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ANALYSIS OF AGRIBUSINESS DEVELOPMENT MODEL IN KUTALIMBARU REGENCY: A MAQASID SYARIAH PERSPECTIVE

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Abstract:

Agriculture plays a strategic role in providing food, bioenergy, and driving agro-industrial growth and commodity exports. However, the agricultural sector in Indonesia, including in Kutalimbaru District, Deli Serdang Regency, faces serious challenges, including declining interest among the younger generation and limited adoption of modern technology. Statistics Indonesia (BPS) data (2024) shows a decline of approximately 0.24 million casual workers in the agricultural sector nationally, which is also reflected in Kutalimbaru through reduced active land and a lack of farmer regeneration. This study aims to analyze the implementation of agricultural technology and understand the extent to which the principles of Maqasid Sharia can be integrated into local agribusiness practices. The research method used is a qualitative descriptive approach using observation techniques, in-depth interviews with local farmers, and documentation. The results indicate that limited access to information, minimal technology-based training such as smart farming and drip irrigation, and low institutional support are the main inhibiting factors. From a Maqasid Sharia perspective, strengthening the Kutalimbaru agricultural sector through agricultural technology supports the preservation of life (hifz al-nafs), protection of property (hifz al-mal), and environmental preservation (hifz al-bi'ah). The research conclusion emphasizes the importance of collaboration between the government, extension workers, and religious institutions in increasing agricultural technology literacy based on Islamic values to achieve productive, sustainable, and competitive agriculture.

A. INTRODUCTION

Agriculture plays a strategic role in human life, serving as a provider of food and bioenergy. According to Schultz (1964), this sector also contributes to food security, increased competitiveness, employment creation, and poverty alleviation (Safitri et al., 2025). In Indonesia, the agricultural sector also plays a role in driving growth in downstream agro-industries and increasing agricultural commodity exports to strengthen the country's foreign exchange reserves. However, despite its significant role, the agricultural sector still faces various challenges, particularly in access to capital, technology, and stable markets. Many farmers remain in production chains with low added value, resulting in suboptimal incomes (Perdana, 2020).

Ray A. Goldberg and John H. Davis (1957) define agribusiness as the sum of all operations involved in the supply and distribution of agricultural supplies, including the production, processing, storage, and distribution of agricultural commodities and their derivatives (Krisnamurthi, 2020). In the context of economic development, Schultz's (1964) theory states that investment in technology and human resources can increase the efficiency and competitiveness of agribusiness. Furthermore, Porter's (1985) value chain theory explains that increasing the added value of agricultural products can be achieved through optimizing production, processing, and distribution. Regarding technology adoption, Rogers' (1962) diffusion of innovation theory states that farmers' success in implementing new technologies depends on access to information, institutional support, and infrastructure readiness (Putri Vidiastuti et al., 2023). Therefore, the government needs to expand technology-based agricultural training programs, such as smart farming, modern irrigation, and the use of organic fertilizers, to increase farmer productivity and competitiveness (Rachmawati, 2020).

One of the main problems in the agricultural sector is the decline in the workforce due to the sector's low attractiveness compared to other industries. Data from the Central Statistics Agency (BPS) in 2024 shows that the number of people working as casual laborers in agriculture decreased by approximately 0.24 million people in the past year. On the other hand, the number of workers/employees/staff in other sectors increased by 2.66 million, indicating that the productive workforce is

preferring sectors outside of agriculture. Wages in the agricultural sector, although increasing, remain the lowest compared to other sectors, thus reducing the interest of the younger generation in working in this field.

In addition to workforce challenges, the agricultural sector is also significantly impacted by climate change, particularly the El Niño and La Niña phenomena. El Niño causes increased sea temperatures, leading to drought, while La Niña causes increased rainfall, potentially leading to flooding and crop failure (IPCC, 2021). Statistics Indonesia (BPS) data shows that rice production from January to March 2024 experienced a drastic decline, with production in March 2024 reaching only 3.38 million tons, significantly lower than the 5.13 million tons in March 2023. Smallholder farmers, those with land holdings of less than 0.5 hectares, are the group most vulnerable to these weather anomalies (JASMINE, 2024). The 2023 Agricultural Census recorded that 10.1 million smallholder food crop farmers and 6.4 million smallholder horticultural farmers were impacted by climate change (Ministry of Agriculture, 2023).

