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# SAIZU INTERNATIONAL CONFERENCE ON TRANSDISCIPLINARY RELIGIOUS STUDIES (SAIZU ICON-TREES)

ISSN 2964-5859, Volume 1, 2021, Pages 35-41

DOI: <https://doi.org/10.24090/icontrees.2021.7>

## Proceeding of 1<sup>st</sup> Internasional Conference on Empowering Scientific Religious Studies in Post Pandemic Era

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### Empowerment of The Halal Industry Through A Mosque-Based Ummah Business Market (UBM) Application During Post Covid-19

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**Abstract:** The mosque is place of religious moderation as well as a place for economic and social development. Mosques can function as places of worship, philanthropy, and economic empowerment. Especially when the Covid-19 pandemic conditions require advice to strengthen faith, increase the profits of traders, and increase the distribution of income and consumption of the rich from those that are sufficient in a weak economic condition. The purpose of this study is to identify the optimization of the use of technology in the Ummah Business Market (UBM) which involves the mosque as the center of the economy and philanthropy, so that poverty can be overcome, provide decent jobs, and build sustainable industrialization. This is in line with the SDG values 1, 8, and 9 on poverty alleviation, provision of decent jobs, and strong industrialization development. This study uses an explanatory qualitative approach. Review the solution process for the community to shop online while giving alms and participating in mosque activities. In addition, a review of mosque solutions as a center for the economy and philanthropy until business people in increasing profits. The data used is primary data by in-depth interviews with application makers, mosque administrators, businessman, and continued with source triangulation, focus group discussions that discuss COVID-19 in many perspectives accompanied by opinions from 3 academics and 4 fiqh experts. The results of this study indicate that the potential use of Ummah Business Market (UBM) application technology involving mosques is a solution in fostering religious moderation, helping to distribute ZISWAF funds, and increasing business profits. Thus, mosques are suitable media for da'wah, solving humanitarian problems, eradicating poverty, creating jobs, until increasing the micro-economic sector and MSMEs.

**Keywords:** *economy; industry; religious moderation; technology*

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#### A. INTRODUCTION

The growth of Covid-19 cases in Indonesia has experienced a very fluctuating movement, including the Covid-19 case that occurred in Surabaya.

Surabaya is the largest city that contributes the most Covid-19 cases. Many MSMEs in Surabaya have suffered substantial losses, including traditional market traders, caterers or food stall



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owners, and suppliers or suppliers. One of the traditional markets in Surabaya that has suffered a large loss is the Kendangsari market, where there are 125 traditional market traders who make a small profit. Suppliers or suppliers in some rural areas such as Nganjuk also get a small turnover. In addition, the profits obtained by the owners of food stalls or catering located in the Kendangsari Village, Surabaya and Cibitung Village, Bekasi get small sales results.

In addition, this Covid-19 caused the operation and liquidity of the mosque or prayer room to decrease. Mosques or prayer rooms that have products have experienced a very drastic decline in sales so that mosques or prayer rooms do not get big profits. In addition, the activities of the mosque or prayer room are hampered, so that the atmosphere of the mosque or prayer room becomes quiet. One of them is Darussalam Mosque, Kendangsari. The mosque is a place that can gather all activities ranging from business activities to social activities (Andayani, Indah, Maria Veronika Roesminingsih 2008). The mosque is not only a place of da'wah, but can be used as a center for economic and social activities.

In accordance with the previous review regarding the problems faced by mosques and SMEs. This is also what will be observed and studied in an application startup in Surabaya which has the name Ummah Business Market (UBM) application platform. The application specializes in optimizing the independence of mosques and MSMEs by positioning the mosque as the center of all business and social activities. The application design has menu features that are directed at the fields of economic empowerment, independent economy, creative economy, and social. Ummah Business Market (UBM) focuses on empowering mosques and MSMEs. This

study not only determines the subject matter contained in the editorial of the research title, but also aims to produce a strategic model flow that is specifically related to optimizing the use of technology used by Ummah Business Market (UBM).

