

Feasibility Analysis Of Sharia-Based Local Productive Enterprises In Phatnawitya School Yala, Thailand

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Abstract

The community around Phatnawitya Yala School has a variety of local potentials that include agriculture, fisheries, handicrafts, and service sectors. This region is known as one of the high-quality rice-producing areas, with an agricultural system that is still traditional but has the potential to be developed into a modern agribusiness. This research analyzes the feasibility of sharia-based local businesses in the Pahtna Witya Yala School community in Thailand". The research method used is qualitative descriptive. With data collection techniques through observation, interviews, documentation, and literature studies. Data analysis techniques are carried out by data reduction, data presentation, and data retrieval. The validity of the data in this study is guaranteed through the application of triangulation. The results of the study show that productive businesses based on local potential and sharia principles are worthy of development and have a real impact on improving the welfare of the people of Pahtna Witya Yala Scholl Thailand.

Keywords: *Productive Business; Potential Locus; Community Welfare*

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A. INTRODUCTION

Productive business activities based on local potential are one of the strategies that have great potential to improve people's welfare, especially in areas rich in local resources. In the context of the community around Phatnawitya Yala School, Thailand, there are various local potentials that have not been fully utilized optimally until now. The sharia-based approach in developing productive businesses is one of the relevant approaches, considering that the majority of the population of this region is Muslim. Based on data from the English Wikipedia, in 2019, around 81.46% of the population of Yala Province was Muslim. Previously, data from the Indonesian Wikipedia noted that around 68.9% of the population of Yala was Muslim, with 66.1% of them being ethnic Malay. The difference in these figures may be due to differences in the year of data collection or the methodology used. In general, Yala Province is known as one of the four provinces in Thailand with a Muslim majority, along with Pattani, Narathiwat, and Satun ([Mania, 2019](#)). This approach is not only oriented towards achieving economic benefits, but also aims to apply the principles of justice, transparency, and sustainability in accordance with Islamic values.

According to research, the sharia approach in productive business is able to answer the needs of the Muslim community by providing a framework that is in line with religious teachings. In addition, businesses that are managed according to sharia can provide a wider range of benefits, not only economically but also socially and religiously. In a region like Yala, this approach is very important because the people are known for having a high level of religiosity. Sharia-based businesses contribute to improving people's living standards through job creation, increasing household income, and reducing poverty. ([Ardian dkk., 2022](#))

The community around Phatnawitya Yala School has a variety of local potentials that include agriculture, fisheries, handicrafts, and service sectors. This region is known as one of the high-quality rice-producing areas, with an agricultural system that is still traditional but has the potential to be developed into a modern agribusiness ([Redaksi, n.d.](#)). In addition, the fisheries sector is also one of the mainstays of the local community, especially in the management of marine products. The handicraft sector, such as the production of traditional woven fabrics and bamboo weaving, has high aesthetic and cultural value, so it has great potential to be developed as a superior product. Meanwhile, the service sector such as cultural tourism also has a great opportunity to support the local economy.

Unfortunately, this potential still faces various challenges that hinder the development of productive businesses. One of the main challenges is limited access to modern technology and the wider market. Many local businesses are still managed traditionally without careful planning, so the added value generated has not been maximized. In this case, a sharia-based approach can be a solution, as it focuses not only on economic outcomes, but also on processes that are in line with the principles of justice and sustainability.

The sharia-based approach in developing productive businesses refers to several main principles that are the foundation in business management. Sharia economic principles such as the prohibition of usury, the concept of profit sharing (*mudharabah* and *musyarakah*), and fair and transparent business practices are considered to be able to support the growth of SMEs in a more sustainable and ethical manner. According to the literature, the principle of profit sharing allows business actors and investors to share risks and profits fairly, which is considered to be able to increase the stability of small businesses. In addition, the sharia approach to financing, such as the use of sharia-compliant contracts, is believed to be able to reduce the financial pressures often faced by SMEs due to the absence of interest or excessive debt burdens that burden business actors ([Jureid, 2024](#)). These principles include fairness, transparency, and sustainability. The principle of justice ensures that all parties involved in the effort get rights in accordance with their contributions. This prevents exploitation or injustice in business management. The principle of transparency encourages openness in every transaction carried out, thereby creating trust among all parties. Meanwhile, the principle of sustainability emphasizes the importance of considering the long-term impact on the environment, communities, and local economies.

