

Traditional Markets in the Sharia Economic Perspective: Exploring Structural Changes and Social Value Reconstruction in Modern West Sumatra

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Abstract

This research aims to analyze the relevance and competitiveness of traditional markets in West Sumatra from the perspective of sharia economics, with a focus on digital transformation, merchant innovation, and inherent social-spiritual values. The method used is a Systematic Literature Review (SLR) of 12 selected studies from the 2015–2025 period, which includes field research, case studies, policy studies, and literature supporting sharia economics. The thematic synthesis identifies four main themes: (1) the socio-economic structure and social role of traditional markets; (2) transformation and modernization challenges; (3) actualization of sharia economic value in traders' practices; and (4) the direction of empowerment and repositioning of digital-based markets and sharia cooperatives. The results show that traditional markets are still the backbone of the people's economy, but face pressure from modern markets and global digitalization. Limited digital adaptation, weak sharia institutions, and changes in consumer behavior are the main challenges. Empowerment strategies based on sharia digitalization, the establishment of sharia cooperatives, and strengthening market ethics are suggested so that traditional markets remain relevant, competitive, and socially just in accordance with the principles of sharia maqashid. This study makes a theoretical and practical contribution to the development of local economic policies based on Islamic values.

Article Information:

Received Agustus 30, 2025

Revised September 19, 2025

Accepted September 26, 2025

Keywords: *Traditional Market, Sharia Economy, Competitiveness, Digital Transformation, Sharia Cooperatives, West Sumatra*

How to cite:

Ramadhan, R., & Fahlefi, R. (2025). Traditional Markets in the Sharia Economic Perspective: Exploring Structural Changes and Social Value Reconstruction in Modern West Sumatra. *El-Kahfi | Journal of Islamic Economics*, 6(02), 454 - 460. <https://doi.org/10.58958/elkahfi.v6i02.602>

E-ISSN:

2722 – 6557

Published by:

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INTRODUCTION

Traditional markets in West Sumatra have a very strong historical role in supporting the economy of the local community, as well as being a reflection of the culture of the Minangkabau people who uphold the values of justice, mutual cooperation, and honesty in transactions. However, in the last two decades, the existence of traditional markets has begun to face major challenges due to the expansion of modern markets and economic digitalization (West Sumatra Disperindag, 2023). The phenomenon of declining trade activities in a number of major markets such as Padang Supermarket, Batusangkar Market, and Aur Kuning Bukittinggi Market is an indicator of the reduced competitiveness of the people's market in the modern era (BPS West Sumatra, 2024).

Economically, traditional markets are still the backbone of the lower middle class in West Sumatra. According to BPS data (2024), around 63% of micro business actors in this province depend on their income from buying and selling activities in traditional markets. However, the trend of digitizing public spending has led to a significant decline in the number of market visitors, especially since the COVID-19 pandemic (Bank Indonesia West Sumatra, 2023). This indicates that the local economic structure is shifting from a direct interaction system towards more efficient online transactions but risks eroding Islamic socio-economic values.

From a social perspective, traditional markets in Minangkabau have long been a meeting place for various levels of society and a center for the exchange of information, values, and solidarity (Fitriani, 2022). But now, that role is starting to diminish because the younger generation prefers to shop in modern retail or e-commerce. This shift is not only about changing consumer behavior, but also about the transformation of social values that can affect the local Islamic economic structure. In Islam, trade is not only for profit, but also for upholding the value of justice and blessing (Chapra, 2000).

The phenomenon in Batusangkar is a clear example of how traditional markets face existential challenges. The Batusangkar Market, which was once crowded and provided clothing, food, and boards, is now starting to lose its appeal. Most stalls only sell basic necessities, while clothing and furniture stores are starting to close because they are losing competition with shopping centers and online stores (Disperindag Tanah Datar, 2024). This condition indicates a change in the people's economic structure that leads to a shrinkage of traditional market social and economic functions.

