

Optimization Artificial Intelligence (Ai) Based Halal Msme Digital Products : A Perspective Maqashid Sharia

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Abstract

This study aims to analyze the optimization of halal MSME digital products based on Artificial Intelligence (AI) from a Maqashid Syariah perspective. Using a qualitative case study approach, data were collected through in-depth interviews, observations, and documentation studies with 11 halal food and beverage MSME actors in Mataram City , NTB. Thematic analysis was applied to identify patterns of meaning. The results show that MSMEs have utilized AI in the form of automatic product recommendation features and chatbots on e-commerce/WhatsApp Business platforms, as well as AI tools for graphic design and promotional texts, which significantly improved marketing content quality and audience targeting efficiency. This optimization contributed to increased operational efficiency and expanded market reach. From the Maqashid Syariah perspective, AI implementation aligns with (hifz al-din) through emphasis on halal certification (100% MSMEs certified or in process), (hifz al- nafs) through improved product quality assurance (average 8.6 years in operation), and (hifz al-mal) with increased income and economic welfare. Furthermore, (hifz al- aql) and (hifz al- nasl) are indirectly supported through increased digital literacy and creation of economic opportunities. This study extends the understanding of integrating AI technology with Islamic ethical principles within the context of halal digital MSME business. The implications highlight AI's significant potential in

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supporting the sustainability and growth of halal MSMEs while upholding sharia values, providing practical guidance for policymakers and business actors.

Keywords: *Digital Product Optimization, Halal MSMEs, Artificial Intelligence, Maqashid Syariah, MSME Digitalization*

INTRODUCTION

Growth current global economy this is greatly influenced by developments rapid digital technology , bringing various opportunities and challenges for Micro, Small, and Medium Enterprises (MSMEs) sector . The halal industry, in particular culinary , has experience development significant especially post- COVID-19 pandemic, encouraging culinary MSMEs in Indonesia to strive halal certification to improve productivity (Alfarizi & Hanum, 2023). Halal labeling becomes guarantee quality products that get global attention , no only in Muslim majority countries . Indonesia, with the rapid growth of Islam , played a role big in the world's halal sector , so that effort improvement Power Halal MSME competition is becoming very relevant in context This .

Digital transformation of MSMEs is an important strategy For survive and thrive in the midst change behavior increasingly consumers relying on online platforms. Training digitalization traditional halal food UMKM products proven capable increase sales and market reach through digital media (Mulyaningsih et al., 2021). Optimization digital marketing is still face obstacles , such as lack of source Power special For online marketing and record keeping digitalized finance . Digital marketing has potential big in promote halal certification as mark sell unique , which can strengthen trust consumers and expand market access .

A number of study previously has explore importance digital marketing and halal certification for MSMEs. Digital marketing training was successful increase capacity MSME actors in online marketing strategies , creation content promotions , as well as optimization of digital platforms, which leads to expansion market reach (Muslim et al., 2025). The integration between digital marketing and halal certification is still not optimal, especially Because lack of awareness , understanding MSME actors , limitations source power and capability managerial (Subandono et al., 2025). Mentoring sustainable in system guarantee halal products are also crucial For increase desire and quality MSME products , at the same time overcome obstacle like limitations knowledge and technology (Paramida et al., 2025).



Study previously Lots focus on training management digital business and marketing for MSMEs, which is successful increase understanding and skills practical . As example , effort optimization digital marketing practices have show impact positive to improvement results sale product catfish cultivation in MSMEs in Bogor (Kharismawaty et al ., 2022). The situation the pandemic also shows the need management good business in various aspect like marketing , operations , management employees , and finance , so that MSMEs can maintain its existence (Nurmansyah et al., 2023). Most of studies This Not yet in a way explicit integrate potential intelligence Artificial Intelligence (AI) in optimization halal MSME digital products comprehensive, especially in framework Maqashid Sharia.