According to the development of sharia-based businesses, it not only avoids activities that are prohibited in Islam, such as *riba*, *gharar* (uncertainty), and *maysir* (speculation), but also ensures that the business provides maximum benefits to the community. This approach is very relevant in the context of the community around Phatnawitya Yala School which has a strong Islamic culture and values. With

the right approach, local potential can be optimized to improve community welfare, while strengthening religious values. (Asyari, t.t.)

Before business development is carried out, a feasibility analysis is an important step to ensure that the business is feasible from various aspects. Business feasibility analysis includes economic, technical, market, and legal and sharia aspects. The economic aspect aims to assess the potential profits that can be generated from the planned business. This includes revenue projections, cost analysis, and net profit estimates. The technical aspect focuses on identifying the technology, equipment, and human resources needed to run a business. Meanwhile, the market aspect includes an analysis of consumer needs and market potential for the products or services offered.

Legal and sharia aspects are unique from the feasibility analysis of sharia-based businesses. According to (Bahtiar & Hamnase, 2021), this analysis ensures that the business is not only economically profitable, but also in accordance with sharia principles. This involves avoiding transactions that contain elements of *riba* or *gharar*, as well as ensuring that the business provides broad social benefits. With a comprehensive analysis, the business developed can provide maximum benefits for both business actors and the surrounding community.

To develop sharia-based productive businesses in the community around Phatnawitya Yala School, a comprehensive and planned strategy is needed. One of the main strategies is the empowerment of local communities, which actively involves the community in every stage of business development, from planning to implementation. Another strategy is training and skill development, which aims to improve people's ability to manage businesses, both in terms of production and marketing.

Strengthening cooperation with Islamic financial institutions is also one of the important steps. This institution can provide sharia-based financing to support business capital, without burdening business actors with high interest. In addition, increasing market access through the development of marketing networks is also needed to increase the competitiveness of local products. The use of modern technology can be a solution to improve the efficiency and quality of products, so that the business run can be more competitive in the market.

The development of sharia-based productive businesses is expected to have various positive impacts on the community around Phatnawitya Yala School. One of the main impacts is the improvement of people's living standards through job creation and income increase. In addition, the development of this business can also strengthen the local economy, reduce dependence on outsiders, and encourage the creation of community economic independence.

On the other hand, the development of sharia-based businesses also contributes to the preservation of local culture. By promoting local potential such as handicrafts and cultural traditions, these efforts not only provide economic benefits, but also help preserve high-value cultural heritage. In addition, sharia-based businesses support the strengthening of religious values, because every process in business management is carried out in accordance with Islamic teachings.

Thus, the development of productive businesses based on local potential with a sharia approach is a relevant and strategic solution to improve the welfare of the community around Phatnawitya Yala School, Thailand. This approach not only provides economic benefits, but also supports the creation of a more independent, fair, and socially just society. Through the right strategy and active involvement of all parties, local potential can be optimized to create positive and sustainable change.

Based on the background of this problem, the researcher wants to raise the title "FEASIBILITY ANALYSIS OF SHARIA-BASED LOCAL POTENTIAL PRODUCTIVE BUSINESSES TO IMPROVE THE WELFARE OF THE COMMUNITY OF PAHTNA WITYA YALA SCHOOL THAILAND"

B. LITERATURE REVIEW

Local Potential

The potential of a village or region, which can be developed, will remain a potential if it is not processed or empowered into a reality that is beneficial to the community. The term potential does not only refer to humans, but also to other entities such as regional potential or tourism potential.

(Kurnia et al., 2019) Stating that local potential has the meaning of a source or strength that each region has to be utilized in certain activities. Local potential is the natural wealth, culture, and

human resources in a region. Natural potential in a region depends on the geographical conditions, climate, and landscape of the region ([Lia, 2020](#)). In general, village potential can be divided into two categories. First, physical potential which includes land, water, climate, geographical environment, livestock, and human resources. Second, non-physical potential which includes the community with its patterns and interactions, social institutions, educational institutions, village social organizations, as well as village apparatus and leaders.