### **1. Mobile Phone App**

A mobile application or often referred to as a mobile apps is an application of a software that in its operation can run on mobile devices such as smartphones, tablets, iPods, and others that have a standalone software operating system (Sihite, Samopa, and Sani 2013). Applications can be interpreted as a computer system that designs or implements a program that will be used by someone. Meanwhile, mobile can be interpreted as moving from one place to another easily and quickly. In science, mobile technology is referred to as a telephone or telephone terminal that transfers information or data from one place to another without breaking communication. Meanwhile, a mobile phone application is an application that is installed on a telephone or cellphone that is used by someone to make it easier to get information in various forms by cutting time and making activities more effective. The application is accessed through wireless devices, such as cellular phones, mobile phones, and computers. The characteristics of mobile phone devices include small size, limited memory, and limited processing power.

### **2. Community Empowerment**

The concept of community empowerment tries to escape the zero sum game trap and trade off with the starting point of the view that equity creates a broader foundation to ensure sustainable growth (Andayani, Roesminingsih, and Yulianingsih 2021). With the support of the production produced by the lower classes of society, it provides ammunition

for greater growth compared to the same investment in large-scale sectors. This growth is generated not only at a small cost but also with a small foreign exchange, meaning that it has a very large impact on developing countries that experience foreign exchange scarcity and are weak in their balance of payments position. The framework for empowering the community is divided into three aspects, namely enabling or creating an atmosphere that allows the potential of the community to develop, empowering or strengthening the potential of the community through concrete steps involving the provision of various inputs and opening in various opportunities that will make the community more empowered, as well as protecting or protecting and defending the interests of the weak community.

## **B. MATERIALS AND METHODS**

This study uses a qualitative approach. The qualitative research approach is considered appropriate because this research involves in-depth interview data mining techniques, data reduction processes, and descriptive analysis techniques (Sugiyono 2011). This research strategy is based on data needs and research substance, in this research is a case study strategy. The study was conducted at the startup of the Ummah Business Market (UBM) application which helps mosques and MSMEs to continue their activities during the Covid-19 period, at the right time and involving certain informants. In a descriptive qualitative strategy that uses descriptive and explanatory analysis techniques, namely an analysis that explains the study material obtained from data mining in the field and a study that is explained by elaborating theories and empirical findings.

## **C. RESULT AND DISCUSSION**

Technology that is increasingly developing brings a positive impact on the wider community in all fields (Wahyudi and Sukmasari 2018). The COVID-19 situation has brought about changes in people's attitudes or behavior. In the economic field, people must be able to shop without crowds and sellers must be able to market their wares without meeting face to face. Therefore, we need an innovation that makes it easier for people to shop online and make it easier for sellers to market their wares online. However, both the community and the seller still have minimal technological knowledge. So, we need a special training for the community so that they can market their merchandise online. In this case, there are residents of Kendangsari RT 03 who take action for a community empowerment program called UBM Ragers by targeting the community to have maximum technological knowledge so that they can carry out productive activities with economic value, so that they earn a lot of income and are able to give charity.

UBM Ragers is said to be a community empowerment program that persuades the community to increase economic and social activities. By involving the mosque as the center of economic and social activities, the community can develop and have great potential in the business world. The method used by UBM Ragers is socialization and classes containing MSME actors, both mosques, grocery stores, or markets and suppliers. They are given theory and practice about online business using the Ummah Business Market (UBM) application, so that they can sell their products online to all regions. UBM Ragers is expected to be able to provide digital economic and social education services for MSMEs, especially

mosques and market traders so that MSMEs can advance to class and the mosque to become a center for the social economy. Through UBM Ragers, the mosque has become a place of worship as well as a place of economy and the concept is like the first mosque founded by the Prophet and his companions (Kurniawan 2014). Mosques get broad benefits, ranging from mosque products that sell well, congregations and donors who are increasing even though they are online, to even distribution of alms or donations.

