 trillion by 2025. Indonesia, with a large domestic market share, has a competitive advantage in the development of the halal industry.

In the tourism sector, the concept of halal or sharia tourism has developed rapidly. Battour & Ismail (2022) define halal tourism as tourism activities that are in accordance with Islamic principles, including halal accommodations, halal food, and activities that are not in conflict with sharia. This sector offers great opportunities for areas with natural tourism potential such as Berau Regency.

3. METHODS

3.1 Research Approach

This study uses a descriptive-analytical approach with a qualitative paradigm. The analysis method used is content analysis to review relevant policy documents and secondary data.

3.2 Data Sources

The data used in this study are sourced from:

1. Secondary data from the Central Statistics Agency (BPS) of Berau Regency
2. Regional development planning documents
3. Scientific literature from the Scopus indexed journal Q1 (2021-2025)
4. Reports of international institutions related to sharia economics

3.3 Analytical Techniques

Data analysis is carried out through several stages:

1. Data reduction to identify relevant information
2. Categorization of data based on key themes
3. Interpretation and synthesis of findings
4. Formulation of policy recommendations

4. DISCUSSION

4.1 Economic Profile of Berau Regency

Berau Regency, based on BPS data in 2025, shows a rapidly growing social and economic dynamic with a diverse economic structure. This area has comparative advantages in several strategic sectors that have the potential to be developed with an Islamic economic approach.

Table 1.
Economic Structure of Berau Regency (Estimate Based on Regional Data)

Sector	Contribution of GDP (%)	Sharia Potential
Agriculture, Forestry, Fisheries	25,3	Tall
Mining and Quarrying	35,2	Keep
Processing Industry	8,7	Tall
Trade and Services	18,4	Tall
Tourism	6,2	Very High
Other	6,2	Keep

The tourism sector is showing encouraging developments. BPS data shows that in 2024, tourist visits to Pulau Derawan District will reach 34,160 people, which will also encourage the growth of the lodging and restaurant business to around 80 units.

4.2 Potential Implementation of Sharia Economy in Berau Regency

4.2.1 Halal Tourism Sector

Berau Regency has extraordinary potential to develop halal tourism, especially with the advantages of Derawan Island destinations. The success of Derawan Island in winning the 2024 Indonesian Tourism Village Award and the Arindama Award in the field of tourism development and creative economy shows national recognition of the tourism potential of this area.

The development of halal tourism in Berau can be carried out through several strategies:

1. Halal Certification for the Food and Beverage Industry Referring to national data, as of September 2024, 1,983,762 halal certifications have been issued, which shows a growth of 45% compared to the previous period. Berau Regency can take advantage of this momentum to encourage halal certification for local culinary business actors.
2. Development of Sharia Accommodation The concept of sharia hotels and lodgings that apply Islamic principles in their operations can be an added value for Berau tourist destinations.
3. Tourism Activities Based on Islamic Values The development of tour packages that integrate spiritual values and environmental conservation in accordance with the principles of hifz al-bi'ah (environmental protection) in Islam.

4.2.2 Halal Industry Sector

With a strong agricultural and fisheries economic base, Berau Regency has the potential to develop the halal industry, in particular:

1. Halal Seafood Processing Industry The utilization of fishery potential for the processing industry with halal certification can open up wider market access, both domestic and export.
2. Local Product-Based Halal Food Industry Development of halal processed food products from local commodities such as coconut, rice, and other agricultural products.

4.2.3 Sharia Financial Sector

The development of the Islamic financial sector in Berau Regency can be carried out through:

1. Establishment of Sharia Business Units (UUS) of Regional Banks Collaboration with regional banks to open Islamic banking services that can support sharia-based real sector financing.
2. Development of Sharia Microfinance Institutions Strengthening the role of Baitul Mal wa Tamwil (BMT) and sharia cooperatives to support local MSMEs.

