

The Role Of Market Based On Creative Economics In Improving Community Welfare According To The Islamic Perspective Economics

Peran Pasar Yang Berbasis Ekonomi Kreatif Dalam Meningkatkan Kesejahteraan Masyarakat Menurut Perspektif Ekonomi Islam

Tria Silvia^{1*}, Zuhrinal M Nawawi², Nurul Jannah³

Faculty of Islamic Economics and Business, North Sumatra State Islamic University^{1,2,3}
triasilvia018@gmail.com¹, zuhrinal.nawawi@uinsu.ac.id², nuruljannah@uinsu.ac.id³

*Corresponding Author

ABSTRACT

Objective Study This is For know Role Market You based economy creative in improving community welfare from an Islamic economic perspective in Deli Serdang. This research use approach qualitative descriptive. Sample study This as much 7 person covers manager, trader And visitors in market You. Results study This find that Market You is something place Which showing results economy creative Which in manage by This local community aims to improve welfare and economic growth village communities through the development of their creative economic efforts. Your market plays a big role important to development economy creative, Good in matter activity economy public, creation of jobs, community income and sustainability of socio-economic life public Village Trail Long, Regency Deli Serdang To use For increase well-being public.

Say Key: Economics Creative, Level Wellbeing, Perspective Economy Islam.

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui Peran Pasar Kamu berbasis ekonomi kreatif dalam meningkatkan kesejahteraan masyarakat menurut perspektif ekonomi Islam di Kabupaten Deli Serdang. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Sampel penelitian ini sebanyak 7 orang yang meliputi pengelola, pedagang dan pengunjung di Pasar You. Hasil penelitian ini menemukan bahwa Pasar Anda adalah suatu tempat yang menunjukkan hasil ekonomi kreatif yang di kelola oleh masyarakat setempat yang bertujuan untuk meningkatkan kesejahteraan dan pertumbuhan ekonomi masyarakat desa melalui pengembangan usaha ekonomi kreatif mereka. Pasar Anda sangat berperan penting bagi pengembangan ekonomi kreatif, baik dalam hal kegiatan ekonomi masyarakat, penciptaan lapangan kerja, pendapatan masyarakat dan keberlangsungan kehidupan sosial ekonomi masyarakat Desa Jalur Panjang, Kabupaten Deli Serdang yang dapat meningkatkan kesejahteraan masyarakat.

Kata Kunci : Ekonomi Kreatif, Tingkat Kesejahteraan, Perspektif Ekonomi Islam.

1. Introduction

Along with development And growth economy in era globalization, make activity economy national, regional And international each other compete. Existence The creative economy has become a driving force for economic revival and is currently part of the economy which has a big role in Indonesia's economy. Sopacua and Primandaru, (2020) concluded that it can not only improve competitive capabilities, but also the creative economy capable increase quality economy public Indonesia. Something city or province can make draft economy creative as strategy planning development as well as development region . (Palupi et al., 2021)

Incorporating a creative economy concept in a business will produce results crafts become more attractive to everyone who sees them. The creative economy that originates from utilization of individual skills, creativity and talents in creating prosperity and field work Which focused on empowerment create And Power creation. Existence economy creativity is the most important factor in driving the economy in Indonesia (Marliyah et al., 2022). System economy creative believed capable become solution in overcome problem the, at a time as alternative in

face challenge economy global Which will shift the existing economic system. Indonesia is rich in culture and population has enormous potential in developing the creative economy. Development economy creative has develop become A phenomenon in face development And challenge globalization. Factor technology information make development economy creative become more fast, so that economy creative become A answer on challenge in welfare public besides That Also economy creative can lower level unemployment. (Pula et al., n.d.). In the Koran there is a verse that discusses the economic welfare of society, namely in Surah Adz Zariyat verse 19 as follows:

وَفِي أَمْوَالِهِمْ حَقٌّ لِّلسَّائِلِ وَالْمَحْرُومِ

Meaning: "And in their property there are rights for the poor who ask and the poor who do not ask." (QS Adz- Zariyat : 19)

The interpretation of the verse above is that people who are pious are always obedient in carrying out Allah's teachings, and they also realize that in the property they own, there are actually rights that must be issued, either in the form of zakat or alms, for the poor who ask for help and the poor. who does not reach out to ask others.