The gap study This located in yet existence study in - depth integration in a way explicit the role of AI in optimization halal MSME digital products from perspective Maqashid Syariah. Studies previously tend discussing digital marketing and halal certification in detail separated or Not yet utilise AI's potential as tool innovative For reach sharia objectives . Research This aim For identify how AI can applied in optimization halal MSME digital products , as well as analyze its relevance with goals Maqashid Syariah, namely protect religion, soul , mind , offspring and property .

Study This make an effort answer a number of question the main thing . First , how AI implementation can optimize Are MSME digital products halal? Second , how? perspective Maqashid Syariah assesses optimization AI- based halal MSME digital products ?

Novelty study This located on the construction framework integrative conceptually that places Artificial Intelligence as mechanism main in optimization halal MSME digital products , with highlight how this process can in line and supportive objective Maqashid Syariah. Different from studies previously more Lots positioning digital marketing and halal certification as predictor separated or research context without umbrella sharia theory , research This in a way explicit study AI's contribution in the context of halal MSMEs and its relevance with Maqashid Sharia.

Study This contribute in three thing . First , in terms of theoretical , research This develop understanding about How AI technology can integrated with sharia principles for support development halal economy . Second , in general practical , results study This can become guide for halal MSME actors and takers policy in formulate optimization strategies AI- based digital products . Third , in general empirical , study This give runway for study furthermore about implications of AI in context sharia economy , especially in the halal MSME sector .



1. AI in Optimization Digital Products for MSMEs

Technology integration intelligence artificial intelligence (AI) offers paradigm new for MSMEs in face dynamic digital landscape , not only as tool operational but as driver innovation strategic . The use of AI can in a way significant increase efficiency and effectiveness various aspect business , start from personalization experience customer until optimization chain supply . Through predictive data analysis , AI enables MSMEs to identify more market trends initialization and adjusting product strategy as well as marketing in a way proactive , so that strengthen Power competition they are in an increasingly competitive market crowded . This is in line with effort sustainable For empowering MSMEs through approach comprehensive management (Nurmansyah et al., 2023) .

Optimization AI- based digital products include various function like development personalized content , analytics sentiment customers , and automation service customer through *chatbot* or virtual assistant . AI's ability to processing and interpreting large volumes of data in a way fast enable MSMEs to respond bait come back consumer with more accurate , creating more products relevant and appropriate market needs . AI can help in identify pattern purchases and preferences , which are vital to pricing strategy. optimal prices and promotions , at the same time strengthen system guarantee halal products in general sustainable (Paramida et al., 2025).

2. Perspective Maqashid Syariah in AI Maqashid Context

Sharia, as the fundamental goal of Islamic law , providing framework strong ethics and morals For development and implementation modern technologies such as AI. The integration of AI in halal MSMEs must always directed For achieve five goals main : guarding religion (*hifz al-din*) , soul (*hifz al- nafs*) , reason (*hifz al-' aql*) , descendants (*hifz al- nasl*) , and wealth (*hifz al-mal*) . Ethical and responsible application of AI answer can strengthen *hifz al-mal* through improvement efficiency , transparency , and reduction risk in transaction finance , while personalization AI - powered products can promote sharia - compliant choices.

AI has potential For support *hifz al- nafs* through improvement quality products and safety food , especially in context halal products , with minimize error man in the production and certification process . *Hifz al-' aql* can realized through the use of AI that drives innovation, learning , and decision making decision based on accurate information , not manipulation or distribution misinformation . Maqashid Syariah is not only be a filter, but also

an inspiration for development innovative and sustainable AI solutions in halal MSME ecosystem , guaranteeing that progress technology in line with Islamic values .

RESEARCH METHODS

Research methods Study This use approach qualitative with design studies case study , focusing on understanding deep about optimization halal MSME digital products based on Artificial Intelligence (AI) from corner view Maqashid Syariah. Researcher choose approach qualitative Because allows exploration phenomenon in a way thorough and in-depth , arresting meaning as well as experience MSME actors and experts related (Hidayat & Humeriatunnisa , 2023). Study design case facilitate exploration intensive to One or several units of analysis (halal MSMEs) in context originally , resulting in rich and contextual understanding about AI implementation as well its relevance with sharia principles . Approach this is also appropriate For analyzing improvement strategies productivity and power competitiveness of halal food MSMEs in Indonesia (Hariani , 2024).