From an Islamic economic perspective, the loss of social and spiritual functions from the market is an indication of the disruption of the principles of distributive justice and the balance of muamalah (Kahf, 2019). The market is not only an arena for transactions, but also a place to uphold the ethics of honesty and social responsibility. Therefore, the challenges of traditional markets in West Sumatra need to be understood not only as economic problems, but also as a crisis of values and sharia-based governance.

Previous studies have shown that low muamalah literacy and lack of adaptation to technology are the main factors in weakening the competitiveness of the people's market (Suryani & Prasetyo, 2021). In West Sumatra, most traders still rely on conventional methods of trading and have not utilized digital media for promotions or transactions (Rahman, 2023). In fact, in the context of the sharia economy, the use of technology is part of efforts to strengthen benefits and efficiency without ignoring the value of justice (Antonio, 2018).

The fundamental difference between the traditional market and the modern market in West Sumatra is now becoming more and more real. Modern markets offer convenience,

price standards, and transaction efficiency, while traditional markets excel in social interaction and price flexibility (Hafidh, 2022). However, in the context of sharia, the advantage of traditional markets lies in the aspects of honesty, ukhuwah, and distributive justice that are more in accordance with Islamic principles (Karim, 2020). This makes the traditional market still relevant as a populist economic instrument based on Islamic values.

The conditions of the people's market in West Sumatra also show inequality in access to financing and institutional support. According to BI West Sumatra (2023), only 22% of traditional market traders have access to formal financial institutions, including Islamic financial institutions. In fact, the involvement of Islamic financial institutions can help increase business capital and competitiveness through profit-sharing-based financing mechanisms (Rahman & Wibowo, 2021).

In addition, the policy aspect is also an important highlight. The local government has made efforts to revitalize the physical market, but it has not been optimal in strengthening sharia economic values and increasing the capacity of traders (West Sumatra Disperindag, 2023). Sharia-based digitalization training programs are still sporadic and have not touched all markets in the regions (Ministry of Home Affairs, 2023). As a result, market revitalization has not touched the substance of competitiveness that comes from Islamic values and ethics.

In the context of Minangkabau culture, the market has a strategic role in maintaining the principle of "barek samo dipikua, ringan samo dijinjiang," which reflects the spirit of mutual cooperation and social justice (Yuliana, 2023). The loss of traditional markets means the loss of the social space in which those values are exercised. Therefore, efforts to maintain traditional markets are not only to maintain economic activities, but also to preserve local wisdom in line with sharia maqashid.

Theoretically, sharia economics places the market as an instrument for the distribution of sustenance that is fair and equitable (Chapra, 2000). The Prophet PBUH even rejected monopoly and the practice of usury in the market because it disturbed social balance (Asutay, 2007). These principles are still very relevant to be applied in the context of traditional markets in West Sumatra which are now facing global and digital market pressures.

The revitalization of traditional markets based on the Islamic economy must be directed at three main aspects: strengthening values, innovation, and institutions. First, strengthening the value of Islamic trade ethics among traders; second, encouraging halal and fair technological innovation; third, forming institutions such as sharia cooperatives as a forum for strengthening capital and economic solidarity (Saeed, 2003).

This research is also driven by the phenomenon of declining economic sustainability of market communities in West Sumatra due to changes in consumer behavior. The BI survey (2023) states that 54% of urban consumers in Padang are now switching to online shopping. If this trend continues, the people's market economy will deteriorate further and widen the economic gap between layers of society (Hasanah, 2022).

Within the framework of sharia maqashid, the existence of traditional markets can be categorized as an effort to maintain property (hifz al-mal) and maintain life (hifz al-nafs), because in it there are economic activities that support the lives of small communities (Kahf, 2019). The loss of the people's market means the loss of space for the economic empowerment of the people. Therefore, this research aims to reaffirm the relevance of traditional markets as Islamic economic institutions in the midst of modernization and economic globalization.

Based on this description, this study aims to analyze the relevance of traditional markets in the sharia economy in West Sumatra by reviewing the fundamental differences between traditional markets and modern markets, understanding the transformations that have occurred, and exploring the social and spiritual values that are still inherent in them. This study is expected to make a theoretical and practical contribution to the development of economic policies based on Islamic values at the regional level.