Changes in cropping patterns due to climate change also impact pest and disease patterns. Uneven shifts in planting seasons cause pest attacks to be more concentrated in certain areas, increasing the potential for crop failure. Furthermore, longer planting and harvesting seasons also lead to reduced labor absorption in agriculture (Gusty et al., 2024). Therefore, better adaptation policies are needed, such as strengthening irrigation systems, crop diversification, and utilizing modern agricultural technology to increase resilience to climate change (Noor & Mulasih, 2024).

B. LITERATURE REVIEW

Agribusiness Theory

Agribusiness originates from two words: "*Agri*," a contraction of "*Agricultur*," meaning farming, and from word "*business*". According to Oxford Dictionary, "Business is the practice of making one's living by engaging in commerce." The Oxford definition emphasizes the commercial aspect of business, focusing on the exchange of goods or services for monetary compensation. Thus, agribusiness can be defined as a method of engaging in any aspect of agriculture, particularly in the provision of food.

The term "*agribusiness*" suggests that this agricultural model differs from traditional agriculture, which is based on customs, or hobby farming, which is not oriented towards commercial added value. Agribusiness is a rationally designed agricultural system with the goal of optimally achieving commercial added value through the production of goods and services that meet market demand.

Agribusiness encompasses all economic activities related to the production, processing, distribution, and marketing of agricultural products. The agribusiness system consists of various subsystems, including the upstream subsystem, which includes the provision of agricultural facilities and infrastructure such as seeds, fertilizers, and agricultural equipment. The production subsystem relates to the cultivation and care of crops or livestock. The downstream subsystem involves processing agricultural products into products with added value. The marketing subsystem that connects agricultural products with consumers. The support subsystem includes financial services, technological research and development, and government policies.

Agribusiness can be applied to various sectors, such as agriculture, fisheries, forestry, and natural resource-based industries. (Hidroponikita et al., 2024). According to Downey and Erickson (1998) in a book by Saragih (1998: 86), agribusiness is defined as activities related to the handling of agricultural commodities in a broad sense, encompassing one or all of the production chain, processing of inputs and outputs (agroindustry), marketing of agricultural inputs and outputs, and the institutional framework of a business activity often linked to the agricultural sector, either as a supporter of agricultural activities themselves or as an activity supported by agricultural products. (Faris et al., 2022).

According to Soekartawi (1993), the term agribusiness originates from a combination of two words: "agri," referring to agriculture, and "bisnis," meaning commercial activities in the trade sector. Agribusiness is a series of interconnected economic activities encompassing some or all aspects of the chain of activities, from production to processing to product marketing, all closely related to the agricultural sector as a whole.

Meanwhile, Sjarkowi and Sufri (2004) state that agribusiness encompasses all forms of business connected to the process of producing agricultural products,

including input procurement, production processes, and product management. Agribusiness can also be understood as an economic approach to food supply. Academically, agribusiness discusses various approaches to achieving optimal profits through managing various aspects, such as the planting process, providing production inputs, handling post-harvest products, processing commodities, and distributing them to the market.

Another opinion is expressed by Wibowo et al. (1994), who explained that agribusiness encompasses all activities, starting with the provision of production facilities, processing, and distribution and marketing of the products of farmers' businesses or agro-industry, which are interconnected. Thus, agribusiness can also be viewed as a form of agricultural system consisting of several subsystems: the farmer's business subsystem (raw material production), the processing subsystem, and the marketing subsystem for agricultural products.

The development and improvement of agribusiness models aims to provide what humans need for a variety of needs. According to Alan Chapman, human needs can be classified into eight levels, adapted from Maslow's theory of needs. This theory states that humans are driven by various needs that have been inherent from birth and have developed over thousands of years. (Kurniati Novitri, Elni Mutmainnah Efrita et al., 2024).