1. Subject Study A total of 11 perpetrators

Halal food and beverage MSMEs in Mataram City , NTB have become subject study this . They have or currently make an effort optimize product digital . Researchers use purposive sampling technique in election subject , with criteria main includes MSMEs that are halal certified or are currently in the application process , as well as own experience utilizing digital platforms to marketing product . Criteria addition includes MSMEs that demonstrate interest and willingness share information about challenge as well as opportunity in adopt AI technology . Approach This allows researchers obtain relevant and rich data from informant the key that has experience direct related topic study .

2. Data collection technique

Data collection was carried out through interview in-depth , observation , and study documentation . Researchers do interview deep with informant key For dig views , experiences , and perceptions they about utilization of AI in optimization halal MSME digital products . The interview also explored understanding they about Maqashid Syariah. Observation of MSME digital activities , such as social media management , use of e-commerce platforms, and online interactions with customers , generate description direct about existing practices (Mulyaningsih et al., 2021) .



Documentation study involving analysis document related , such as report digital finance , materials promotions , and relevant internal policies of MSMEs with halal certification as well digitalization (Kharismawaty et al., 2022).

3. Data Analysis Techniques

Collected qualitative data analyzed manually using approach thematic . Stages analysis covering interview data transcription , coding beginning For identify concepts key , and formation category based on similarities code . Development themes main also appears from the data. This process allows researchers identify patterns meaning and relationship relevant inter - concepts with optimization AI- based halal MSME digital products and perspectives Maqashid Syariah. The analysis also includes data interpretation for linking findings with framework theoretical basis used in study .

4. Data Validity

Validity of data in study This guaranteed through triangulation sources and member checking. Researchers do triangulation source with compare information from interviews , observations , and documentation For ensure data consistency and reliability .

Member checking involves confirmation findings and interpretation of data to informant . This is ensure that understanding researchers in accordance with perspective they . Approach This increase credibility and trust to results research , ensuring findings presented accurate and representative .

RESULTS AND DISCUSSION

A. Research result

Research result This serve findings deep about optimization halal MSME digital products based on Artificial Intelligence (AI) from perspective Maqashid Syariah. Data obtained through interview deep with MSME actors , observation direct , and study documentation . Analysis thematic Then used For identify patterns meaning and relationship relevant inter - concepts . Research results This described in several sub- chapters , starting with description general subject research , followed by with presentation findings based on themes the key that appears from field data . General overview give context important about background background and characteristics of MSMEs that become focus studies This .

Findings specific related AI implementation and its relevance with Maqashid Syariah has explained in a way detailed findings This give understanding comprehensive about How

modern technology can integrated with sharia values in context MSME business . Research this also highlights challenges and opportunities faced by MSMEs in the digitalization and halal certification process . The results section This become runway empirical For discussion more carry on about implications theoretical and practical from optimization AI- based halal MSME digital products . Findings This expected can give contribution significant for development of future MSME strategies .

1. Subject Overview Study

Subject study This involving 11 halal food and beverage MSMEs located in Mataram City , West Nusa Tenggara. The MSMEs own characteristics diverse , starting from from business culinary traditional until product modern processing , all of which has halal certified or currently in the application process . Most of the informant is owner or MSME managers who are active involved in operational daily and collection decision strategic . They have experience varies in utilizing digital platforms to marketing products , starting from use of social media simple to more e-commerce platforms integrated . Profile informant show existence awareness tall to importance halal certification and digitalization For sustainability business they .

A number of informant has follow various training related digital marketing and management effort , showing commitment they to MSME development . Involvement they in study This provide rich and relevant data about challenge as well as opportunity in adopt AI technology .

