

Sharia E-Commerce as a Direct Investment Strategy of BPKH Based on Profitability and Productivity of SMEs

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Abstrak

Penyelesaian permasalahan yang dihadapi BPKH terkait dengan pengelolaan keuangan haji melalui strategi investasi secara langsung, dapat dilakukan dengan mendirikan perusahaan e-commerce syariah. Perusahaan e-commerce tersebut akan membantu UKM dalam memberikan layanan pemasaran online untuk peningkatan produktivitas dan daya saing UKM. Strategi investasi secara langsung ini diharapkan dapat memberikan nilai manfaat baik bagi jamaah haji maupun masyarakat pada umumnya. Penulisan paper ini bertujuan untuk memberikan gambaran bagi BPKH melalui studi profitabilitas dan produktivitas UKM atas pendirian perusahaan e-commerce syariah sebagai bentuk investasi langsung dari pengelolaan dana haji. Adapun penulisan *paper* ini menggunakan metode kualitatif deskriptif, dan dikategorikan sebagai penelitian kepustakaan, yaitu penelitian yang data-data dan informasinya diperoleh dari data sekunder yang bersumber dari buku, *paper*/artikel dan sumber-sumber internet yang terkait dengan permasalahan dalam penulisan ini. Hasil dari penelitian menunjukkan terdapat pengaruh pemanfaatan e-commerce terhadap produktivitas UKM yang diukur dari 3 indikator, yaitu penjualan produk, pendapatan dan relasi UKM.

Kata Kunci: BPKH, E-Commerce Syariah, UKM, Profitabilitas, Produktivitas

Abstract

The resolution of the problems faced by BPKH related to the financial management of Hajj through a direct investment strategy, can be done by establishing a sharia e-commerce company. The e-commerce company will assist SMEs in providing online marketing services to increase SME productivity and competitiveness. This direct investment strategy is expected to provide value for both the hajj pilgrims and society in general. This paper aims to provide an overview for BPKH through a study of the profitability and productivity of SMEs for the establishment of a sharia e-commerce company as a form of direct investment in managing Hajj funds. The writing of this paper uses descriptive qualitative methods, and is categorized as library research, namely research in which data and information are obtained from secondary data sourced from books, papers/articles and internet sources related to the problems in this writing. The results of the study show that there is an effect of the use of e-commerce on the productivity of SMEs as measured by 3 indicators, namely product sales, income and SME relationship.

Keywords: BPKH, Sharia E-Commerce, SMEs, Profitability, Productivity

INTRODUCTION

Indonesia with a population of around 265 million people, 85% of the total population are adherents of Islam. The large population of the Muslim community causes the number of Indonesian pilgrims to be the highest every year compared to other countries. However, the quota available from the kingdom of Saudi Arabia is not comparable to the interested of the Indonesian people. The results of the signing of the MOU between the Minister of Religion of the Republic of Indonesia and the Minister of Hajj of Saudi Arabia in December 2019, agreed to increase the hajj quota for Indonesia to 231,000 people in 2020. Thus, there was an increase in the hajj quota from the previous year which only amounted to 211,000 people (Widiyani, 2020). However, the addition of the hajj quota did not speed up the departure time of Indonesian pilgrims to Saudi Arabia. The number of prospective pilgrims who have registered with the Ministry of Religion is far greater than the quota provided. Data as of June 2019 from the BPKH website, the pilgrims who are on the waiting list are estimated at 4,500,000 people for regular hajj and 88,800 people for special hajj (bpkh.go.id, 2020). As a result, the departure time for Indonesian pilgrims is getting longer. It is known that currently the waiting list for pilgrims reaches a period of 20-30 years.

The longer the waiting list turns out to have an impact on the accumulation of hajj funds which is getting bigger from year to year. It was recorded in the summary of the audited BPKH financial statements, the balance of the 2019 Hajj funds reached Rp. 124.32 T. However, the value of the benefits from the financial management of the Hajj was only Rp. 7.37 T. Of course, based on the acquisition of the value of the benefits of the Hajj funds, the percentage of profits obtained is around 5.8% per year. The value of this percentage is felt to be still not optimal, due to the fact that the cost of pilgrimage travel (BPIH) from year to year in real terms is always increasing. According to Sarnapi (2020), the total cost of the pilgrimage per pilgrim is actually Rp. 69,174,167.97,- However, the entire cost was not fully paid by the pilgrims. There are 3 components that underlie the costs of hajj travel, namely direct costs paid by pilgrims amounting to Rp. 34 million, indirect costs paid using subsidies or the value of benefits from the initial balance of waiting list pilgrims, and thirdly subsidies from the government through APBN funds of around Rp. 2 million (Irfan, 2020).