METHODS

This study uses the Systematic Literature Review (SLR) approach to examine in depth the relevance of traditional markets in the perspective of sharia economics in West Sumatra. The SLR approach was chosen because it allows researchers to systematically collect, evaluate, and synthesize various relevant research results to gain a comprehensive understanding. This process follows the general guidelines of Kitchenham (2004) and is reinforced by Watanabe et al.'s (2018) thematic synthesis model that emphasizes the grouping and interpretation of literature findings based on repetitive conceptual patterns. Thus, this research is not only descriptive, but also interpretive in connecting empirical data with Islamic economic values.

The research stage begins with identification and literature search using scientific databases such as Google Scholar, Garuda Ristekdikti, DOAJ, and university repositories in West Sumatra (UIN Imam Bonjol, UNAND, UNP, and IAIN Bukittinggi). The search was conducted using a combination of keywords, including: *"traditional market of West Sumatra," "sharia economy," "market modernization," "people's trade," "Islamic social value,"* and *"merchant competitiveness."* The inclusion criteria include publications in the 2015–2025 period, in Indonesian or English, relevant to the West Sumatra context, and discussing economic, social, or spiritual aspects of traditional trade. Meanwhile, the exclusion criteria are articles that are general without a regional context and popular writings that do not go through an academic process.

The next step is the selection process and assessment of the quality of the literature. All articles obtained were selected through three stages: *title and abstract screening*, *full-text review*, and *source credibility assessment*. Only literature that meets methodological elements and thematic relevance is included in the analysis. Each article is then coded based on the main theme, such as (1) the structure of the traditional market economy, (2) transformation and modernization, (3) social and Islamic values, and (4) the direction of sharia-based economic empowerment. The data analysis technique uses thematic synthesis that focuses on inter-thematic relationships to find new conceptual patterns that explain the role of traditional markets in Islamic economic frameworks.

To strengthen the validity of the results, this study uses a conceptual triangulation approach by comparing the findings of classical and contemporary sharia economic literature. The main literature that is used as a theoretical basis includes the works of Chapra (2000) and Kahf (2003) on Islamic economic justice, and Antonio (2011) on the principle of muamalah in trade. The supporting literature includes the results of local research on traditional markets in West Sumatra such as Putra (2019), Rahmadani (2021), and Syafri (2023) which discuss the socio-economic dynamics of the people's market. Thus, this SLR method produces a scientific synthesis that not only describes the empirical conditions, but also links them to the principles of justice, blessings, and balance in sharia economics.

RESULT AND DISCUSSION

RESULT

Literature Identification and Selection Process

This study uses the Systematic Literature Review (SLR) approach to trace, evaluate, and synthesize relevant research results regarding the relevance of traditional markets in the framework of sharia economics in West Sumatra. This SLR process was carried out during the period of 1–15 September 2025, following the systematic stages of *identification* → *screening* → *eligibility* → *inclusion* according to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines.

Literature sources are taken from four main databases and local repositories, namely: Google Scholar, Garuda Ristekdikti, DOAJ (Directory of Open Access Journals), and campus/university repositories in West Sumatra such as Andalas University (UNAND), UIN Imam Bonjol Padang, Padang State University (UNP), and IAIN Bukittinggi. The search was completed with reports from the Central Statistics Agency (BPS West Sumatra) as well as local government policy documents related to the management and revitalization of the people's market.

Search Results and Selection Flow (PRISMA-style)

The following is a summary of the stages and results of the literature selection process obtained through this SLR.

Table 1. Search Results and Selection Flow (PRISMA-style)

SLR Stage	Number of Articles
Records identified via databases (Google Scholar, Garuda, DOAJ)	94
Additional records from university repositories & government reports	18
Total records awal	112
After the removal of duplicates	98
Records screened (judul & abstrak)	98
Records excluded (irrelevant title/abstract or non-West Sumatra context)	66
Full-text articles assessed for eligibility	32
Full-text articles excluded (non-regional, no data/methods, or not scientific sources)	20
Studies included in final synthesis	12

Inclusion and Exclusion Criteria

Inclusive Criteria:

- The focus of research or discussion is on traditional markets/people's markets in West Sumatra, or phenomena that have direct relevance to the socio-economic context of the area.
- Examine economic, social, institutional, or religious values (sharia economics) related to traditional markets.
- Published in the period 2015–2025 in Indonesian or English.
- Include scientific articles, proceedings, or theses that have empirical data and valid academic references.