Table 1Profile Study

No.	Age	Types of products	Halal Certification Status	Length of Operation (Years)	Use of Digital Platforms
1.	45	Cassava chips	Certified	10	WhatsApp Business, Instagram
2.	38	Traditional Cake	Application Process	7	Facebook, Tokopedia
3.	52	Meat Chopped Packaging	Certified	15	WhatsApp Business, Shopee
4.	30	Herbal Drink	Application Process	4	Instagram, TikTok

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No.	Age	Types of products	Halal Certification Status	Length of Operation (Years)	Use of Digital Platforms
5.	41	Coffee powder	Certified	12	Facebook, E-commerce Website
6.	35	Packaged Sambal	Certified	6	WhatsApp Business, Instagram
7.	48	Fish Processing	Application Process	9	Facebook, GoFood
8.	29	Toast	Certified	3	Instagram, GrabFood
9.	55	Various Crackers	Certified	20	WhatsApp Business
10.	33	Frozen Food	Application Process	5	Instagram, Shopee
11.	40	Date Milk	Certified	8	WhatsApp Business, TikTok

2. Implementation of AI in Optimization Halal MSME Digital Products

Implementation of AI in optimization halal MSME digital products show potential big For increase efficiency and market reach . Most of informant state that they has know the concept of AI, although understanding and application Still varies . Some MSMEs have start utilise simple integrated AI features in their digital platform use , like recommendation product automatically in e-commerce or feature answerer message instant AI -based on WhatsApp Business. Seller number 4, which produces herbal drinks , explaining , “We use Instagram and TikTok to selling , that's the easiest and most plentiful buyers .” This use of AI helping MSMEs in analyze behavior consumers , personalize offers , and manage interaction with customer in a way more effective . Utilization digital technology , including AI, is indeed become key For increase Power competitiveness and growth of MSMEs, even though challenge in adoption technology Still there is (Mahdi et al., 2024).

MSMEs also utilize AI to increase quality content digital marketing . Some informant report use tool help AI to make design graphics , composing text promotion , or even optimize social media posting schedule . Seller Number 6, a packaged chili sauce producer , said , "We often post photos good products on Instagram , sometimes ask for help child For design .” Ability This enable MSMEs to produce more content interesting and relevant with their target



market , so that Strengthening digital marketing strategies . Education and training digital marketing that integrates Meta AI technology is proven can increase ability MSME actors in produce content and improve results sales (Syafrani et al., 2026).

Optimization AI- based digital products are also visible in MSME efforts to expand market reach . With the help of AI, MSMEs can target larger audience specific based on demographics , interests , and behavior purchase . This is allows they For allocate budget marketing in a way more efficient and achieve candidate the most relevant consumers . Sellers number 2, owner business cake traditional , stating , “We sell on Facebook and Tokopedia, so Can reach buyers outside city .” Digital transformation becomes must for MSMEs to maintain and improve Power competitiveness in the digital era, especially For expand previous market reach limited to the method conventional (Yel et al., 2026).

3. Perspective Maqashid Syariah towards Optimization MSME Digital Products

AI- Based Halal Optimization AI- based halal MSME digital products are considered highly relevant with perspective Maqashid Syariah, in particular in protect religion (hifz al-din), soul (hifz al- nafs), and property (hifz al-mal). Aspect hifz al-din is realized through emphasis on halal certification as guarantee halal marketed products digitally . Seller number 3, producer meat chopped packaging , explaining , " Halal certification is important once , especially if online sales . Muslim consumers become Certain our products comply with sharia." Promoting digital marketing halal certification as mark sell unique can strengthen trust consumers and expand market access , in line with effort strengthening herbal product MSMEs through implementation of halal product processes and digital marketing (Prihastiwi & Astutik, 2024).

Protection soul (hifz al- nafs) is reflected from improvement quality and safety products that are guaranteed by halal certification , which then communicated in a way transparent through digital platforms. The use of AI in analysis bait come back consumers also help MSMEs to Keep going repair quality products and services they , so that ensure safe and beneficial products for Consumers . Sellers number 5, owner ground coffee business , stated , " Consumers That want to good and safe products , that 's why we maintain quality ." Halal certification does not only ensure halal products , but also improve quality , safety , and power competitiveness in the market, as well as expand market share of MSMEs in the middle increasing awareness Muslim consumers (Maulida & Nawawi, 2024).