Various best approaches have been attempted by the Government of Indonesia in the financial management of the pilgrimage, namely through the ratification of Law no. 34 of 2014 concerning Hajj financial management and Presidential Regulation (Pepres) Number 110 of 2017 concerning BPKH. The law mandates that the financial management of Hajj must be based on the principles of sharia, prudence, benefits, non-profit, transparent, and accountable.

The form of implementation of these laws and regulations is the establishment of the Hajj Financial Management Agency (BPKH) in 2017. BPKH is a public institution with an independent legal entity and is responsible to the president through the ministry of religion. BPKH is domiciled in the capital city of the Republic of Indonesia, Jakarta, with representative offices in all provinces and districts/cities.

The main tasks of BPKH in the management of hajj finances include receiving, developing, disbursing, and being responsible for the hajj finances. BPKH is also authorized to place and invest hajj funds in accordance with sharia principles, prudential principles, value of benefits, non-profit, transparency and accountability. Hajj financial management is carried out by BPKH on a corporate and non-profit basis. In carrying out its duties, BPKH cooperates with Islamic banking, both BUS (Sharia Commercial Banks) and UUS (Sharia Business Units).

However, the performance of BPKH still needs to be improved for the development of better Hajj financial management. According to Member of Commission VIII of the Indonesian House of Representatives KH Buchori, one of the reasons for the lack of optimal management of hajj

funds is because the management system is still conventional. Whereas in Law 34/2014 concerning Hajj funds, BPKH is given special authority in the management of Hajj finances for the benefit of prospective pilgrims in particular and the people in general (Tasropi, 2020). BPKH is expected to be able to become an institution that can optimize the financial management of Hajj. The mandate given since 2017, in terms of services for the departure of pilgrims to the management of the initial balance of waiting pilgrims, is expected not only to cover part of the costs of the pilgrimage, but also to provide maximum service and welfare for pilgrims, as well as provide financial benefits through virtual services, account developed by BPKH.

Regarding the not yet optimal value of the benefits obtained from the management of Hajj funds in Islamic banking products and the Islamic capital market, causing the returns obtained to be limited to the rate, the authors initiated an idea in the management of Hajj finances, BPKH made direct investments through the establishment of a company. Sharia e-commerce. This sharia e-commerce company is expected to provide a business application system for SMEs (Small and Medium Enterprises) in bridging SMEs with customers, so as to increase the productivity of SMEs while maximizing returns from Hajj funds managed through direct investment. This is because SMEs, which are people's business units, have an important role in national development, sustainable economic growth, employment, and the creation of a people's economic system that is growing rapidly at this time. However, the proliferation of SMEs is not matched by the ability to market their products optimally. Therefore, marketing facilities are needed that can keep up with the latest information technology developments so that they can help SMEs in increasing their productivity. This study aims to provide an overview for BPKH through a study of the profitability and productivity of SMEs for the establishment of a sharia e-commerce company as a form of direct investment from the management of hajj funds.

LITERATURE REVIEW

Hajj Financial Management

The definition of financial management is all forms of administrative activities carried out in several stages, including: planning, storing, using, recording, and monitoring which then ends with accountability or reporting on the cycle of incoming and outgoing funds in an organization for a certain period of time (meaning the word and definitions according to experts, 2020). Based on Article 1 paragraph 1 of Law No. 34 of 2014 Hajj funds are defined as all the rights and obligations of the Government that can be valued in money related to the activities of organizing the Hajj as well as all wealth in the form of money or goods as a result of the implementation of these rights and obligations, both sourced from pilgrims or other sources that are legal and not binding. In Article 1 paragraph 1 of Law no. 34 of 2014 also explains that, hajj funds are also defined as funds for depositing the costs of organizing the pilgrimage, endowments of the people, efficiency funds for organizing hajj and the value of benefits controlled by the state in terms of implementing the pilgrimage and implementing program activities for the benefit of Muslims (Zainul , 2019).