Exclusion Criteria:

- Popular writings such as opinion articles, media coverage, or brochures without methodological studies.

- A study that only discusses the modern market without any connection to the traditional market.
- Publication before 2015 (except for classical works of Islamic economic theory which are used for conceptual foundations, not SLR analysis sections).

Literature Quality Assessment

Quality assessment was carried out on 32 full-text articles that passed the initial stage. Each article was evaluated using the CASP (Critical Appraisal Skills Programme) and JBI (Joanna Briggs Institute) adaptive checklists with five indicators:

1. Clarity of purpose and relevance of the topic.
2. Feasibility of methods and transparency of analysis.
3. Contextual relevance to West Sumatra.
4. The depth of findings related to sharia economics.
5. Contribution to the discussion of social value and market transformation.

Only articles that meet ≥ 3 of the 5 criteria are included in the final thematic synthesis. All quality assessment results are recorded in a review log (Excel) and stored as methodological documentation. Thus, the literature identification and selection process has resulted in 12 main studies that are considered worthy of thematic analysis, representing various perspectives ranging from social and cultural aspects of the market, digital and institutional transformation, to the implementation of sharia economic values in the context of West Sumatra.

Furthermore, through the *selective coding stage*, the 18 categories were analyzed for their relevance and synthesized into four core themes that became the basis for the interpretation of the results of this research.

Table 2. Classification of Main Themes and Findings of SLR Literature (2015–2024)

Main Theme	Indicator/Sub-Category	Supporting Studies (Author, Year)	Period/Trend	Relevance of West Sumatra
1. Difference between Traditional and Modern Markets	Local economic structure (traders, distribution, commodities)	Putra (2019), Syafri (2023), Paradise (2020)	2015–2023	Shows traditional markets are still dominant for local food & commodities; Modern market more focused on efficiency & technology
	Buying and selling behavior (loyal consumers, transaction patterns, preferences)	Rahmadani (2021), Nisa (2020)	2017–2023	Consumers are starting to move to digital/ minimarkets, loyalty to traditional markets is declining
	Sharia principles: akad, justice, prohibition of gharar/riba	Hafid & Rasyid (2022), Rohim & Ramadhan (2023)	2019–2023	Traditional markets still contain the value of transaction fairness, but they are less formally institutionalized
	Social dimension: interaction, mutual cooperation, solidarity	Putra (2019), Paradise (2020)	2015–2022	The market becomes a social arena, maintaining the brotherhood of traders and consumers
2. Traditional Market Transformation	Digitalization and digital literacy of merchants	Nisa (2020), Yusri (2024)	2018–2024	Digital adaptation is still low, some traders have started promotions via WhatsApp; There is no integrated digital sharia system yet
	Changes in commodities and governance	Syafri (2023), Rahman (2023)	2017–2023	Traditional markets now focus on food; Clothes & Drop Board
	Shariah Institutions & Cooperatives	Mulyani & Zulkifli (2023), Hafid & Rasyid (2022)	2019–2024	The formation of cooperatives based on limited sharia contracts is a potential for empowerment
3. Social and Spiritual Values	Muamalah justice and distribution of sustenance	Rahmadani (2021), Firdaus (2020)	2015–2023	Traders still practice the principle of fairness and mutual assistance, even if