According to Blakely in Supriyadi (2007, p.103-123) in success development economy creative can seen from a number of indicator, that is: 1) expansion chance for public small in chance Work And business; 2) expansion for public For increase income And well-being, 3) empowerment institutional network field jobs for society. Islam also adheres to the idea of developing a creative economy it should be comprehensive and it is not ignoring spiritual, moral and material elements(Dalimunthe & Imsar, 2023) but also improve well-being aligned with interest family And public. Furthermore well-being is one option forward or forward determinant whether or not in an area or conditions that show the condition of people's lives Which can be seen from standard of living public (Ria Armayani et al ., 2022).

Increasing welfare in a business activity that has been carried out over time certain things are very important for entrepreneurs. To improve welfare this is wrong one goal of establishing a form of business. Pasar Kamu (Youth Work Breakfast Week) which was founded on August 9 2020, which is a creative economy-based village market precisely located on Jl Printis, Dusun II, Denai Lama Village, Pantai Labu District, Deli Regency Serdang. Deli Serdang is Wrong One Regency Which is at in area Beach East North Sumatra. Geographically, Deli Serdang Regency is located 2°57' north latitude to Susana on the market can really feel like being in the past (Setiawan & Dan, 2013). Para trader Market You consists from public original Village Trail Long as well as There is Almost several percent of the volunteers are teenagers and still at school who take part in operate activity market. Market You open every day Sunday from o'clock 06.00 Morninguntil o'clock 11.00 Afternoon.

Based on a pre-survey conducted by researchers on Mr. Dedy Sofyanas chairman Market You, this can be done seen in the table as follows:

Table 1. Average number of visitors, traders and income at your market (Breakfast Week Work Young adult) Year 2020-2023

Year	Visitors	Trader	Income
2020	336%	1.52%	3,360,000%
2021	384%	1.48%	3,840,000%
2022	864,000%	0.86%	31,200,000%
2023	1,200,000%	0.66%	43,200,000%
Amount	2,064,720%	4.52%	81,600,000%
Average	516.180%	1.13%	20,400,000%

Source: Week Breakfast Work Child Young (MARKET YOU) Deli Serdang

Table 1 shows that the average number of visitors in the last four years was 516,180%.

Furthermore produce average level trader as big as 1 .13 %. Whereas on average income 20,400,000%. In 2020-2023 number of visitors , traders and income experiences fluctuations from year to year. The increase in income is caused by the end Which increased, as well as in follow by decline amount trader Which involved in the market You so that add income clean Which in get market You.

The reason for choosing a location in your market is because the place is very strategic and Lots in visit by public Because although small but market You the Lots provide food typical traditional. With exists existence market You so can opening up employment opportunities, especially for local communities. However, even if you have significant role and contribution, the condition of your own market development is still lacking take note by manager Good That about facility general so that impact on public welfare. So that with so researcher interested For see to what extent role market You make up economy creative influential to well-being public local. Which where in matter This well-being the in Look from Maqasid Sharia that is maintained religion, soul, reason, descendants And treasure.

Researchers are also interested in conducting this research because it is supported by several researchers previous discussion which discussed the same problem in a different place, as was done by Mutiara Puspa Garini (2023) entitled "Analysis of the Role of the Creative Economy in Improvement Well-being Public According to Perspective Economy Islam (Studies on Home Industry But s Lampung Ethnica in Sumber Gede Village, Sekampung District, East Lampung Regency." Results This research shows the role of the creative economy in the level of community welfare through the Tapis Household Home Industry, the impact is quite good so it can be significant in improve well-being public And in Look from perspective economy islam , public has until fulfil on need Dahruriyyat (Primary), need Hajiyat (Secondary), and need Tahsiniyat (Tertiary).

Based on the problems described above, it can be seen that the role of the market You are very big, especially for the local community and this makes the writer feel interested For raised title "Role Market You Based Economy Creative In Increase Well-being According to Economic Prespective Islam".