Based on the above understanding, it can be concluded that Hajj financial management is an administrative arrangement for the accumulation of a number of Hajj funds that have the potential to increase the value of its benefits, which can be used to support the implementation of a quality Hajj and provide benefits for Muslims in Indonesia. The purpose of the financial management of Hajj is to improve the quality of the implementation of the Hajj, to create rationality in the efficient use of the costs of organizing the Hajj, and to benefit the benefit of Muslims (Kemenag.go.id).

BPKH Hajj Financial Management Investment Concept

Investment is defined as consumption that is deferred at this time in the hope of obtaining greater consumption in the future. Investment is also defined as an capital investment, where there is a risk of loss and an element of uncertainty in obtaining investment profits in the future (Sakinah, 2014). The purpose of investing is so that assets are protected from price increases or inflation, avoids future consumption increases, and avoids payment uncertainty in the future (Manurung, 2015). Initially, the investment of Hajj funds was only placed in sharia time deposits and state sharia securities (SBSN). However, since the establishment of BPKH, Hajj financial management has been carried out in a wider and measurable scope of investment. The investment of hajj funds made by BPKH in addition to deposits and sharia securities, is also placed in gold, direct investment, and other investments. The extent of the scope of this investment can be used as a challenge in optimizing the value of benefits, and anticipating the increase in the costs of carrying out the pilgrimage, both directly and indirectly, so that it can meet these cost needs through returns from various investment instruments. In accordance with Law No. 34 of 2014, the financial management of Hajj that must be carried out by BPKH is as follows:

- a. Transparent and accountable Hajj financial management for the greatest benefit of the Hajj pilgrims and the benefit of Muslims
- b. Providing information through the media regarding performance, financial condition, as well as assets and development results on a regular basis every 6 (six) months
- c. Providing information to Hajj Pilgrims regarding the value of the benefits of BPIH and/or Special BPIH through virtual accounts for each Hajj Pilgrim
- d. Carry out bookkeeping in accordance with applicable accounting standards
- e. Report the implementation of Hajj financial management, periodically every 6 (six) months to the relevant Minister and the House of Representatives
- f. Paying the value of the BPIH and/or Special BPIH deposit benefits periodically to the virtual account of each Hajj Pilgrim.
- g. Returns the difference in deposit balances of BPIH and/or Special BPIH from the determination of BPIH and/or Special BPIH for the current year to the Hajj Pilgrims.

(Witjaksono, 2019)