Main Theme	Indicator/Sub-Category	Supporting Studies (Author, Year)	Period/Trend	Relevance of West Sumatra
4. Theoretical and Practical Contributions				it is not structured
	Mutual Cooperation & Solidarity	Son (2019), Suryana (2022)	2015–2022	Minangkabau cultural values are strong, supporting the economic resilience of small traders
	Attachment to the sharia economy	Rohim & Ramadhan (2023), Hafid & Rasyid (2022)	2019–2024	The value of 'adl, amanah, and ta'awun can be seen in market interactions, becoming the basis for market repositioning
	Research gap & policy recommendations	Effendi (2023), Rahman (2023)	2018–2024	Demonstrate the need for digital & sharia integration, cooperative building, and muamalah literacy
	Direction of sharia-based local economic development	Mulyani & Zulkifli (2023), Yusri (2024)	2020–2024	Providing a framework for strengthening the people's market as a pillar of the ummah's economy and the basis of contextual Islamic economic theory in West Sumatra

To facilitate mapping and analysis, the literature findings are grouped into four main themes, namely:

1. Difference between Traditional and Modern Markets – emphasizing economic structure, buying and selling behavior, sharia principles, and social dimensions.
2. Traditional Market Transformation – encompasses digital adaptation, commodity change, governance, and sharia-based institutions.
3. Social and Spiritual Values – highlighting aspects of mutual cooperation, justice of muamalah, and equitable distribution of sustenance.
4. Theoretical and Practical Contribution – showcasing the research gap, policy direction, and potential for the development of the sharia economy in West Sumatra.

The following table presents the classification of the main themes along with indicators, supporting studies, research periods, and relevance to the West Sumatra context.

DISCUSSION

Theme 1: Differences between Traditional and Modern Markets

Traditional markets in West Sumatra are not just economic transaction spaces, but socio-economic institutions that are inherent in Minangkabau cultural values and Islamic economic principles. Putra (2019) emphasized that traditional markets function as a social network of traders, farmers, and consumers, which creates mutual trust, solidarity, and economic collaboration based on mutual cooperation. This is in line with the concept of ta'awun (help-help) in Islamic muamalah (QS. Al-Maidah: 2), where economic interaction is directed for the common good.

In terms of economic structure, traditional markets usually consist of small-medium traders who provide food, clothing, and board needs directly, with a flexible and fair-based price negotiation system (Rahmadani, 2021). In contrast, modern markets such as convenience stores or supermarkets emphasize efficiency, price standardization, and complete facilities (BPS, 2024). Syafri (2023) found that the modern market excels in logistics, storage, and product variety, but loses the social and spiritual dimension inherent in the people's market. From the point of view of sharia principles, traditional markets support fair, trustworthy, and free trading practices from *riba* or *gharar*. Hafid & Rasyid (2022) explain that traditional market traders tend to practice honest weighing and direct cash transactions, in accordance with the principle of *al-'adl wal-amanah*. This is reinforced by QS. Al-Mutaffifin verses 1-3 which affirm the prohibition of cheating scales, as well as the hadith of the Prophet PBUH which encourages honesty in trade (HR. Muslim). Meanwhile, modern markets, while efficient, often lose the touch of personalization and sharia awareness due to automation systems and lack of social interaction.

The dimensions of buying and selling behavior also show significant differences. In traditional markets, consumers interact directly with merchants, inquire about the quality of products, and often bargain. Putra (2019) and Firdaus (2020) report that these interactions build strong social relationships and increase trust, which indirectly supports the economic resilience of small traders. In contrast, the modern market emphasizes self-service and digital processes, which streamline time but reduce personal interaction and *ukhuwah* values. Empirical phenomena in West Sumatra also show a shift in consumer patterns. BPS (2024) notes that visits to traditional markets have decreased by an average of 20%–30% in the last five years, mainly due to the emergence of modern markets and e-commerce. Rahmadani (2021) added that people's market traders in Payakumbuh face

competitive challenges due to changes in consumer preferences, who now prefer convenience and ease of transactions in the modern market.

However, the value of social justice and the distribution of sustenance is still the advantage of the traditional market. Rohim & Ramadhan (2023) emphasized that traditional markets encourage economic distribution to the lower middle class, provide micro business opportunities, and reduce dependence on loan sharks. In the context of sharia maqashid, this includes hifz al-mal (protection of property), and tawazun (socio-economic balance), which are not always achieved in modern market models (Chapra, 2000).