2. Literature Reviews

Economy Creative

Economy creative is Wrong One form economy Which can realized in a way sustainable by utilizing one's creativity and exploiting natural potential not renewable but unlimited, namely through ideas, talent and creativity. Creative economy is creating something unique and new by generating added value based creativity, for this reason the creative economy agency focuses on 16 subsectors including applications and game developer, architecture, interior design, visual communication design, product design, fashion, film, animation & video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, as well as television And radio. Economy creative is development draft Which based on assets creativity that has the potential to increase and can realized through the creation of something new and unique by utilizing creativity and renewable natural potential, however unlimited. Economic growth John Howkins (2011), wrote the book "Creative Economy, How People Make Money From Ideas" defines the Creative Economy as an economic activity where the input and output are ideas. Or in one short sentence , the essence of creativity is an idea. Therefore, it can be imagined that only with the capital of ideas, someone Which creative can be obtain income Which very high.

Creative Economy is a concept for realizing economic development creativity-based sustainability. Utilization of natural resources that are not only renewable, In fact, it is not only limited to ideas, ideas, talents or talents and creativity. Quoting from Indonesia's Creative Economy Blueprint towards 2025, the creative economy is a creation added value (economic, social, cultural, environmental) based on ideas born from source creativity Power man (person

creative) And based utilization knowledge knowledge, including inheritance culture And technology. There is 3 matter principal which become base from economics creative the, between other: Creativity (*Creativity*), Innovation (*Innovation*), Discovery (*Invention*). (Hartini, 2022).

Economy creative need para creator And originator idea. Man must capable make ideas come true and his creativity. So, the creative economy is a new economic era which focuses on creativity and information with the main capital required being insight the breadth and ideas of human resources (HR). These two factors are the main capital that humans use in facing the current creative economy era. Creativity created depends on the knowledge, skills and experience of its human resources, because the more Good intellectual capital so innovation Which created will the more tall in increase competitive ability. Humans must optimize all their potential Which has been given by Allah SWT. The most valuable and most expensive potential which is just given on humans are reason (*intellectuality*). (Astari, 2017).

Allah gives a warning to His servants to use their minds. Matter This in accordance with the word Allah swt deep letter Jonah verse 100 Which explain:

"That all activity man must done with knowledge, ingenuity And optimization all potency sense Which There is For reach objective. Besides That Islam Also encourages its adherents to produce and pursue economic activities such as agriculture, industry, commerce, and work in various fields of expertise that make life possible they become more prosperous and prosper."

High growth is reflected in the competence of individuals in creating innovation. Economy Creative Which in inside there is industries creative own capital creativity (creative capital) which they use to create new innovations. Economy Creativity is one of the concepts for economic development in Indonesia. Which one, Indonesia can develop a model of ideas and talents from the people to be able to innovate and create something. Having a creative mindset is very necessary to continue to grow as well as endure in period Which will come. Economy creative become Wrong One draft For economic development in Indonesia. In which case, Indonesia can develop an idea model and the talent of the people to be able to innovate and create things. A creative mindset is very necessary to continue to grow and develop and survive in the future . (In & Bali, 2023)

Well-being

Islam is the perfect and final religion and was revealed by the authorities natural This is a human guide. The most important goal is to achieve falah or prosperity in this world and the hereafter. Islam teaches to achieve material prosperity apart from moral and spiritual well-being for them both at the micro and macro levels. (Yafiz et al., 2009). In the Islamic view, "prosperous" does not mean "rich" but "ideal", namely circumstances there is a balance between the spiritual material conditions obtained from existing human resources. Everything humans strive for must aim to fulfill two central needs namely the orderliness of personal life to broader interests in the state. (Agus Dwi Light et al., 2021)

Whereas according to Al-Ghazali, well-being (*thank you*) from something public depends on search And maintenance. In his book *Yep ulumuddin Al- Ghazali* stated that in Islamic society there are 5 aspects that greatly influence its achievement social welfare, namely; The main goal of Islamic law is religion (*ad-dien*), Soul (*nafs*), Intellect (*aql*), descendants (*nasl*) , wealth (*maal*). The key to maintaining these five basic goals lies in sufficient need or utility individual And social. Al-Ghazali share utility This Which includes: Basic needs (*daruriyat*), namely food, clothing and housing. Second, fun or comfort (*hajiyyat*). This second group consists of all activities that are not vital for the five that foundation, but is needed to eliminate obstacles and difficulties in life. Third, luxury (*tahsiniyat*). This third group includes further activities more than just comfort, but includes things that can complement, illuminate or decorate live. (Group

et al., 2023)