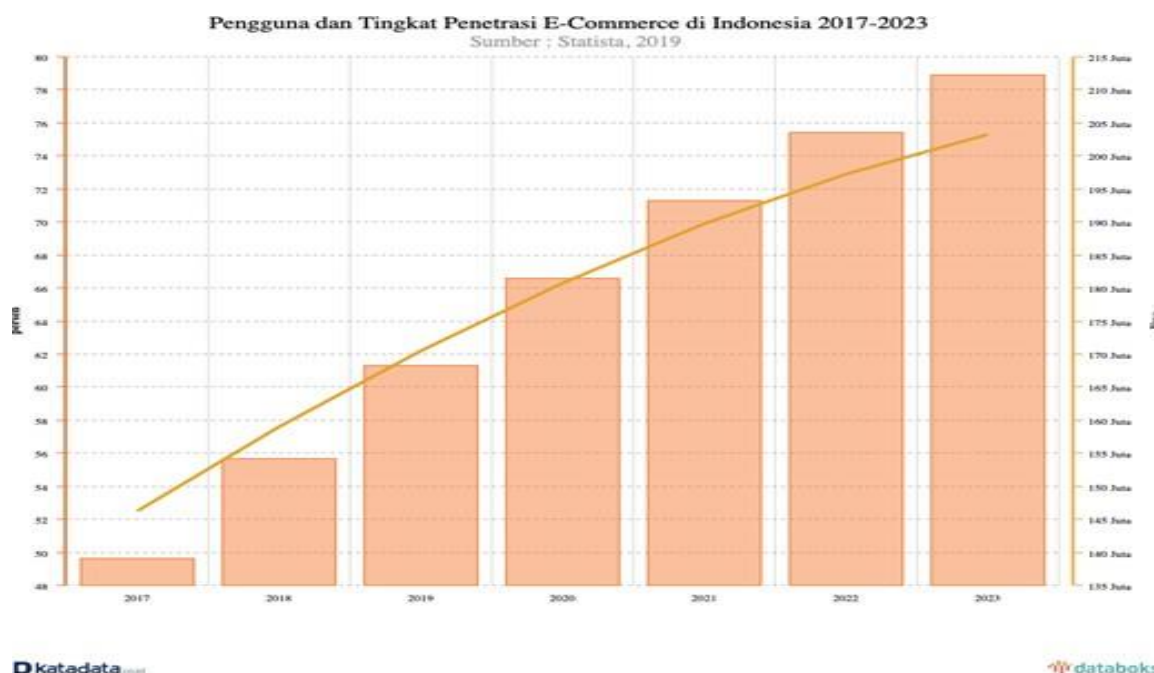
E-Commerce Company

Significant advances in the field of information technology, computers, and telecommunications at this time have directly supported the development of technology that initially served as a means of exchanging information, transformed into an effective and efficient business application system. The development of information technology in the business sector is able to penetrate various obstacles, regional boundaries, standard rules that apply, as well as the accuracy of strategy in winning the competition. The use of information technology in this business is commonly called e-commerce which facilitates electronic transactions/trade.

E-Commerce or electronic commerce is the buying, selling, marketing of goods and services and the exchange of information through electronic systems, such as television, radio, computers, and electronic networks (Suyanto in Akbar, 2020). E-commerce is also an e- lifestyle of business processes that utilize electronic technology to connect companies, consumers, communities and governments in an electronic transaction (Munawar in Akbar, 2009). As a Marker-Making, e-commerce can directly form a market in cyberspace by bringing together sellers and buyers from various countries or regions, with only internet access (Rerung, 2018).

Data from Bank Indonesia quoted on the Kompas news site (2020), the value of e-commerce transactions in 2019 reached Rp. 205.5 Trillion. This value is predicted to increase up to Rp. 429 Trillion throughout 2020 and will continue to rise in the following years. This shows that the e-commerce market in Indonesia is very prospective, given the increasing number of active internet users in Indonesia and supported by such rapid technological developments. This condition causes more and more e-commerce companies to appear in Indonesia.

According to Statista (2019), shown in Figure 1.1 below, the number of e-commerce users in Indonesia in 2017 reached 139 million users, this number increased by 10.8% to 154.1 million users in 2018. In 2019 it is projected to reach 168.3 million users and 212.2 million users in 2023. The same thing also happened to e-commerce penetration which experienced an increase. It is predicted that in 2023 the market population will reach 75.3%.



Source: Kata Data Website

Figure 1.1 Users and Penetration Rate of E-Commerce in Indonesia 2017-2023

Currently, there are various kinds of e-commerce that have successfully grown and developed in Indonesia. The e-commerce varies on the various market niches targeted by each founder. Some of these e-commerce variations include online marketplaces, for example Shopee, Tokopedia and Bukalapak. There is also a special e-commerce for purchasing airline tickets, trains and hotels online such as Traveloka and Tiket.com. E-commerce sites for classified ads like OLX, fashion sites like Zalora and Berrybenka and a few others.

In general, e-commerce companies only provide a place or stall for sellers to offer products and services online. With the marketplace concept, e-commerce companies act as intermediaries for transactions between online shop owners and buyers.

According to Karmawan (2014), currently e-commerce-based technology companies include:

1. Business-to-business (B2B)

This type of e-commerce includes IOS transactions, which are transactions between organizations/companies through the electronic market. For example, Wal-Mart and Warner-Lambert. B2B has several characteristics: (1) Trading partners who are known and generally have a long relationship. Information is exchanged only between the partners. Because you already know the communication partner, the type of information sent can be arranged according to your needs and trust. (2) The exchange of data (data exchange) takes place periodically, for example every day, with a data format that has been mutually agreed upon. In other words, certain services that are used already. (3) One of the actors can take the initiative to send data, not having to wait for his partner. (4) The model used is peer to peer, where processing intelligence can be distributed across both business actors.

2. Business-to-consumer (B2C)

This is a transaction between a company and an individual buyer. B2C has the following characteristics: (1) The services provided are general in nature through a service mechanism to consumers. For example, because the Web system is commonly used, services are provided on a Web basis. (2) Services are provided upon request. Consumers take the initiative and producers must be ready to respond according to requests. (3) The client/server approach that is often used is taken from the assumption that the client (consumer) uses a minimal system (Web-based) and processing (business procedure) occurs on the server.

3. Consumer-to-consumer (C2C)

In this category, a consumer sells directly to other consumers.