For agribusiness actors, the results of this study provide encouragement to strengthen cross-sector collaboration. Agricultural business actors need to implement a fair partnership approach with farmers, including in terms of purchasing crops, providing capital, and technology transfer. The development of Sharia-based agribusiness incubators is also recommended to foster young agricultural entrepreneurs who understand digital technology and are sensitive to Islamic values.

By adopting an inclusive policy approach based on Maqasid Sharia, strengthening agribusiness will not only improve farmer welfare but also promote regional economic sustainability and national food sovereignty in a more just and ethical manner (Harianto, 2022).

Maqasid Sharia Theory

Etymologically, maqasid sharia comes from two words: maqasid, meaning goal, purpose, or intention, and sharia, meaning the straight path, or the laws of Allah SWT established as guidance for humanity. From an Islamic perspective, maqasid sharia is the philosophical foundation for establishing Islamic law, which aims to realize the benefit and prevent harm for humanity. As stated by Al-Syatibi, the primary objective of Islamic sharia is to safeguard the five main aspects of life: religion (Hifz ad-Din), life (Hifz an-Nafs), intellect (Hifz al-'Aql), progeny (Hifz an-Nasl), and wealth (Hifz al-Mal) (Paryadi, 2021).

The concept of Maqasid Sharia in agribusiness focuses on the welfare of all, encompassing the goal of Islamic law in maintaining human well-being. According to various scholars, Maqasid Sharia aims to safeguard five main components: religion (Hifz ad-Din), life (Hifz an-Nafs), reason (Hifz al-Aql), progeny (Hifz an-Nasl), and wealth (Hifz al-Mal) (Nurhayati & Nasution, 2020). In the context of agribusiness, Maqasid Sharia is implemented in the following aspects: 1) Hifz al-Adl (Upholding Justice). Agribusiness must be based on the principle of justice, both in the distribution of yields, access to resources, and the relationship between farmers and other industry players. 2) Hifz an-Nafs (Safeguarding the Soul). The agribusiness system must ensure the welfare of farmers and agricultural workers, including occupational safety and decent working conditions. 3) Hifz an-Nasl (Protecting Offspring): The application of halal principles in agribusiness must be considered, including in aspects of food production and agricultural processing, to ensure compliance with Islamic values. 4) Hifz al-Aql (Protecting Reason): Innovation and technology must be applied to agribusiness to increase production efficiency, while also considering its impact on the environment and public health. 5) Hifz al-Mal (Protecting Assets): The agribusiness system must prioritize the principles of economic sustainability, efficient resource management, and transparency in economic transactions to avoid detrimental economic practices. (M. S. A. Nasution et al., 2022).

According to Ibn Taymiyyah, the application of Maqasid Sharia in economic systems, including agribusiness, must emphasize the principles of justice, protection

of individual and community rights, and economic sustainability (Syukri, Muhammad Nasution et al., 2022). Therefore, in developing agribusiness based on the Maqasid Sharia (Islamic Principles), synergy between business actors, the government, and the community is necessary to create a sustainable and equitable agribusiness system (Alwi Akbar, Imsar Imsar et al., 2024).

The findings of this study point to the need to strengthen the role of local governments in supporting agribusiness systems based on the Maqasid Sharia. Policies can be directed at providing incentives for farmers who implement Sharia principles, providing modern agricultural infrastructure, and developing integrated halal-based agricultural areas. Furthermore, integration between government programs and Sharia financial institutions is needed to support fair and usury-free agribusiness financing.

Local governments, such as Kutalimbaru District, for example, can develop a smart farming program based on agribusiness Islamic boarding schools (pesantren), synergizing religious education, strengthening farmer character, and utilizing agricultural technology. Agribusiness actors are also encouraged to form Sharia cooperatives to improve farmers' bargaining power against middlemen and strengthen local economic resilience. (Aulia et al., 2024).

C. METHODOLOGY

This research uses a qualitative, descriptive-analytical approach to describe and deeply understand the dynamics of Maqasid Sharia-based agribusiness development in Kutalimbaru District, Deli Serdang Regency. This approach was chosen because it comprehensively reveals the social, economic, and religious realities embedded in community agribusiness practices.