Well-being is level satisfaction And well-being is two understanding Which each other related. Level satisfaction refer to circumstances individual or group, whereas The level of welfare refers to the condition of the community or wider society. Well-being is the aggregate condition of satisfaction of individuals. This basic understanding leads to complex understanding that is divided into two arenas of debate. First is what the scope of substance of well-being. Second is how the intensity of the substance can be represented in aggregate. Although there is no strict substantive limit on welfare, but the level of welfare includes food, education, health, and is often expanded to other social protections such as employment opportunities, old age protection, freedom from poverty, And etc. With say other scope substance well-being often connected with scope policy social. (Muh. Ikram & Miftahul Janah, 2016)

Prosperity or prosperity can have four meanings (Big Indonesian Dictionary), In general terms, the condition of fulfilling basic needs is reflected in their fulfillment the need for clothing, food, adequate housing, quality education and good health or condition Where every individual can fulfil need physical nor spiritual or condition Where every individual capable maximizing its utility on level limit budget A particular condition is referred to as the welfare of society in which the conditions of the people are in circumstances prosperous, in circumstances Healthy And peace (Pakpahan et al., 2022). In economy, Prosperity is connected with material benefits. Prosperous has a special official or technical meaning(see welfare economics), as in the term social welfare function (Halim, 2021). In policy social, well-being social pointing to range service For fulfil community needs. This is a term used in the idea of a welfare state. In America Union, prosperous pointing to Money Which paid by government to person Which need help financial, but No can Work, or Which the situation income Which accepted For fulfil need base No sufficient. Amount Which paid usually well below the poverty line, and also have special conditions, such as moderate proof looking for work or other conditions, such as disability or child care obligations, that prevent it from working. In some cases recipients of funds are even required to work, And known as workfare (Handoko, 2018).

Well-being defined as something good order of life and social livelihood material and spiritual that are filled with feeling safety, decency, And provision born inner Which makes it possible for every inhabitant Country for stage fulfillment physical, spiritual and social Which the best for self, family as well society with high regard right as well as obligation basic suitable human with Pancasila (Utami et al., 2022).

3. Research Methods

For this research, it was carried out by researchers at 30 July 2023, Method used in this research is a qualitative method with a descriptive approach. The where object This research is your market (young people's breakfast week) in Deli Serdang. Which is the data type What is collected is primary data obtained through in-depth interviews with sources information (informant). As for data secondary in study This in can from book, article, documents related to the Role of Your Market (Young Worker Breakfast Week) Based on Economics Creative In Increase Well-being Public In Prefective Economy Islam Deli Serdang.

The qualitative method is expected to be able to produce an in-depth description of speech, writing and behavior that can be observed from an individual, community group, a particular organization in a particular setting context which is studied from a holistic point of view, comprehensive and holistic. The data obtained will be analyzed qualitatively, namely analysis Which used by understanding and assembling data that has been collected and arranged in an orderly manner systematic Then pulled conclusion.

4. Results and Discussions

According to (Habib, 2021) Economy creative is something draft For make it happen sustainable community economic development based on creativity. In the creative economy,

The main resources needed come from ideas, ideas, talents or talents and creativity which are owned by public. Economic value from a product or services at era economy creative, is no longer determined by raw materials or production systems as in the industrial era, but more to utilization creativity And creation innovation through development technology Which more advanced. Industries can no longer compete in the global market by relying solely on price or quality product course, but must compete based innovation, creativity And imagination.