4. Consumer-to-business (C2B)

Included in this category are individuals selling products or services to companies/organizations, and individuals agreeing to a transaction.

5. Non-business E-Commerce

Today a growing number of non-business organizations such as academic institutions, non-profit organizations, religious organizations, social organizations, and government agencies are using various types of e-commerce to reduce costs (improve purchases) or to improve operations and public services.

RESEARCH METHODOLOGY

This study was conducted to provide an overview for BPKH in the establishment of a sharia e-commerce company (as a form of direct investment) that will increase the productivity of SMEs and the level of returns from the financial management of Hajj. The methodology used in writing this paper is descriptive qualitative method, and is categorized as library research. The research was conducted through a literature review of 33 papers taken at random from the Google Scholar website from 2009 - 2021. The aim was to determine the influence of e-commerce companies on the productivity of SMEs in Indonesia as a basic guide for BPKH in establishing a sharia e-commerce company as a strategy direct investment in the management of Hajj funds. SME productivity data that will be seen is the level of sales, income and relationships in the use of e-commerce application systems. Meanwhile, from the perspective of e-commerce companies, we will discuss the procedures for establishing an e-commerce company, the income channels that can be obtained as an investment opportunity in Indonesia. The other data sources used in this research are from books, journals and internet sources related to the problems discussed in the object of this writing.

RESULTS AND DISCUSSION

Effect of E-Commerce and SME Productivity

BPKH as a young organization that was established on July 26, 2017 is faced with major challenges in managing the hajj finances considering the amount of hajj funds that continues to grow from year to year, but the waiting process for the departure of hajj pilgrims takes quite a long time. The accumulation of such large hajj funds raises an expectation that the hajj funds can be managed as well as possible so that optimal results are obtained to be enjoyed by every pilgrim.

Regarding efforts to seek direct investment opportunities in the management of Hajj finances that

are more optimal but still in accordance with sharia principles that are upheld by BPKH, Indonesia has the opportunity to grow new industries in the e-commerce sector. GlobalWebidex data explains, Indonesia is a country with the highest e-commerce adoption rate in the world in 2019. As many as 90 percent of internet users in Indonesia aged 16 to 64 years, reportedly have purchased products and services online.

The changing lifestyle of the Indonesian people has made e-commerce companies a very promising new business opportunity. However, despite being in an increasingly competitive business situation, much of the potential in the Indonesian e-commerce industry has not been well explored. Based on the results of research conducted by SIRCLO, there are several trends faced by business people in the current digital era. Some of these trends include:

1. Increasing the purchasing power of people from outside Java.
2. The growth of Indonesia's e-commerce industry is dominated by retail sellers, such as fashion, consumer goods, as well as beauty and health products
3. Consumers in the modern era tend to have shopping habits that use online as well as offline platforms.

This great need for e-commerce companies has had its own impact on the development of small and medium enterprises (SMEs) in Indonesia. Where an e-commerce company based on information technology and operating an integrated business application system, can be a business incubator that will help SMEs to develop their marketing wings and increase SME productivity.

In accordance with the purpose of this study, after conducting a literature review of 33 papers with the theme 'the influence of e-commerce on SME productivity', the results of the review summary are as written in table 1 below.

Insert Table 1.about here

The papers reviewed in table 1 come from the Google Scholar website, conference papers and theses. The selection of papers conducted at random is not only focused on research on SMEs located on the island of Java (Cilacap, Semarang, Jakarta, Bogor, Bandung, Situbondo, Malang, Kediri, Lamongan, Madura, Demak, Banyumas, Cirebon, Jember, and Yogyakarta). but also SMEs from areas outside Java, such as Medan, Aceh, Makassar, Manado, and Banjarmasin. Each of these papers takes a research sample of 10 – 41 SMEs in their area. This study uses papers published from 2009 - 2021. The types of papers used come from qualitative and quantitative research, as well as community service articles.

In this study, the authors took 3 indicators that became a reference for the productivity of SMEs, namely the results of product sales, income and relationships of SMEs with consumers or the community. Where you want to see in this study how the influence of the use of e-commerce for the productivity of SMEs. Whether by using e-commerce the indicators that are the reference for the productivity of SMEs have increased, decreased or did not change.