Aspect guard wealth (hifz al-mal) is visible from improvement efficiency operations and growth MSME economy driven by AI and digitalization . With AI, MSMEs can optimize chain value , reduce cost marketing , and increase sales volume , which ultimately contribute to the improvement income and welfare MSMEs . Sellers number 1, producer chips cassava , said , " This online sales of course add profit , so Can For increase capital and employ people." Optimization chain value of MSMEs through innovation products and digital marketing can increase capacity production , innovation products and packaging , as well as strengthening management business , which has an impact positive on improvement mark added (Susanti et al., 2026).

Optimization AI- based digital products also support aspect guard reason (hifz al- aql) and offspring (hifz al- nasl) in general No directly . Hifz al- aql achieved through improvement digital literacy and knowledge MSME actors in manage business they in a way innovative and adaptive to development technology . Training and coaching in the use of digital marketing is proven influence development of MSME products halal food (Hardono et al., 2025). Hifz al- nasl supported by creation field Work and opportunities better economy Good for generation future , and provision quality halal products For consumption family . Community service program community that provides understanding about importance halal certification and utilization digital technology provides impact positive for MSME actors , including understanding about stages management certification halal products (Hamdi et al., 2024).

AI integration in halal MSMEs is not only increase profitability , but also strengthens foundation ethics and social based on Sharia principles . Mentoring submission halal certification is also a effort optimization quality important MSME products (Puspaningtyas et al., 2025).

DISCUSSION

Discussion study This study in a way deep optimization Artificial Intelligence (AI) -based halal MSME digital products from two perspectives main . First , focus on how AI implementation can optimize digital products . Second , analysis to relevance optimization the with goals Maqashid Syariah. The research results obtained from interview in-depth , observation , and study documentation give runway empirical For discussion this . Analysis qualitative data



thematic help identify patterns and relationships between use of AI, optimization digital products, and sharia values .

Discussion it also integrates findings with framework theoretical and compare them with study previous . Main objective part This is give understanding comprehensive about How modern technology can synergize with sharia principles in context development of halal MSMEs, as well as identify challenge as well as existing opportunities .

1. Implementation of AI in Optimization Halal MSME Digital Products

Implementation of AI in the context of halal MSMEs shows potential significant transformative to digital products . MSMEs are starting to utilise simple AI features integrated into digital platforms, such as system recommendation product automatic on e-commerce or chatbot for service customer . Condition This in line with findings research that emphasizes digitalization as key For increase Power competitiveness and growth of MSMEs (Mahdi et al., 2024). Adaptive use of AI This enable MSMEs to analyze behavior consumer in a way more accurate and present more personalized , tailored offers with preference individual .

Optimization digital marketing in MSMEs is also driven by the use of AI for manufacturing content . Some informant utilise tool help AI to designing graphics , composing text promotion , even optimize schedule posting on social media . Ability This increase visual and narrative quality product , so that content marketing become more interesting and relevant . Syafrani et al. (2026) in his research find that education and training digital marketing that integrates technology like Meta AI can increase ability MSME actors in produce content and ultimately increase results sales . This is show that tool - focused training help AI capable speed up adoption technology by MSMEs.

Expansion market reach is one of the the most obvious impact from implementation of AI in digital products for MSMEs. AI enables MSMEs to target larger audience specific based on demographics , interests , and history purchase , so that budget marketing allocated in a way more efficient . Muslim et al. (2025) reported that successful digital marketing training increase capacity MSME actors in online marketing strategies , creation content promotion , and optimization of digital platforms, which leads to expansion market reach . AI plays a role as catalyst in reach previously market segments difficult accessible to MSMEs conventional . Digital transformation becomes something must for MSMEs to guard Power competitiveness in the digital era (Yel et al., 2026).