Informants in this study were selected using a purposive sampling technique, based on their active involvement in the agribusiness sector and the relevance of their information. The informants consisted of 15 agribusiness actors, including farmers, agricultural processors, and MSMEs, as well as five stakeholders, including agricultural extension workers, representatives from the village government, the district agricultural office, cooperatives, and private partners. This number was

deemed adequate because it reached data saturation, where the information obtained was repetitive and no longer revealed significant new findings.

The research I conducted employed a qualitative approach through a descriptive-analytical method. This method was used to analyze and understand the phenomena occurring in the agribusiness sector in Kutalimbaru District, Deli Serdang Regency, by compiling the obtained data through in-depth interviews, observation, and documentation (Safitri et al., 2025). Data were collected through in-depth interviews, participant observation, and documentation. Interviews were conducted semi-structured using open-ended questions based on the research problem formulation and focus. Interviews took place at the informant's business or workplace and lasted 15 to 20 minutes. All interviews were transcribed for analysis purposes. Additionally, direct observations of agribusiness activities were conducted in the field to capture technical practices, social interactions, and technology utilization that were not always revealed through interviews. Documentation sources included activity reports, cluster program documents, field photographs, and relevant regional regulations.

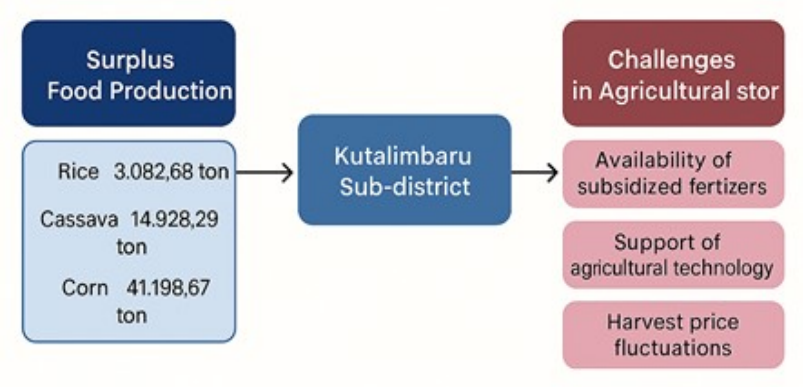
Data were analyzed using a thematic analysis approach combined with an interactive interconnected model. The analysis began with data reduction, which involved sorting relevant information, identifying patterns, and creating categories based on specific codes such as business sustainability, sharia values, technological challenges, market access, and partnerships. The coded data is then presented in the form of descriptive narratives, thematic matrices, and direct quotes from informants as empirical evidence. Next, the researchers draw conclusions by linking the field findings to the theories used, such as the diffusion of innovation theory, the agribusiness value chain, and the Maqasid Syariah framework.

D. RESULT AND ANALYSIS

Kutalimbaru District, Deli Serdang Regency, is one of the regions with significant agricultural potential. However, agricultural conditions in the region have received insufficient attention. Interviews with local farmers revealed persistent challenges related to the availability of subsidized fertilizer, a lack of agricultural technology support, and fluctuating crop prices that are disadvantageous to farmers.

Data on food availability in Kutalimbaru District over the past few years indicates that production of several key commodities remains in surplus. The following is data on food production and consumption in the region:

Figure 1. Surpluses and Challenges of Food Production in Kutalimbaru



Source: Deli Serdang Regency Food Security Office.

Food production data in Kutalimbaru shows significant surpluses, particularly for rice (3,082.68 tons), corn (41,198.67 tons), and cassava (14,928.29 tons). However, these figures conceal suboptimal conditions on the ground. Interviews with farmers revealed a scarcity of subsidized fertilizer, a lack of agricultural technology, and fluctuating crop prices that tend to disadvantage farmers. This demonstrates the paradox of agriculture: high production does not automatically guarantee farmer welfare. Food surpluses become illusory when harvests are not balanced with fair and sustainable economic value for farmers.