Based on results interview And observation Which in do researcher to father inspiration Kurniadi as the manager of your market, who said Your market has been established almost 3 years ago year. Following quote interview researcher with Sir inspiration kurniadi: "Yes right, Market Youis a markets that carry out community activities based on the creative economy in a form of traditional culinary tourism market. And with your market, you can become a driving forceeconomic prosperity for the people in the village". (interview with informant 30 July 2023)

Traditional culinary tourism is an activity that tourists seek unique and impressive food and drinks. In other words, culinary tourism is not simply desire tasting delicious food , Which most importantly is uniqueness And memories that arise after enjoying the food (Febriani et al., nd). Interview what the researcher did to Mrs. Hanita Kahairina as a visitor to your market: "She say your market looks more traditional with its creative economy and there are no sales yet market other so that he own more interest culinary in market You in appealculinary place other."

With traditional food and traditional music held at the market you will have enough very in enjoy, so that based on results interview Which in do to visitorssay food traditional Already very can in enjoy, And with exists music traditional, the market atmosphere is quite busy with music accompanying it. atmosphere in the marketIt's quite possible to feel like you were in ancient times. That's the interview that goes along with it did to Mrs. Dina as a visitor : " Your market says apart from its excellent culinary delightsIt's delicious, cleanliness in your market is also maintained and you have a very beautiful and clean place with lots of coconut trees and bamboo. So he was very interested in visiting the market You Which based creative economy."

Regarding the facilities available in your market when many visitors come to culinary, there is a provision of seating mats for visitors. This is in line with the results Mrs. Yuliani's interview as a trader said: "The facilities provided are already there, yes but it's still not enough with the increasing number of visitors who come to eat at it your market, so that with the need for additional seat covers the manager and People who trade work together by renting out seating to visitors with 1 price mat 1 Tempu, that is means as long as possible 2 thousand."

Apart from basic facilities, facilities such as bathrooms are also not good enough. This is in line with interview father inspiration kurniadi say For facility room take a shower indeed Not yet Enough adequate, because as more and more visitors come, there is a need for development bathroom. "Based on the results of interviews with Mr. Amri as a visitor said facilities such as bathrooms and mats needed more management notice comfort for para visitors Which culinary."

Apart from inadequate facilities, security in your market is also not sufficient safe. "Based on interview father amri as visitors say security marketyou have not quite safe, if something lost items or scattered then no Possible There is person Which give know or convey to party manager. Because less many visitors arrived So always remain careful and always look after your items Alone with Good."

1. Market You Based Economy Creative In Increase Well-being Public

(Ma'arif et al., 2022) Explaining a role is a series of regular behaviors, which caused Because something position certain, or Because exists something Which easy known. A person's personality may also greatly influence how a role should be carried out. Role arise Because somebody understand that He Work No alone. Have environment, Which every moment required For interact. Environment That wide And diverse types, and each will have a different environment. But the role must be played, there is essentially no difference. Then there are two

types of roles hope, that is: hopes from public to holder role or obligation- obligation from holder role, And hopes Which owned from si holder role towards society or towards the people associated with it in carrying out its activities his role or obligations. Based on the results of research conducted by researchers by referring to 4 (four) types to find out the role of existence in your market to development economy creative ones includes:

Market You To Activity Economy Public

Most of the economic activities of the community in Denai Lama Village, Deli Serdang Regency is in the agricultural sector. Agriculture in the Old Denai Village quite well, it can be seen from Most of the area is agricultural land and many residents work as farmers and breeders. Market You especially used by public local For production result creative economy in the form of traditional culinary tourism built by the village community. The village government together with the community creates community economic activities in the village The old plan is getting smoother. With the existence of your market in Denai Lama Village you can also run it Its function is to provide a place for economic activities for its citizens and open markets that is Market You (Week Breakfast Work Child Young).

Based on results interview And observation Sir inspiration kurniadi (Manager) say There are quite a lot of positive economic activities in your market, so with exists activity economy Which in do in market You Lots public Which take advantage of this economic activity to help in everyday life. Yang where the people take advantage of the situation to exercise their rights and obligations To use in carry out economic activities creative.

Your market is a means that regulates communication and exchange interactions economic goods and services as well as money circulation in Denai Lama Village, Deli Serdang Regency. In This research was conducted to find out how your market role is based on economics creative in increase well-being its society. Market You have role Which very important in activity economy public, especially results economy creative public, good from results agriculture nor results craft economy creative public local.