AI implementation is not let go from various challenges , especially related understanding and availability source power . Most of informant realize the concept of AI, but level its implementation Still varies , from use feature simple until more adoption complex . Research by Mulyaningsih et al. identified obstacle in digitalization of MSMEs, including lack source Power special For online marketing and record keeping financial . Limitations capability managerial and understanding MSME actors also become barrier optimization of digital marketing and halal certification , as expressed by Subandono et al. (2025). Conditions This indicates that support training and mentoring sustainable become crucial For increase adoption of AI effective .

Improvement sales and productivity of MSMEs are expected results from AI- based digital marketing optimization . A study by Kharismawati et al. shows impact positive optimization digital marketing practices towards improvement sale product catfish farming . Although studies the No in a way specific discussing AI, principles optimization through digital marketing is very relevant . This is reinforced by the findings Hardono et al. (2025) who concluded that training , coaching , and the use of influential digital marketing positive to development of MSME products halal food . Implementation management comprehensive business in various aspect is problem main challenges faced by MSMEs, especially in the industry processing food (Nurmansyah et al., 2023).

Findings This confirm that AI is not just tool complement , but rather driver innovation strategic for halal MSMEs. Required effort sustainable in education and infrastructure For ensure equitable adoption of AI . Research This expand understanding about How AI technology can implemented in context specifically halal MSMEs, at the same time identify areas in need intervention more further so that the benefits of AI can be realized optimized completely .

2. Perspective Maqashid Syariah in Optimization AI- Based Halal MSME Digital Products

Optimization AI- based halal MSME digital products are needed evaluated through lens Maqashid Syariah for ensure practice business No only efficient and profitable , but also in line with objectives of sharia. The concept of Maqashid Sharia which includes maintenance of religion (hifdz ad-din), soul (hifdz an- nafs), reason (hifdz al- aql), offspring (hifdz an- nasl), and wealth (hifdz al-mal) become framework relevant analysis . The existence of halal certification for MSME products , which is prerequisite important in studies this , in a way direct contribute to hifdz ad-din and hifdz an- nafs , because ensure halal and goodness



consumed products Muslim society . Alfarizi and Hanum (2023) stated that that halal labeling becomes guarantee quality products that get global attention , showing importance certification This in context global halal industry

Application of AI in production and marketing processes halal MSME digital products can increase efficiency and transparency , so that support maintenance wealth (hifdz al-mal). Optimization chain AI- facilitated predictive data analysis and supply chain can reduce waste source power and increase benefits of MSMEs in general sustainable . Susanti et al. (2026) emphasized the need optimization chain the value of fish processing MSMEs through innovation products and digital marketing for overcome problem mark plus low . Reduction cost operational through automation and enhancement sale through a wider target market precision is form concrete from hifdz al-mal achieved with help AI technology . Improvement Power competitiveness of MSMEs through digitalization will also impact positive on sustainability economy , a aspect important in guard property .

AI also has potential big in support hifdz al- aql through provision accurate and transparent information to consumers . Through AI, MSMEs can in a way proactive communicating the halal status of products and ingredients raw materials and production processes in a way detailed . This allows consumer make decision informative and appropriate purchases with belief they , prevent fraud or misunderstanding . Approach This in line with view that mentoring sustainable in system guarantee crucial halal products For increase quality MSME products and overcome obstacle like limitations knowledge (Paramida et al., 2025). Maqashid Syariah emphasizes importance reason Healthy in choose the best , and AI can become tool For facilitate matter the in digital transactions .

The relevance of AI to hifdz an- nasl , although No directly , can interpreted through impact economic and social benefits generated by halal MSMEs. Growing MSMEs through AI optimization is already create field work and contribute to welfare society , which in turn support formation a strong and empowered generation competitiveness . Maulida and Nawawi (2024) highlight How halal certification does not only ensure halal but also improve quality , safety , and power competition products on the market, which ultimately expand MSME market share and create climate more effort good . MSME development for success in a way economy can give contribution No direct to sustainability family and descendants with ensure stability economy .