The results of the research for indicator 1 (sales of SME products), show that there is an effect of the use of e-commerce on the sales of SME products by 96%, but about 4% shows that there is no effect between the use of e-commerce and the sales of SME products. This lack of connection is shown in the research paper of Dwi Puryati and Susinah Kuntadi (2017), who conducted research on the effect of production costs, e-commerce on product sales at the Bandung t-shirt center. However, overall the percentage that shows the effect of the use of e-commerce on the sale of SME products is greater than that which has no effect. This is in accordance with the

results of research conducted by Setyorini et al (2019), which confirmed that there was a significant effect of the use of e-commerce on the sales and opinions of MSMEs managing iron in Ciampea, West Java.

Furthermore, the results of research for indicator 2 (SME income), show that the effect of the use of e-commerce on the income of SMEs is 96%, where in this case the use of e-commerce provides an increase in income for SMEs. Meanwhile, only 4% showed that there was no effect of the use of e-commerce on the income of SMEs. In line with the results of research from indicator 1, the results of research by Puryati, D and Kuntadi, S. (2017) show that there is no relationship between the use of e-commerce and the income of SMEs. Nuary (2010) stated that the use of e-commerce information technology with the aim of expanding the marketing area that can reach the target market (consumers) to the maximum will generate big profits for every SME.

In the results of the research on indicator 3 (SME Relations), the effect of using e-commerce on SME relations shows a result of 82%, while 18% of papers do not make relations as an indicator of SME productivity. The results of this study are still in line with Chosin (2017), which states that Electronic Commerce (e-Commerce) is considered the right strategy to market, sell and integrate online services so as to retain customers or improve relationships and communication between organizations, manufacturers, distributors, and retailers. customer.

Based on the results of research on 33 papers with similar themes, it is concluded that there is an effect of the use of e-commerce on the productivity of SMEs. Through the use of indicators of product sales, income and SME relations, the effect of using e-commerce shows different magnitudes.

BPKH Direct Investment and Sharia E-Commerce Company Income Path

Small and medium enterprises (SMEs) are the largest group of business actors in Indonesia, where SMEs are also one of the backbones of the Indonesian economy. History records that after the 1997 Indonesian economic crisis, SMEs were a sector that was able to survive and become the foundation of the Indonesian economy.

BPS data (2016), noted that in mid-2016, SMEs in Indonesia reached 57.9 million business units. Based on these data, SMEs are quite dominant in terms of quantity as well as employment. This rapid increase in the number of SMEs must also be supported by the penetration of information technology that can assist SMEs in growing productivity and competitiveness at home and abroad, especially for ASEAN countries.

Therefore, SMEs need to adopt or take advantage of e-commerce information technology that can facilitate SMEs in marketing activities and cut some of their operational costs. Presidential Decree Number 44 of 2016, concerning the opening of opportunities for foreign investors to invest 100% in e-commerce businesses in Indonesia, presents a challenge for domestic businesses to seize e-commerce business opportunities so as to improve the welfare of the Indonesian people.

Indeed, BPKH as an Indonesian Hajj financial management organization, needs to consider this very promising e-commerce business opportunity, to be able to optimize the financial management of Hajj as much as possible from the Hajj funds collected every year. The financial management of the hajj is expected to provide value for both the hajj pilgrims and society in general.

Through direct investment, BPKH can establish a special agency to establish and directly manage sharia-based e-commerce companies that will assist SMEs in Indonesia in obtaining online

marketing services in increasing the productivity and competitiveness of SMEs. The following legal steps are guidelines for building an E-commerce company in Indonesia, including:

1. Registering an E-Commerce company

In this process, BPKH through its special team needs to obtain a deed of company formation through legal consultation with a notary.

2. Obtain Company Domicile Certificate

A domicile certificate can be obtained in the local government where the company is located.

3. Obtaining a corporate tax ID

The domicile letter also serves as a required document to produce a tax number (NPWP) and a tax card from the local tax office.

4. Submit the online application to the Ministry of Law and Human Rights.

The submission of this application is done online and used to register the newly formed company with the Minister of Law and Human Rights.

5. Get SIUP and TDP

SIUP is a permanent trading business license while TDP is a company registration certificate stating that the company has been officially registered by the Minister of Law and Human Rights.

6. Registration with the Ministry of Manpower.

This needs to be done only if the newly established company has more than 10 staff or has workers with a minimum salary according to the UMK. By registering your company with the Ministry of Manpower, you have certain obligations to include your workers in some health insurance and employment insurance.