Based on 2020 data, production of food items such as rice, cassava, and corn far exceeds local consumption needs, resulting in a significant surplus. This fact also indicates that Kutalimbaru District has significant potential in agricultural production. However, further analysis of 2023 data is needed to determine whether production trends will continue to increase or decline due to the challenges faced by farmers. (SaThierbach et al., 2020)

The agricultural industry plays a strategic role in the national economy, contributing to Gross Domestic Product (GDP), providing employment opportunities for millions of individuals, and supporting national food security. However, the

agricultural sector still faces various challenges, including the impacts of climate change, limited access to technology, and unfavorable government policies, such as the issue of subsidized fertilizers and crop prices that are considered disproportionate to production costs. (J. Nasution, 2022)

In the context of modern agriculture, the agribusiness approach is becoming increasingly important because it can encourage the development of Micro, Small, and Medium Enterprises (MSMEs) in the agricultural sector. Through agribusiness, agricultural production can be carried out more systematically and regularly, thereby improving farmer welfare and supporting regional economic growth. However, the success of the agribusiness approach is highly dependent on environmental aspects and integration with rural and regional development in general (Indreswari et al., 2021).

Development and Challenges of Agribusiness in Indonesia

Regional development is a continuous process that requires a collaborative approach across various parties. It is not solely the responsibility of the government; development also demands the active participation of the community as both the subject and object of development. This is because development is a collective movement that can only be successful if implemented through synergy between stakeholders. One strategic step in realizing inclusive regional development is to strengthen the local economic sector, particularly sectors with superior potential, such as agriculture, livestock, fisheries, and the creative economy. In this context, communities are expected to optimize the potential of their region's resources to drive increased income and prosperity. In addition to the agricultural sector, developing local potential such as handicrafts, traditional culinary arts, and agricultural product processing is also a crucial element in creating sustainable economic development (Arif et al., 2023).

However, agriculture remains the mainstay of many regions, particularly rural areas, which still rely heavily on agricultural products as their primary source of income. Macroeconomic data shows that the agricultural sector in Indonesia continues to grow despite global pressures. In 2021, the agricultural sector recorded 1.84% year-on-year (yoy) growth and contributed 13.28% to the national Gross

Domestic Product (GDP). This positive growth continued in the second quarter of 2022, with 1.37% year-on-year growth and a 12.98% contribution to the national GDP. This data demonstrates that the agricultural sector remains a vital pillar of the national economic structure. However, behind these achievements lie serious challenges that need to be addressed comprehensively. Agribusiness Development Modela strategic approach.

One of the main obstacles in the agricultural sector is the impact of climate change, which disrupts planting patterns, results in crop failure, and reduces productivity. This situation is exacerbated by weather uncertainty, which makes it difficult for farmers to plan planting and harvesting seasons accurately. Furthermore, volatile agricultural commodity prices often harm farmers, especially when prices plummet during the peak harvest season. This reduces farmers' bargaining power in the market, especially when they lack access to adequate marketing institutions or cooperatives.

Another problem is limited access to modern agricultural technology. Many farmers still use traditional methods due to a lack of training, education, and technology-based agricultural facilities such as drip irrigation, soil sensors, and land monitoring drones. This inequality directly impacts low productivity and efficiency in farming. Furthermore, the uneven distribution of subsidized fertilizer and suboptimal governance practices are also major obstacles to increasing production yields. (Rozci, 2024)

Professor of the Faculty of Agriculture, Gadjah Mada University (UGM), Prof. Dr. Jamhari, S.P., M.P., emphasized that demand for agricultural products is increasing along with the diversification of needs, not only as food but also as industrial raw materials such as animal feed, biofuel, and textiles. Unfortunately, this increasing demand is not accompanied by increased production capacity due to these constraints. Therefore, a cross-sectoral approach involving the government, private sector, academia, and communities is needed to create an adaptive, productive, and sustainable agricultural ecosystem.

To face these challenges, agricultural sector development at the local level, including in areas such as Kutalimbaru District, Deli Serdang Regency, must be directed towards a modern agricultural model based on technology and

sustainability. Targeted policy interventions, strengthening farmer institutions, and expanding access to information and technology are strategic steps that can drive the transformation of the agricultural sector to become more advanced and competitive.