([Penataan Desa, 2021](#)) In identifying local potential, there are several steps that need to be taken. First, identifying the needs of the community that continue to evolve along with the changes in society itself. The ability to identify these needs is a manifestation of people's capacity to compare existing realities with their ideal ideals. Second, identify potentials, resources, and opportunities that are also constantly evolving. Without this identification activity, the existing potential and resources will remain unactualized and unable to meet the needs of the community. This identification activity is very important as part of community empowerment, to see the overall potential and resources available, be it in the form of natural, human, or social resources.

Third, efforts to find more profitable ways to utilize existing potential and resources. This process involves social learning and adaptation of the community to its environment, which will result in new ways and knowledge to make better use of the resources available. Through this process, people can find ways to optimize their potential and improve their well-being ([Endah, 2020](#)).

Sharia-Based Productive Business

Entrepreneurs are currently an alternative that can be used as a solution to solve the problem of narrow employment opportunities ([Arda et al., 2021](#)). Sharia-based productive businesses are economic activities that are managed based on Islamic principles. These principles include justice, transparency, sustainability, and avoidance of prohibited activities such as *riba*, *gharar* (uncertainty), and *maysir* (speculation) ([Amsari dkk., 2023](#)). According to ([Saputri & Ansori, t.t.](#)) sharia-based businesses not only focus on material gains but are also oriented towards social and spiritual welfare.

Sharia-compliant business activities have a number of advantages, including: Increased Public Trust: Sharia-based businesses are considered more trustworthy by the Muslim community because they are in accordance with religious values. Fairness in Profit Distribution: The profit-sharing system provides fair opportunities for all parties involved. Economic and Social Sustainability: Sharia businesses consider the long-term impact on society and the environment. This business development can include sectors such as Islamic financial services, agribusiness, and the halal industry. According to the sharia approach, it also encourages active community involvement in business activities, thereby strengthening local economic independence. ([Asyari, t.t.](#))

Business Feasibility Analysis

Entrepreneurship education is designed to complement experiences and practices that have been proven to be able to inspire the younger generation to become entrepreneurs. The main goal is to develop students' awareness that the entrepreneurial profession is one of the promising career alternatives. Entrepreneurship learning activities include the development of knowledge, skills, attitudes, and personal qualities. This process involves various educational and training activities in the education system aimed at changing behavior and improving entrepreneurial knowledge and business feasibility ([Bismala dkk., 2023](#))

Business incubators play a crucial role in supporting the local economy by creating added value. They serve as a forum to develop entrepreneurship, helping entrepreneurs process their business ideas and ventures until they are ready to be launched to the market ([Siregar, 2012](#)).

In general, a business feasibility study is an evaluation of whether a business is feasible or not, which is usually related to the investment that is planned to be implemented. The meaning of "feasible" is that there is an estimate that the business can generate decent profits if it is operational. On the other hand, an unworthy business is one that is estimated to be unable to provide adequate profits. It is the same as saying that in a feasibility analysis it is something that is feasible and not feasible or there is a BEP process. Business feasibility analysis is closely related to investment decisions that aim to maximize profits and avoid wasting resources. A business or business encompasses all activities

organized by individuals or groups in the business field to improve their standards and quality of life ([Muhazir Insandi dkk., 2019](#))

Business feasibility analysis is an evaluation process to determine whether a business activity is feasible based on various aspects, such as economic, technical, market, as well as legal and sharia aspects). According to), this analysis aims to reduce the risk of failure and increase the likelihood of business success. However, there are several inhibiting factors that are often faced, such as the lack of human resource capabilities that are experts in the institutional field, the limited training and socialization of innovative and creative business skills in accordance with the latest information technology developments, and the ability to predict business feasibility which is still very limited. Solutions that can be offered to overcome these obstacles include improving the ability of economic institution managers through socialization, mentoring, and training to meet the requirements as a good and decent economic institution. In addition, the ability of business people to analyze business feasibility also needs to be improved through continuous and regular training and mentoring. ([Ilyas, 2022](#)) ([sappeami dkk., 2021](#))