7. Setting up your E-commerce business legally.

After completing all the legal requirements, then you can start to legally set up your E-commerce business.

Furthermore, the e-commerce process in the business world requires several main components for the operation and management of e-commerce activities to run well. The main components that have an important role in the e-commerce process in the business world are shown in the following figure:



Figure 2. E-commerce Process

According to Fenalosa (2021), there are seven channels for e-commerce companies to earn revenue from business operations, including:

1. E-commerce companies in getting income from sellers is a paid membership feature. Merchants can enjoy a number of premium features to maximize their in-store activity by signing

up for a paid membership. Starting from the arrangement of store displays, product management, sales statistics, more product storefront quotas, to choosing a sales strategy to make products more salable. This paid membership feature is provided by e-commerce companies, although in practice it comes under different names.

2. Sponsored product features. This feature provides optional advertisements/promotions that sellers can add to manage their online store without first having to subscribe to a paid membership on an e-commerce platform. Generally, these services can be tailored to the seller's needs and budget.
3. Membership of the official store. Some e-commerce platforms intentionally provide an official shop page in the style of a virtual mall so that buyers feel safe and comfortable shopping for quality and original products like in a real shopping center.
4. Content creation services for sellers who want their storefront to look professional. This creation service includes text content, product photos, storefront design, to technical SEO.
5. Paid workshops. E-commerce companies offer periodic workshops that merchants can attend to learn various expert strategies to increase sales.
6. Delivery service. A number of e-commerce companies no longer limit their business to the sales element, but also expand their scope to freight forwarding services. With a self- managed delivery service, a company can optimize the time and cost of transportation for the distribution of goods to consumers.
7. Selling digital products. Digital products do not require physical form and are usually sold through intermediary internet platforms. This type of product also does not require an expedition service to get to the buyer's address.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the discussion described above, in solving the problems faced by BPKH related to the financial management of the hajj is not optimal and has added value for the welfare of the hajj pilgrims and the people, BPKH can carry out a domestic investment strategy directly by establishing a sharia e-commerce company. This information technology company will provide business application system services for the productivity of SMEs in Indonesia.

As for the literature review conducted by the author to provide an overview of the BPKH influence of e-commerce companies on the productivity of SMEs in Indonesia, the following results were obtained:

1. For product sales indicators, it was found that there was a large influence on the use of e-commerce systems to increase the sales of SME products, which was 96%.
2. For the Income indicator, the results show that there is also a large influence from the use of the e-commerce system on the income of SMEs, which is around 96%.
3. For indicators of relationships (relationships with customers and others), it was found that there was also an influence between the use of e-commerce systems on SME relations by 82%.

Suggestion

This paper is the first step for BPKH in the search for appropriate investment models for the management of hajj funds that are of value to the pilgrims and the Ummah. Of course, from the types of direct investment presented in this paper, it is recommended that BPKH need to conduct a broader business feasibility study, related to several important aspects, including: market and marketing aspects, technical and production aspects, financial aspects, management aspects, aspects of legal, economic aspects.

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Lampiran Tabel 1. Review Paper						
No	Author	Title o paper	Description	The Effect of E-commerce on Productivity SMEs		
				Product Sale	Income	Relation
1	Andi Hendrawan, Hari Sucahyowati & Kristian Cahyandi (2018)	E-Commerce in Small and Medium Enterprises (SMEs) in order to Improve Performance	The purpose of the study was to determine the effect of e-commerce on improving the performance of SMEs. Sample to be studied is Small Business Medium in Cilacap, Indonesia. This study uses quota sampling that will be taken a sample of 30 units of SMEs	Increase	Increase	Increase
2	Naili Farida, Agus Naryoso & Ahyar Yuniawan (2017)	Model of Relationship Marketing and E-Commerce in Improving Marketing Performance of Batik SMEs	The purpose of this study is to develop and test models of relationship marketing, that is, the relationship among determinants of marketing performance increase.	Increase	Increase	Increase
3	Evi Triandini, Arif Djunaidy & Daniel Siahaan (2013)	Factors Influencing E-Commerce Adoption by SMES Indonesia: A Conceptual Model	This study explores various factors influencing e-commerce adoption by SMEs in several countries and projecting it to Indonesia.	Increase	Increase	Increase
4	Noor Hadi (2017)	Bentuk Optimalisasi Teknologi Informasi dalam Mendukung E-Commerce Usaha Kecil dan Menengah	This research are intended to explore the utilization of information technology for small and medium enterprises (SMEs) in Semarang City.	Increase	Increase	Increase
5	Lucky Nugroho (2020)	E-Commerce to Improve Homemaker Productivity (Women Entrepreneur Empowerment at Meruya Utara, Kembangan District, West Jakarta, Indonesia)	The aim of this international community service activity is that housewives can sell their products and services through e-commerce	Increase	Increase	Increase
6	Jenifer Claudya Tulung, Joyce Lopian & Farlane S. Rumokoy (2017)	Analyzing The Relation Between The E-Commerce Development and Small Mendium Enterprises in Manado	The purpose of this research is to know the relationship between e-commerce development of small and medium business in Manado and to reveal the problems faced by Small and Medium Enterprises in using e-commerce in Manado.	Increase	Increase	Increase
7	Ratna Marta DHEWI, Stefani Nawati EKORESTI & Eusi SUSILOWATI (2019)	E-Commerce Implementations for Recycled Products by Small Medium Enterprises	Preliminary study has found that there has been a challenge on how to sustain the marketing activities of recycled products in this digital economy. Therefore, it is worth exploring the e-commerce to help such	Increase	Increase	No researched