Market You to Creation Field Work

With exists Market You (Week Breakfast Work Child Young), public can carry out its function in chance For work. And make use of it market from the results economy creative Which done by its people. With exists Market You as place creation field work for public, so will can increase village economic independence, this is marked by the increasing number of small business traders who sell his merchandise in market. Based on results interview researcher with Trader And Your Market Manager will know that the existence of your Market is very important helps in absorbing labor and reducing unemployment in rural communities. Market You play a role in creating space or opportunities for society to develop public village especially in matter creation field work. Development on basically is the aim of improving the welfare of society, and can provide levels changes in the structure of society on economic life. To achieve this The Denai Lama village community has a facility in the form of a Kamu Market which is used for activities economy public through its creative economy.

Market You to Income Public

Village Market is one of those places create a more prosperous society, both in the economic field and social. to increase people's income for it The community is required to develop the creative economic potential of the village one of them is the existence of a village market. One of the basic goals of economic development is to realize equality and improve welfare society and can provide the level of change in the structure of society towards economic life (Hasibuan & Nawawi, 2023). To achieve this The village has facilities in the form of a market

used for community economic activities. To find out in detail how much income residents with the existence of your market is quite difficult. This is caused by most traders don't keep records of how much they earn, besides some informants were not very open in providing information. By selling merchandise yourself in your market which is close to your house, this will reduce the burden of distribution costs so that income increases.

Based on results interview And observation to Mother daughter as Trader in market you, that during the existence of the creative economy in your market, he has been trading for more than 2 years traditional culinary food with the income obtained is very sufficient and I really feel the prosperity as a trader in your market. (Interview with informant July 30 2023)

Market You to Continuity Social Economy Public

Along with development activity economy creative Which There is in Market You Which is developing with all types of creative economy, one of which is the culinary type all kinds of food. This causes business actors to compete in producing food which is in accordance with consumer desires. For this reason, business actors are required to innovate sustainable. Although traditional food is still well accepted by people's tastes We No can deny exists change appetite from in part public other Which demanding product quality through more modern tastes. Sustainable Competitive Advantage A business can be obtained if the company has different resources from competitors. These resources are valuable and rare (rare), cannot be imitated (in-imitable) and difficult to replace (nonsubstitutable). Seeing the growth of culinary creative economy businesses in the marketAs we increase, society is required to be able to survive and compete sustainable with other businesses to carry out various sustainable innovations. One of innovation Which done market You that is culinary Which capable maintain wisdom local by creating typical Malay food (Munthe & Harahap, 2023). Technology makes people trader makes it easier For fulfil need life Which furthermore will can increase their income. eople who live in areas near the market don't have to worry It is difficult to show the results of their production to further markets (district markets, main market), this will save transportation costs, energy and time. Enhancement People's income means there will be an increase in people's welfare and standard of living. Enhancement activity economy creative in market You give rise to a number activities in society, which will automatically give rise to jobs and businesses new. This potential primarily aims to increase welfare and economic growth public village through development business economy creative they do.

Role Market You have role Which very important to well-being public based economy creative, Good related: activity economy public, creation field work, income public And continuity life social economy public in the village Trail Long, Regency Deli Serdang.

2. Implementation Principle Sharia In Behavior Economy Creative Trader Market You

Halal Food

Merchandise is an important instrument in trading activities, goods on the market are instruments used to meet community needs. Halal commerce is a term used to describe activities that start from acquisition material raw , management, until produce product halal with use resources and methods permitted by Islamic law (Daulay & Harahap, 2023). From the results Observing the types of food in your market, research can conclude that food culinary traditional Which for sale by trader in market You the is food Which legally Islam allowed.

Cleanliness

Islam teaches cleanliness in all aspects of life, including trading goods Good merchandise is merchandise that is halal and good (clean and healthy). The food Halal includes how to obtain it and its substances. Good food is not necessarily halal, but food Which halal Certain Good. Islam teach For always guard cleanliness environment. Rasulullah SAW through various the

hadith teach so that people Islam become pioneer in terms of maintaining cleanliness. Both body, clothing and environmental cleanliness. Following The content of the hadiths of Rasulullah SAW: Meaning: "Narrated from Abi Malik al-Asy'ari hesaid, Rasulullah SAW said cleanliness is part of faith and reading hamdalah can fulfil mizan (scale), and subhanallah reading Thank God it's fulfilled under the sky, earth and prayer is light and sadaqah is a lamp and patience is light, and the Koran is guidelines for you." (HR. Muslim).