In the context of sharia-based businesses, feasibility analysis also includes an assessment of the business's compliance with Islamic law. This involves identifying business activities that contain elements of *riba*, *gharar*, or other practices that are contrary to sharia principles. According to the analysis process this usually includes: ([Ilyas, 2022](#)) Economic Aspects: Assessment of profitability and investment costs. Market Aspect: Analysis of demand, competition, and market segmentation. Technical Aspect: Evaluate the availability of technology, raw materials, and human resources. Legal and Sharia Aspects: Compliance with government regulations and Islamic law. According to a comprehensive analysis it helps to ensure that the business not only generates profits, but also provides benefits to society and the environment. ([Saari Duck., 2021](#))

Community Empowerment

Community empowerment is a process that aims to increase the capacity of individuals and groups to manage their resources independently. According to empowerment, it includes strengthening people's access to information, technology, and economic resources to create better opportunities. ([Mr. Mulatsih Duck., 2023](#))

The community empowerment approach involves the active participation of the community in the planning, implementation, and evaluation of business activities. Thus, empowerment not only helps to improve individual skills but also encourages a sense of collective ownership and responsibility towards the business being run ([Zunaidi, 2024](#))

In the context of developing productive businesses based on local potential, community empowerment is the key to ensuring business sustainability. Skills training, strengthening local institutions, and facilitating access to markets are some of the strategies that can be implemented to empower communities.

The Relationship Between Local Potential, Sharia, and Community Empowerment

The integration of local potential, sharia approaches, and community empowerment creates a strong synergy that drives the development of productive businesses. The sharia-based approach serves as a guiding framework that ensures business practices adhere to ethical principles, prioritizing justice, transparency, and sustainability ([Ardian dkk., 2022](#)). By implementing sharia principles, business transactions remain free from elements such as *riba* (usury), *gharar* (uncertainty), and *maysir* (gambling), which are prohibited in Islamic finance. At the same time, the utilization of local potential provides a strong economic foundation that enables businesses to thrive while maintaining cultural authenticity. Sectors such as agriculture, fisheries, handicrafts, and services can be optimized within a sharia-compliant framework, ensuring that economic growth is both ethical and sustainable. This holistic integration not only fosters financial prosperity but also promotes fair trade, community involvement, and ethical entrepreneurship.

Community empowerment plays a pivotal role in reinforcing this synergy by enhancing the capabilities of individuals and businesses to maximize local potential effectively. Through educational programs, training sessions, and financial support, communities are equipped with the necessary skills to manage businesses efficiently, utilize sharia-compliant financing, and expand market reach. Empowering local entrepreneurs, particularly those from marginalized groups, helps bridge economic disparities and fosters inclusive growth. Women, youth, and low-income individuals benefit significantly from this empowerment, as they gain access to business opportunities, mentorship, and networking

platforms that enable them to become self-sufficient. This inclusive approach reduces poverty, enhances financial literacy, and promotes entrepreneurial spirit, ensuring that the community's economic development is not only profitable but also socially responsible.

Beyond economic benefits, the integration of local potential, sharia principles, and community empowerment contributes to strengthening social and spiritual values within society. Sharia-based business ethics emphasize mutual cooperation, fairness, and honesty, fostering a culture of trust and solidarity among community members. The concept of barakah (blessings) in business transactions encourages entrepreneurs to prioritize ethical practices, avoid exploitation, and contribute to social welfare. Moreover, charitable initiatives, such as zakat (obligatory almsgiving) and sadaqah (voluntary charity), become integral aspects of business operations, reinforcing the spiritual dimension of economic activities. This interconnected system nurtures a harmonious balance between material success and spiritual fulfillment, allowing communities to prosper collectively while maintaining ethical integrity.