Agribusiness Development Model

An effective agribusiness development model in Kutalimbaru District. This model encompasses a holistic and sustainable approach that considers policy, technology, farmer empowerment, and multi-stakeholder collaboration. To improve the effectiveness of agribusiness and the sustainability of the agricultural sector in Kutalimbaru District, several strategic steps are needed, including: 1) Strengthening Government Policy: The government needs to increase support for the agricultural sector, particularly in terms of fertilizer subsidies, stabilizing crop prices, and improving agricultural infrastructure. 2) Implementing Agricultural Technology: Technological innovations such as the use of smart irrigation systems, climate-resistant superior varieties, and agricultural mechanization can help farmers increase yields more efficiently. 3) Empowering Farmers and MSMEs: Training and mentoring programs for farmers need to be improved so they can manage agricultural businesses with a more modern agribusiness approach. 4) Collaboration Between Stakeholders: Collaboration is needed with the government, academics, the private sector, and the community to create a more sustainable and resilient agricultural ecosystem that will be resilient to the challenges of climate change (Firdausi, 2020).

To strategically address agribusiness issues in Kutalimbaru, an institutional approach is a crucial first step. The establishment of a Sharia-based farmer cooperative will provide farmers with a common platform for distributing harvests and procuring agricultural inputs. Collaboration with agribusiness, Islamic boarding schools, or Islamic institutions can strengthen the spiritual and technical development of farmers. Furthermore, technological transformation must begin with locally-based outreach and training, including the introduction of market digitization to avoid the dominance of middlemen and create more transparent transactions. Within an Islamic economic framework, the development of Sharia-compliant agribusiness incubators and the utilization of zakat, infaq, and CSR funds to empower

farmers are long-term solutions that are not only productive but also socially and spiritually just.

E. CONCLUSION

Kutalimbaru District, Deli Serdang Regency, is an area with significant agricultural potential. However, this potential has not been optimally utilized due to various structural barriers faced by local agricultural actors. Interviews with farmers indicate that the main challenges they face include the limited availability of subsidized fertilizer, the minimal application of modern agricultural technology, and unstable crop prices, which negatively impact farmers' incomes.

Given the importance of the agricultural sector to the national economy—which in 2021 recorded 1.84% year-on-year growth, contributing 13.28% to the national Gross Domestic Product (GDP), and in the second quarter of 2022, grew by 1.37% year-on-year, contributing 12.98% to GDP—the development of agribusiness models at the local level is a strategic urgency. This confirms that the agricultural sector remains a key foundation of the Indonesian economy. Strengthening this sector in areas like Kutalimbaru will have a direct impact on improving community welfare and encouraging inclusive local economic growth.

The recommended agribusiness development model for Kutalimbaru District must embrace a holistic, integrative, and sustainable approach to ensure long-term success. A key recommendation is to enhance public policy support for smallholder farmers by implementing a transparent and targeted distribution system for subsidized fertilizers, along with the introduction of a minimum price system that shields farmers from unpredictable market fluctuations. Additionally, modernizing agriculture through the adoption of technology is crucial; this can be achieved by promoting the use of digital-based tools such as precision farming systems, smart irrigation, and applications that provide farmers with timely market information. Empowering farmers is another critical aspect, which can be accomplished by enhancing their skills in farm management, digital literacy, and strengthening their bargaining power through the creation of Sharia-compliant cooperatives based on fairness and transparency. Lastly, fostering strong collaboration between various stakeholders—local governments, Sharia-compliant financial institutions,

universities, research bodies, and the private sector—is essential. This collaboration can lead to the formation of agribusiness partnerships, halal agricultural clusters, and a boost to local agricultural research and innovation, creating a robust support system for the development of sustainable agribusiness in Kutalimbaru.

By implementing this strategy, it is hoped that agribusiness development in Kutalimbaru District will not only be able to increase agricultural productivity but also create an agribusiness ecosystem that is just, sustainable, and in line with the values of Maqasid Syariah in maintaining the welfare of the people as a whole.

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