In general, Islam has regulated all aspects of human life, down to economic problems, especially trading, of course in order to provide benefits so that there is no harm or bad impact from whatever is done. In fiqh, buying and selling is the exchange of property (whatever its form) which is lawful and good, not haram, whether or not the way it works, like and agree (willingly), the goods being bought and sold do not belong to someone else, they don't exist gharar (obscurity) and explaining if there is a record of the goods. From the results of the interview, Ms Hanita Khairina as a visitor to your market stated that your market is suitable with perspective economy Islam, para trader And manager market also stated that All types of food sold are halal and clean, and the prices given are not too high expensive and the profits taken do not exceed the limits of Islamic economics (informant interview July 30 2023)

In an overview of your market conditions both in terms of facilities and infrastructure, Which Where something condition place or location Which Not yet Enough adequate And exists need correction or improvement. This is in line with research conducted (Bayu & Fadelan, 2022). Which means that the market facilities and infrastructure are lacking so adequate so that Still need repair And improvements so that para trader And visitors feel comfortable. Your market role is based on the creative economy in improving community welfare both from community economic activities, job creation, community income and the sustainability of community socio-economic life. It is very plays an important role for can improve community welfare which exists in village trail long, regency Deli serdang.

5. Conclusion

Based on the results obtained by researchers, conclusions can be drawn as following :

1. Based on the condition of the facilities and infrastructure owned by Kamu Market, Denai Lama Village not enough so adequate so that Still need repair And improvements so that para visitors feel comfortable. Pasar Kamu is a creative economy-based place in the form of a market tourism that sells several traditional foods. The initial goal of establishing your market is: help economy public To use For reduce level unemployment And For increase well-being they use of creative economy Which created.
2. Your market really determines the welfare of the community, especially traders in the village because many of them depend on trading for their livelihood in your market. Your market in Denai Lama village is in accordance with the Islamic economic perspective , This can be known from observations of traders and managers in the market You. The market and management also stated that all types of food were being sold is halal and clean. And the price given is not too expensive and the profits are great take No exceeds the limit from Islamic economics .
3. Market You have role Which very important to economy public, Good through: community economic activities, job creation, community income And continuity life social economy public in Village Trail Long.

Your market has a very important role in the welfare of society based economy creative, Good related: activity economy society , creation field employment, community income and the sustainability of the socio-economic life of the community in the village Trail Old Deli Serdang Regency.