UBM is an acronym for Ummah Business Market, a mosque-based mobile phone application that empowers MSMEs. It is called Ummah Business Market because this application synergizes mosques, traditional market traders, suppliers or suppliers of fruit vegetables or cooking spices, and catering or food stall owners. The word Ummah means that the application has a positive value in the field of social economy and the community can access it as well as partner regardless of their religion. The word Business has the meaning that the application has a selling value and social value and is able to move the wheels of commerce which are interrelated between consumers, distributors, and producers, so that MSMEs can generate large profits or returns. Meanwhile, the word Market means that this application is a place that sells food and clothing needs in the form of fast food, cooking ingredients, fruit vegetables, and worship equipment. In addition, it is a place that invites people to like to donate and enliven mosque activities as well as a place that can open new jobs. The purpose of establishing the UBM application is to invite the public to shop for food and clothing needs provided by mosques, market traders, suppliers or suppliers, and catering or food stall owners. In addition, he invites the public

to enliven mosque activities and likes to donate. As well as being community land to get additional living costs.

UBM makes it easy for people who don't have time to cook, shop for kitchen needs, shop for worship needs, and donate. People just need to stay at home or in another place, UBM delivery will send the product according to what was ordered. In addition, UBM provides convenience for people who have free time to participate in mosque activities. UBM provides convenience for mosques, market traders, suppliers or suppliers, and caterers or food stall owners to improve their operations and profitability. UBM also provides opportunities for people who are in need of work to become delivery people. Although, the pilot of the UBM application is a mosque, it does not close the non-Muslim community as users or partners. Because there are catering partners or food stall owners, market traders, and suppliers or suppliers who provide non-halal products for non-Muslim communities. And automatically the UBM application system will provide a non-halal label on every product offered.

UBM has been operating since August 2019 until now and already has 130 users and has partnered with 55 deliveries, 25 market traders and there are 3 market traders who provide non-halal cooking ingredients, 5 suppliers or suppliers and there are 2 suppliers or suppliers. which provides a supply of non-halal food ingredients, 22 caterers or food stall owners and there are 3 caterers or food stall owners providing non-halal ready-to-eat food, 3 mosques, and 1 prayer room which has products for sale. Users or users can access UBM through the UBM application system link. The UBM application system link is distributed by the founder, co-founder, and partners. In this case, the UBM application cannot be accessed en masse and still requires a

system database amplifier to minimize the problems that occur. So, the UBM team provides a telegram channel to connect users or users with partners in anticipation if the application system is in trouble or maintenance. In addition, it provides a service call. Meanwhile, regarding the data security of users or users and partners, a secure database has been integrated. Every new transaction or information from UBM will be notified via e-mail, telegram channel, and menu notification. UBM provides services that are very responsive, friendly, safe, healthy, clean, and popular, so as to increase the closeness between users and partners.

Users or users can access all the features provided by UBM including:

1. Shop or Food

In this feature, the user can order ready-to-eat food that is processed by the caterer or the owner of the food stall and mosque.

2. Cooking Ingredients or Mart

In this feature, users can order food ingredients in the form of meat, fish, spices, vegetables, fruit, and basic necessities sold by market traders, suppliers or suppliers, and mosques.

3. Mosque

In this feature the user can receive information on mosque activities and products sold by the mosque in the form of ready-to-eat food or cooking ingredients or worship utensils. If the product is in the form of ready-to-eat food or cooking ingredients, it will automatically be connected to the features of the shop (food) or cooking ingredients (mart).

4. Donation

In this feature, users can get information from mosques or LAZIS that are in need of funds, so users can donate either in the form of money, clothes, fast food, or other items.

The use of technology provides easy access for the community and is able to change people's behavior. The Ummah Business Market application has the advantage that it can persuasively invite people to care for and love local products. Ummah Business Market (UBM) provides a variety of facilities with flexible and synergistic features as evidenced by the discovery of three persuasive approaches that produce new attitudes for the community during a pandemic towards economic and social activities, namely Care, Safe, and Syari' as follows:

1. Care

UBM provides services to all users or users regardless of race, culture, religion, class, or gender. In addition, UBM invites users or users to like to donate and enliven mosque activities.