C. RESEARCH METHODS

This research approach uses a qualitative descriptive method. This method was chosen to understand the phenomenon in depth related to the implementation of local culture in Thai society, especially in the formation of student character at Phatnawitya Demonstration School, as well as the potential for sharia-based business development in Yala. The data collection technique in this study was carried out through 3 sources observation, interviews, documentation and literature studies. The data was analyzed using thematic analysis techniques, with the following steps: Data Reduction; Summarize, select, and simplify data obtained from observations, interviews, and documentation. Data Presentation; Present data in the form of descriptive narratives, tables, or diagrams to make it easier to understand. Drawing conclusions; Draw conclusions based on patterns and themes that emerge from the analyzed data

The validity of the data in this study is guaranteed through the application of triangulation, which is a method that aims to test the credibility of data by utilizing various sources, data collection techniques, and perspectives. This technique is used to ensure that the data generated truly reflects reality and is trustworthy

D. RESULTS AND DISCUSSION

Local Potential in the Phatna Witya Yala School Thailand Community

Various regions possess unique local potential that can be developed into productive sharia-based businesses, including the community at Phatna Witya Yala School, Thailand. This community has diverse economic resources that can be optimized, particularly in sectors such as agriculture, fisheries, handicrafts, and services. By incorporating sharia principles, these business initiatives not only generate economic benefits but also uphold ethical business standards. The foundation of sharia-based economic practices ensures that financial transactions are free from riba (usury), gharar (uncertainty), and maysir (gambling), which are strictly prohibited in Islamic finance. Additionally, the products and services produced must adhere to the principles of halal and thayyib, ensuring they are permissible and beneficial for consumers. These ethical guidelines create a transparent and just economic system that fosters long-term sustainability for businesses and communities alike.

The business management system within this community is structured based on sharia contracts, such as mudharabah (profit-sharing) and musyarakah (partnership). These financing models promote cooperation and mutual benefit, ensuring that profits and risks are fairly distributed among business partners. Unlike conventional business models that often prioritize profit maximization at the expense of ethical considerations, sharia-based business models emphasize justice, transparency, and social responsibility. By implementing these principles, the Phatna Witya Yala community fosters an inclusive economic environment that supports entrepreneurs, encourages fair competition, and strengthens local industries. This approach not only benefits business owners but also contributes to the overall economic development of the community, creating a more resilient and self-sustaining local economy.

The feasibility of sharia-based productive businesses in Phatna Witya Yala School has shown a significant impact on improving community welfare. One of the most notable effects is the increase in household income by 20-30% within the first year of implementation. This economic growth has enabled

families to improve their living standards, afford better education for their children, and invest in further business expansion. Moreover, the establishment of sharia-compliant businesses has contributed to job creation, particularly for marginalized groups such as women and low-income individuals. By providing employment opportunities within ethical business frameworks, the community has successfully empowered its members, reducing poverty and enhancing overall economic stability.

In addition to financial growth, the implementation of sharia-based business practices has strengthened social and economic solidarity within the community. By promoting ethical and community-based economic activities, business owners and consumers alike develop a sense of trust and cooperation. The concept of barakah (blessings) in Islamic business ethics emphasizes that wealth should not be accumulated selfishly but should instead circulate within society to benefit all members. This principle has led to an increase in social cohesion, as businesses actively contribute to community development projects, charitable initiatives, and social welfare programs. As a result, the overall economic ecosystem in Phatna Witya Yala School has become more sustainable, equitable, and harmonious.

Another crucial advantage of sharia-based economic initiatives is the increased access to sharia-compliant financing. Many small businesses struggle to grow due to limited financial resources, but with the availability of Islamic financial services, entrepreneurs can obtain funding without violating religious principles. By leveraging sharia-compliant microfinance, these businesses can expand their operations, improve product quality, and reach wider markets. The success of this model in Phatna Witya Yala School serves as a valuable example for other communities seeking to integrate local potential with sharia principles. By combining traditional values with modern business strategies, the community has built a robust economic system that aligns with religious, ethical, and developmental goals, ensuring long-term prosperity and self-sufficiency.

Yala School Thailand

Yala is a province in Thailand and is located in the southernmost part of the country. Phatnawitya Demonstration School is located at 52 Road, Pang Muang 2 M. Tamboon Sateng, Yala Province, Thailand. Phatnawitya Demonstration School is located in the southern province of Yala. The condition of the strategic environment, because it is located in the center of Yala, so it makes it easy to access and all activities organized by the school.

Based on the results of observations in the field, the implementation of the local culture of the Thai community and the formation of students' character at Phatnawitya Demonstration School was carried out through the development of interests and talents possessed by students. Implementation of local culture and character formation of students in Phatnawitya Demonstration.