References

- Agus Dwi Cahya, Muinah Fadhilah, Sahilah, & Karyaningsih. (2021). Managerial Transformation Managerial Transformation. *Journal Of Islamic Education Management* , 2 (1), 57–72. <https://doi.org/10.47476/manageria>.
- Bayu, M., & Fadelan, N. (2022). The Role of Village Markets in Local Economic Development (Study in Senja Market, Sei Banyakir Village, Sambaliung District... *CAM JOURNAL: Change AgentFor ...* , 6 (2), 80–91. <https://jurnal.umberau.ac.id/index.php/camjournal/article/download/708/402>
- Dalimunthe, A.H., & Imsar, I. (2023). Effect of Poverty, Economic Growth, and Government Expenditures on the Islamic Human Development Index (I-Hdi) in Indonesia. *Horizon Repository IMWI* , 6 (1), 118–132. <https://doi.org/10.52851/cakrawala.v6i1.198>
- Daulay, AS, & Harahap, RD (2023). *Digital Market Development Strategy in SupportHalal Fashion Industry Indonesia*. 5 (1), 1035–1042. <https://doi.org/10.37680/almanhaj.v5i1.2918>
- Di, K., & Bali, P. (2023). <http://ojs.cahayamandalika.com/index.php/jomla/issue/archive> . 4 (1), 1–15. Febriani, O. M., Son, US, Fitriyanti, M., Information, J. S., Informatics, J. T., Information, JS, Indonesia, UM, Zainal, J., & Pagar, A. (nd). *Implementation of a Culinary Information System Lampung* . 17 (1), 145–152.
- Habib, MAF (2021). Theoretical Study of Community Empowerment and Creative Economy. *Journal ofIslamic Tourism, Halal Food, Islamic Traveling, and Creative Economy* , 1 (2), 106–134. <https://doi.org/10.21274/ar-rehla.v1i2.4778>
- Hartini, A. (2022). *The Role of Regional Government in Empowering Industrial Based CommunitiesCreative Economy In Sintang Regency*. 7 (1), 108.
- Hasibuan, DZ, & Nawawi, ZM (2023). Social Entrepreneurship as a Solution to Social Problemsin the Digital Age. *Journal Economy, Management, Accounting And Finance* , 4 (1), 57–66. <https://doi.org/10.53697/emak.v4i1>
- Group, P., Margo, T., In, M., & Madjid, F. (2023). *INCREASE WELL-BEING IMAM AL-GHAZALI'S PERSPECTIVE COMMUNITY (Study in Majalengka Village, DistrictOrion Banjarnegara Regency)* . 2 (1), 47–52.
- Ma'arif, S., Lestari, RY, & Juwandi, R. (2022). The Role of Ciwisata (Cinibung Wisata) in Efforts Developing a Creative Economy Based on Local Wisdom of the Cinibung Village Community. *Journal of Citizenship*, 6 (1), 213–226. <https://journal.upy.ac.id/index.php/pkn/article/view/2234%0A> <https://journal.upy.ac.id/index.php/pkn/article/download/2234/pdf>
- Marliyah, Daim, R., & Rahmi, D. (2022). The Influence of Leadership and Self-Efficacy on Innovation in Entrepreneurship Post the Covid-19 Pandemic in the Creative Economy Sector in CitiesMedan. *Journal Imagine* , 2 (2), 64–70.
- Muh. Ikram, I., & Miftahul Janah, N. (2016). The Role of Traditional Markets in Increasing Community Welfare (Case Study at Pa'baeng-baeng Market in Tamalate DistrictCity Macassar). *Economic Journal Faculty Balance Economy And Business* , 12 (2), 2.
- Munthe, Y.N., & Harahap, R.D. (2023). *SEIKO: Journal of Management & Business Analysis Sustainable Innovation of Mumubutikue Medan MSMEs in an Islamic Economic Perspective* . 6 (2),118–132.
- Pakpahan, R.M., Harahap, N., & Jannah, N. (2022). *Implementation of Corporate Social Responsibility (CSR) towards Increasing Community Welfare from an Islamic Economic Perspective (StudyCase at PT. Agincourt Resources Batang Toru District, South Tapanuli Regency)*. 2,153–166.
- Palupi, PE, Nusantoro, J., & Septiani, A. (2021). *The Role Of Creative Economics In Increasing Traders' Income (Case Study On Yosomulyo Market Rainbow)*. 2 (1), 12–19.
- Ria Armayani, R., Suryani, S., & Shobri, H. (2022). Analysis of Internal Human Resources Potential Improving Community Welfare in Gunung Meriah Village. *SIBATIK JOURNAL: Journal*

- Social, Economic, Cultural, Technological, and Educational Sciences*, 1 (8), 1343–1352.
<https://doi.org/10.54443/sibatik.v1i8.172>
- Setiawan, M., & Dan. (2013). *KPJU Research on Leading MSMEs in North Sumatra Province 2018*. c, 789–819.
- Utami, GA, Nawawi, ZM, Islam, U., & Sumatra, N. (2022). *Journal of Economy and Currency Study (JECS) Volume 4, Issue 2, July 2022 The Role of Social Media in Increasing Networks Market*. 4 (2), 93–98.
- Yafiz, M., Fedi, M., Sondita, A., Soemakaryo, S., & Monintja, DR (2009). Financial Analysis of of Fishing Effort in a Model of Fishermen Prosperity Improvement At the Regency of Rokan Hilir Riau Province (1). *Journal FISHERY And MARINE*, 14, 81–92.