2. Safe

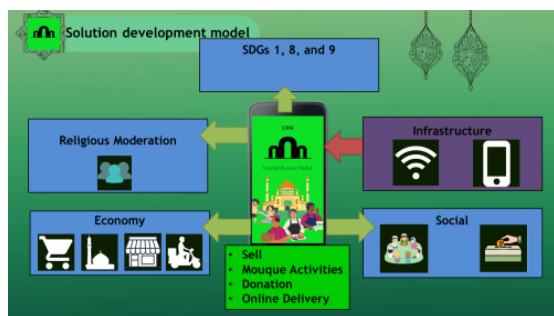
UBM provides services to all users or users by synergizing mosques, market traders, suppliers, catering owners because they have the same economic wheel and are interrelated. Through UBM, the economic and social wheels can run well and open new jobs for the public. UBM displays products from all partners in detail, both products that can be consumed by Muslim and non-Muslim communities.

### 3. Sharia'

UBM provides detailed information, both reporting the amount of donations, information on activities, problems or improvements to the application system, information on partners, and transactions that are in accordance with sharia contracts.

Ummah Business Market (UBM) application which is a digital innovation in the fields of business, economy, philanthropy, and social. The application makes it easy for people to shop for basic needs, clothing, and food online. The goods sold come from mosques, market traders, and MSMEs. The public can also donate and get information on mosque activities. Thus, the mosque becomes the center of the economy, philanthropy, and social. The Ummah Business Market (UBM) application also opens new jobs as a courier to deliver orders according to the place of order.

Picture 1 Solution Development Model UBM



Through the Ummah Business Market (UBM), MSMEs and mosques synergize with each other and MSMEs become independent and resilient communities. While the mosque is not only a place of worship, but the mosque can be a market and a fund-raising institution, as well as a means of education. MSMEs who join the Ummah Business Market (UBM) get a very large income. Mosques that join the Ummah Business Market (UBM) get a very

large income and increase the number of worshipers and donors. So that Ummah Business Market (UBM) has targets and goals, namely reducing poverty, opening new jobs, religious moderation, improving mosque welfare, and preparing MSMEs to be more ready to compete globally, skillfully independent, or in other words preparing them get a decent job. This is in line with the ideals of the ummah in general, the mosque's vision and mission, economic recovery, and the ideals of the world agenda as stated in the first, eighth, and ninth Sustainable Development Goals (SDGs). All of these things are to create a society that is empowered in terms of religiosity, intelligence, kinship, caring, and welfare (wealth).

### D. CONCLUSION

The Ummah Business Market (UBM) application is a form of technology utilization that can empower people in the economic and social fields. With the use of technology based on mobile phone applications, it is able to persuade the public in a persuasive manner. Through the Ummah Business Market (UBM) application, people can easily shop for food and clothing needs online wherever they are. In addition, through the Ummah Business Market (UBM) application, MSMEs ranging from market traders to mosques that have their products can get bigger profits. In addition, mosques and amil institutions became more crowded and the donations received became more. Community empowerment by utilizing technology in the form of mobile phone applications such as the Ummah Business Market application can create changes in people's behavior for the better and more productive. The Ummah Business Market (UBM) application is able to persuade the public persuasively and discover new social and economic

behavioral fields, namely care, safe, and shari'a. In addition, the Ummah Business Market (UBM) optimization model for mosque-based MSME empowerment applications can encourage economic recovery, alleviate poverty, and provide decent jobs. In this case, it is in line with the first, eighth, and ninth SDGs.

The government and the community must support and assist each other in dealing with existing problems. The government can provide funding for the Ummah Business Market application so that it can be felt by the general public and the public. Meanwhile, the public can become users or users so that the products of UBM partners can be sold and the partners get big profits. With the support of the government and users, it will help Ummah Business Market in empowering the community in the economic field. The founders and owners of Ummah Business Market must always make improvements and new breakthroughs so that the application can have a more positive impact on society.

### **Acknowledgment**

The author would like to thank the Ummah Business Market (UBM) team, lecturers, and partners from Ummah Business Market.

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