From a policy perspective, Effendi (2023) recommends that the revitalization of traditional markets should not only be in the form of physical renovation, but also the strengthening of social institutions, muamalah literacy, and the integration of sharia principles in market management. This concept is also supported by Mulyani & Zulkifli (2023), who emphasize the need for sharia cooperatives to increase the competitiveness of traditional market traders while maintaining moral and social values.

Theme 2: Traditional Market Transformation

Traditional markets in West Sumatra are facing immense pressure from modernization and globalization. Effendi (2023) noted that although the provincial government has carried out market revitalization since 2018, including improvements to physical facilities and hygiene, consumer visits have continued to decline. This shows that physical change alone is not enough; transformation must touch on the institutional, digital, and sharia values aspects. BPS (2024) also noted a decline in people's market activity of around 20%–30% in the last five years, indicating the need for a more comprehensive adaptation strategy.

From the perspective of technological adaptation, most traditional market traders have not taken advantage of digitalization to increase competitiveness. Nisa (2020) reported that only 27% of merchants in Padang Supermarket use WhatsApp for promotions, while those who make online transactions are even less than 10%. This lack of digital literacy creates a gap with modern consumers who are more comfortable shopping online. Yusri (2024) added that the integration of sharia-based digitalization can be a solution, for example the use of halal payment platforms, transaction recording according to muamalah principles, and online promotion of local products. Cooperatives and Islamic financial institutions are important instruments in market transformation. Rahman (2023) shows that the establishment of sharia cooperatives can strengthen the collective capital of traders, reduce dependence on loan sharks, and provide financing based on musyarakah or mudharabah contracts. Mulyani & Zulkifli (2023) added that this institution can also be a center for muamalah literacy training, support online sales, and maintain the practice of Islamic economic ethics (al-'adl, amanah) in transactions.

In terms of social and spiritual values, Suryana (2022) emphasized that transformation should not ignore the aspects of ukhuwah and ta'awun. Traditional market traders in West Sumatra have traditionally built strong social networks, helping each other with capital and stock goods. Successful transformation is one that combines technology with the strengthening of the social-spiritual dimension, so that the market remains a space for the distribution of sustenance that is fair, just, and blessed (Hafid & Rasyid, 2022). QS. Al-Baqarah: 261 emphasizes the importance of the equitable distribution of sustenance and blessings, which is relevant in the context of the economic empowerment of small traders.

Empirical phenomena also show changes in commodities and buying and selling strategies. Syafri (2023) noted that many traditional markets now focus on food, while clothing and boards are getting minimal. This has an impact on the number of visitors, as modern consumers are looking for a place that provides complete needs. Rahmadani (2021) added that traders who adapt to selling some products online or collaborating with sharia cooperatives tend to be more persistent. The transformation of traditional markets in West Sumatra requires the integration of technology, the strengthening of sharia cooperatives, and the preservation of social-spiritual values. Transformations that are only physical or mechanistic are not enough; there must be a holistic approach that combines Islamic economic principles with modern adaptation.

Theme 3: The Relevance of Social and Spiritual Values of Traditional Markets

Traditional markets in West Sumatra not only serve as an economic center, but also as a social and spiritual arena that strengthens the values of the Minangkabau community. The study by Putra (2019) and Syafri (2023) shows that traders and consumers have a close social network, know each other, and build trust through honest and transparent buying and selling practices. The value of *ukhuwah* and *ta'awun* (help-help) is the foundation of economic relations, so that the distribution of sustenance is not only commercial, but also social-spiritual.

From the perspective of sharia economics, the principles of justice (*al-'adl*), honesty (*amanah*), and the prohibition of *gharar* and *riba* are guidelines in traditional market transactions (Hafid & Rasyid, 2022). Traders who follow this principle tend to maintain reasonable prices, accurate scales, and product quality, as exemplified by the Prophet PBUH in the Medina market (Asutay, 2007). The implementation of this principle strengthens economic blessings and creates social resilience for the lower middle class, which is the main focus of the people's market. The empirical phenomenon in West Sumatra shows a real challenge in maintaining these values. Suryana (2022) reported that some traders began to face economic pressure, so the practice of helping and sharing stocks began to decline. However, traders who are members of sharia-based cooperatives or community groups show better resilience in maintaining *muamalah* ethics. This shows that sharia social institutions and institutions are important factors in maintaining the spiritual value of the market.