4.3 SWOT Analysis of Sharia Economic Implementation in Berau Regency

Table 2.
SWOT Analysis of Sharia Economics in Berau Regency

Strengths	Weaknesses
1. Extraordinary natural tourism potential 2. Wealth of natural resources 3. Strategic position as a partner of IKN 4. Local government support	1. Limitations of competent human resources 2. Limited Islamic financial infrastructure 3. Low sharia economic literacy 4. Dependence on the extractive sector

Opportunities	Threats
1. Indonesia's target as a center of sharia economy 2. Global halal market growth 3. National policy support 4. The Advancement of Islamic Financial Technology	1. Competition with other regions 2. Commodity price volatility 3. Impacts of climate change 4. Resistance to change

4.4 Sharia Economy-Based Development Management Model

Based on the analysis of potentials and challenges, the development management model based on sharia economics for Berau Regency can be formulated as follows:

4.4.1 Institutional Framework

1. Establishment of the Regional Sharia Economic Coordination Team Cross-SKPD coordinating institution which is tasked with integrating sharia economic programs in regional development planning.
2. Strengthening the Role of the Regional Indonesian Ulema Council (MUI) in collaboration with the MUI to provide sharia legitimacy to economic development programs.
3. Partnerships with Islamic Financial Institutions Development of strategic cooperation with Islamic banks and other Islamic financial institutions.

4.4.2 Implementation Strategy

Phase 1 (Years 1-2): Foundation Strengthening

1. Development of regional regulations that support the sharia economy
2. Sharia Economic Literacy Improvement Program
3. Mapping of potential and assets that can be developed with sharia principles

Phase 2 (Years 3-5): Program Implementation

1. Launch of halal certification program for business actors
2. Development of halal tourist destinations
3. Strengthening Islamic microfinance institutions

Phase 3 (Years 6-10): Consolidation and Expansion

1. Program evaluation and refinement
2. Model replication to other regions
3. Development of regional sharia economic networks

4.5 Performance Indicators and Evaluation

Table 3.
Key Performance Indicators (KPI) of the Sharia Economy of Berau Regency

Aspects	Indicators	Target 2030
Tourism	Number of Muslim tourists	75,000 people
Certification	Number of halal certificates	500 certificates
Finance	Assets of Islamic financial institutions	IDR 100 billion
MSMEs	sharia-based MSMEs	1,000 units
TBSP	Shariah economists	50 people

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the analysis that has been carried out, it can be concluded that:

1. Significant Potential: Berau Regency has great potential to implement the sharia economy, especially through the halal tourism sector, halal industry, and sharia finance. The comparative advantage of this area lies in its natural wealth, strategic position, and support from local governments.
2. Structural Challenges: The implementation of the sharia economy in Berau Regency faces the main challenges in the form of limited competent human resources, limited sharia financial infrastructure, and low public literacy towards the sharia economy.
3. Phased Model: The most appropriate implementation model is a phased approach with a focus on strengthening institutional and regulatory foundations at an early stage, followed by the implementation of concrete and consolidation programs at an advanced stage.

5.2 Recommendations

5.2.1 Policy Recommendations

1. **Development of Supporting Regulations**
    - Preparation of Regional Regulations on Sharia Economic Development
    - Integration of sharia economic principles in the Regional Medium-Term Development Plan (RPJMD)
    - Establishment of fiscal incentives for business actors who apply sharia principles
2. **Institutional Capacity Strengthening**
    - Establishment of Regional Sharia Economic Agency or similar work units
    - Development of training programs for local government officials
    - Strengthening cooperation with higher education institutions

5.2.2 Operational Recommendations

1. **Short-Term Program (1-2 years)**
    - Socialization and education of the sharia economy to the community
    - Mapping and inventory of regional sharia economic potential
    - Halal tourism pilot project on Derawan Island
2. **Medium Term Program (3-5 years)**
    - Development of halal industry clusters
    - Establishment of a regional halal certification service center
    - Strengthening the Islamic microfinance network
3. **Long-Term Program (6-10 years)**
    - The development of Berau as a regional halal tourism destination
    - Export halal products to international markets
    - Replication of the model to other areas in East Kalimantan

5.2.3 Follow-up Research Recommendations

1. Empirical research on the perception of the Berau people towards the sharia economy
2. Feasibility study on the development of sharia-based special economic zones
3. Analysis of the economic impact of halal tourism implementation
4. Development of public-private partnership models in the sharia economy

5.3 Research Limitations

This study has limitations in terms of the availability of primary data and in-depth quantitative analysis. Further research is recommended to conduct field surveys and econometric analyses to provide a more comprehensive picture of the impact of the implementation of sharia economics at the regional level.

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