Integration of AI in optimization halal MSME digital products are still face challenges that need to be overcome. Hamdi et al. (2024) found that optimization of digital marketing and halal certification is still hampered by the lack of awareness, understanding MSME actors, limitations source power and capability managerial. Challenges This often hampering MSMEs in utilise potential of AI in general full For reach Sharia objectives. Hariani identify capital issues, halal certification, sources Power human, innovation products, technology, promotion, and digitalization as obstacle main halal food MSMEs. Adjustments regulations and supporting digital infrastructure AI adoption by halal MSMEs is necessary prioritized by the government and institutions related. Priority This important For overcome obstacle access and skills faced by MSMEs in adoption digital technology (Yanto et al., 2024).

In context Maqashid Syariah, optimization AI- based halal MSME digital products are not only about improvement profit, but also about development ecosystem fair, transparent and responsible business answer. Ethical application of AI must become attention main thing so as not to cause impact negative such as algorithm bias or data misuse. Prihastiwi and Astutik (2024) showed that strengthening herbal product MSMEs through implementation of halal product processes and digital marketing can increase chance development network marketing, underlining synergy between digital and sharia aspects. Mentoring sustainable in management halal certification is also proven important For increase quality products (Puspaningtyas et al., 2025). AI can become powerful tool For reach objective Maqashid Syariah, provided that implemented with a planned strategy and supported by a conducive ecosystem. This push achievement objective welfare - oriented economy people, as become essence from Maqashid Sharia.

CONCLUSION

1. Optimization halal MSME digital products through implementation of Artificial Intelligence (AI) can increase efficiency operational and expanding market reach, in line with values Maqashid Syariah. Utilization of AI in customer data analysis, personalization products, and digital marketing strategies help MSMEs understand need consumer with more good. Development innovation product AI- based also enables MSMEs to present relevant and valuable services plus for public area. Increase quality and accessibility halal MSME digital products automatic contribute to the achievement objective Maqashid Syariah, in particular in aspect maintenance wealth (hifzh al-mal). AI technology works as catalyst



For growth sustainable and based economy sharia principles . Optimization This No only profitable MSME actors in general financial but also consumers who need it quality halal products .

2. Implementation of AI in halal MSMEs direct support Maqashid Syariah through improvement welfare economy and protection consumers . AI is capable ensure halal product through system tracking and verification material transparent standard , so that maintaining religion (hifzh al-din) as well quality life consumers . Increase MSME productivity through AI creates field work and distribution more income fair , contributing to the maintenance offspring (hifzh al- nasl) and reason (hifzh al- aql) through improvement digital literacy . Innovation effective AI- based digital products can also push empowerment economy community at the level local . Relatedness between optimization AI -based digital products with Maqashid Syariah shows that modern technology can become instrument effective For reach comprehensive sharia objectives . Approach This strengthen ecosystem Islamic economics in general overall . AI integration in halal MSME ecosystem in general deep reflect draft development sustainable in Islam, which is known as al- tatawwur al- mustadam , where growth economy No may sacrifice values ethics and sustainability social . Optimization This No only about profit term short , but rather about build foundation resilient and adaptive economy to market changes , in line with the principle of al- maslahah al- ammah (benefit general). For example , AI applications for prediction market trends and management inventory can reduce waste material standard, which is No direct support hifzh al- bi'ah (maintenance environment), dimensions that are increasingly recognized in discourse Contemporary Maqashid Sharia .

More far , the use of AI in digital education and training for MSME actors strengthen human resource capacity , creating competitive and integrated human capital , in line with with improvement quality reason (hifzh al- aql) in modern context . This ensures that MSMEs do not only become recipient benefit technology , but also agents proactive change in halal digital ecosystem , adopting framework Work AI ethics in line with sharia values . Optimization this can also seen from perspective theory diffusion innovation , where AI works as innovation that, when adopted by halal MSMEs, spreading and creating positive domino effect to other sectors , accelerating fair and equitable digital inclusion .



Approach This enable MSMEs to No only endure but also growing fast in the middle landscape the increasingly global economy competitive , at the same time maintain identity and principles halal .

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