In addition, the literature emphasizes the importance of integrating social practices with sharia-based digitalization. Yusri (2024) found that merchants who utilize digital platforms for sales while maintaining fair and transparent principles are able to increase turnover without sacrificing social value. This indicates that modern transformation can go hand in hand with the preservation of Islamic economic values, as long as digitalization and innovation are carried out within the framework of sharia (Mulyani & Zulkifli, 2023). Social and spiritual values are still inherent in the traditional market of West Sumatra, but the sustainability of this practice requires the support of sharia institutions, *muamalah* ethics education, and halal digital adaptation. Market transformation is not only about technology, but also maintaining moral integrity and a fair distribution of sustenance.

Theme 4: Direction of Empowerment and Repositioning of Traditional Markets

The literature synthesis shows that the sustainability of traditional markets in West Sumatra does not depend only on physical conditions or market locations, but is highly determined by strategies for empowering traders, sharia institutions, and digital integration in accordance with Islamic principles. Effendi (2023) emphasized that government intervention so far has mostly focused on improving market facilities and

physical renovation, but has not targeted strengthening the capacity of traders and the development of systematic sharia cooperatives. Yusri (2024) added that digitalization without the foundation of sharia values will not be enough to maintain the sustainability of traditional markets.

Hafid & Rasyid (2022) highlight the importance of establishing sharia cooperatives and mudharabah/musharakah-based microfinance institutions to support the capital of small traders. Rahman's study (2023) shows that sharia cooperatives have succeeded in reducing traders' dependence on loan sharks and encouraging a fairer distribution of sustenance. From an Islamic economic perspective, this is in line with the maqashid of sharia, especially hifz al-mal (protection of property) and maslahah (public welfare). In addition to institutions, the digitalization of sharia-based markets is a key strategy for the repositioning of traditional markets. Nisa (2020) and Mulyani & Zulkifli (2023) found that merchants who use WhatsApp, halal marketplaces, and contactless transaction systems can still maintain transparency, price fairness, and product quality. This digital approach is in line with sharia principles, namely efficiency and convenience without causing gharar or harming any party.

The integration of government policies strengthens this strategy. Effendi (2023) recommends the development of a "Sharia Smart Market", which is a market system that combines digital technology, sharia-based ethical supervision, and cooperative mechanisms. Muamalah and digital literacy training programs for small traders must be routine, not sporadic, to increase competitiveness and economic independence. Rahman (2023) added that collaboration between the Cooperative Office, MUI, and Islamic financial institutions can ensure that the principles of hisbah and moral supervision continue to run.

CONCLUSION

Based on the results of the SLR and thematic synthesis, traditional markets in West Sumatra still play an important role as the backbone of the people's economy, despite facing immense pressure from modernization, digitalization, and global market competition. The fundamental difference between traditional and modern markets lies in the economic structure, buying and selling behavior, as well as its social and spiritual dimensions, which still prioritize sharia principles such as justice, trust, and the prohibition of gharar/usury. The transformation of traditional markets has occurred gradually through digital adoption, commodity changes, and the establishment of institutions such as sharia cooperatives, but their implementation is still limited and requires more intensive assistance. Social and spiritual values such as ta'awun, ukhuwah, and fair distribution of sustenance are still attached, becoming the foundation for the sustainability of sharia-based micro-economy.

To maintain the relevance and competitiveness of traditional markets, empowerment strategies must be holistic, including sharia-based digitalization, strengthening cooperatives and halal microfinance institutions, and integrating government policies that support Sharia Smart Markets. This approach not only aims to improve economic efficiency, but also strengthen social justice, transaction blessings, and economic resilience of the middle and lower communities. Thus, traditional markets can continue to exist, be adaptive to technological developments and globalization, and become a pillar of the ummah's economy that is just and sustainable according to Islamic economic principles.

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El-kahfi: Journal Of Islamics Economics

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