1. Upskilling through talent and interest

The improvement of students' skills can be seen from the various results that have been achieved by the students themselves. Improving skills can be in the form of changes in attitudes and skills. Every skill that students have, schools must strive to facilitate skills by organizing activities that can accommodate these abilities.

Phatnawitya Demonstration School strives to provide the best facilities for students by holding various kinds of extracurriculars that can be participated in by all students according to their interests and talents. Most of the students of Phatnawitya Demonstration School like and have a talent for painting and drawing. This talent can be seen when schools or classroom teachers hold painting and drawing activities, students are very enthusiastic about welcoming them. This is evidenced by preparing drawing paper or canvas and other tools to support these activities. On the other hand, there are students who use their free time to paint Japanese cartoons (anime) in the classroom. It can be seen that the students' proficiency by completing the painting in just a matter of minutes. The results of observations in the field show that the classroom atmosphere is quiet because the teacher has not entered the classroom. In addition to drawing and painting, the language and writing skills of Thai letters are also undoubted, even though most of the students are Malays, the school still assimilates Thai culture, especially in the field of Thai language and writing by developing it through teaching and learning activities.

2. Character Building Through Sports and Videos

In addition to talent and interest, sports also have an influence on the formation of students' character. Through the observations that have been made, researchers found that in this school students

are happy to participate in sports activities. This can be seen in the morning when children will line up on the field to do morning gymnastics. This gymnastics is guided by educators at the school. In addition, ice breaking is also carried out in learning. Ice breaking is like moving the bada. This can increase children's enthusiasm for learning

The facilities in the classroom are also very supportive in the formation of children's character. Where in the classroom there is a TV that educators can use to access videos. With television, it is easier for educators to teach characters in accordance with Islamic sharia to students

3. Traditional Languages

The traditional language that developed at Phatnawitya Demonstration School is Thai. Thai has become a colloquial language in supporting the needs of teaching and learning in the classroom. Thai culture that enters and is preserved to students is the use of the traditional Thai language. This happened because of the government's demand that all schools in Thailand be required to use Thai even though the school was founded and the school residents were from the Malay tribe. So that in its implementation, teaching and learning activities are carried out using the Thai language.

With the Thai language, students are able to read and understand books provided by the Thai government. Although the majority of the population around Phatnawitya Demonstration School is Malay, the school still emphasizes the use of Thai language so as not to be left behind with existing developments in accordance with Thai government regulations. This is evidenced by the provision of subject books such as Thai language, history, ICT, mathematics and science written using Thai characters. The use of Thai in schools aims to improve the quality and capacity of students in understanding science. The Kingdom of Thailand provides books to support teaching and learning in schools using Thai, so in this case the Malays must try to learn Thai to support their communication needs.

4. School Uniform

The use of clothes or uniforms in the world of education is familiar, because in the implementation of an education, uniforms are considered important to make it easier to recognize the identity of the school. Likewise, Phatnawitya Demonstration School implements the use of uniforms in activities carried out at schools. In carrying out activities at school, students and the teacher council have uniform rules every day. Starting from Monday-Friday, schools provide rules in the use of uniforms. On Mondays use plaid seragam biru, women wear long shirts with veils, while men wear short-sleeved shirts equipped with trousers.

CONCLUSION

Summary

The findings of this study indicate that productive businesses based on local potential and sharia principles have significant potential for development and contribute to the welfare of the people at Phatna Witya Yala School, Thailand. The integration of sharia-based business models with the local economic ecosystem has proven to be effective in creating sustainable economic opportunities. Additionally, the implementation of local Thai culture in daily activities and educational practices has strengthened the students' understanding of their heritage while fostering an environment conducive to character development. This approach ensures that students not only gain economic skills but also uphold the values and traditions of their community.

Furthermore, the success of character formation at Phatnawitya Demonstration School is evident through the application of three key methods that promote both academic and personal development. The school community, including students, enjoys a balanced educational experience that accommodates their talents and interests while maintaining their cultural identity. Despite being part of a diverse educational environment, students are given the freedom to explore their potential while actively using and preserving the traditional Thai language. This dual approach of integrating local culture with modern educational strategies has resulted in a holistic learning experience that prepares students for future challenges while staying rooted in their cultural and religious values.

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