			business for the recycled products.			
8	Dwi Puryati & Susinah Kuntadi (2017)	Biaya Produksi, E-Commerce dan Penjualan Produk Pada Sentra Kaos Bandung	This study aims to determine the practice of calculating production costs and the use of E-Commerce and to examine the effect of the accuracy of the calculation of production costs and the use of E-Commerce on increasing sales in SMEs in the Kudus Bandung t-shirt industry center.	No Increase	No Increase	No researched
9	Toto Sugiharto (2009)	Impact of Information Technology on Business Performance of Small – Sized Agribusiness Firms	This study is aimed at investigating factors that potentially affect internet adoption and analyzing the impact of internet adoption on business performance of small-sized agribusiness firms.	Increase	Increase	Increase
10	Julisar & Eka Miranda (2013)	Use of E-Commerce for Small and Medium Enterprises to Increase Competitiveness	This paper intends to show the important role of e-commerce for SMEs in Indonesia and how to model the development of ecommerce.	Increase	Increase	Increase
11	Isti Fadiah & Randika Fadiyanto (2018)	Chasing Left Behind of The Micro, Small, and Medium Enterprises Using Technology in Situbondo City	The purpose of this research is to describe strategic steps to create business partnership. Strategy to chasing left behind of SMEs in Situbondo Regency can be done by utilizing	Increase	Increase	Increase
12	Azizah Zakiah, Ardhian Ekawijana & Eka Angga Laksana (2019)	Implementation of Action Research for Improving the Competitive of SMEs with E-Commerce	The research method used in this research is the action research method and to measure the success of the system that has been implemented using the DeLone & Mc lean framework.	Increase	Increase	Increase
13	Mayasari, Chandra & Prasetyia, Ferry (2021)	Competitiveness and E-Commerce: An Empirical Study on MSMEs Producing Tempe Sanan Chips in Malang City	This quantitative research was conducted to determine the effect of e-commerce adoption on the competitiveness of MSMEs in Tempe Sanan Chips Industry Center, Malang City.	Increase	Increase	Increase
14	Agung Firdamansyah (2017)	Dynamic System Model for Improved Performance of Small Medium Enterprises through The Use of E-Commerce (Case Study: Craft Business in Lamongan)	This study aims to improve the performance of SMEs in Lamongan District, The rise of variables that drive e-commerce success to improve the performance of SMEs, and provide recommendations in improving the	Increase	Increase	No Research

			performance of SMEs handicrafts			
15	Sunarti, Susan Rachmawati, Frisma Handayanna, Destiana Rosanti & Arum Herlianti Fadhila (2019)	Increasing SMEs Income in Hacord Galery with E-Commerce Marketplace Web Application	Limited access to information and low competitiveness due to lack of information technology support and expensive internet access. Solutions to deal with problems are built by e-commerce marketplace applications. E-Commerce a website makes Hacord Gallery a center for souvenirs in the city of Depok and known by the public.	Increase	Increase	No Research
16	Silvi Rushanti Widodo, Imam Safi'i, Heribertus Budi Santoso, Sri Rahayuningsih, Lolyka Dewi Indrasari, Ana Komari & Afiff Yudha Tripariyanto (2021)	Digitalization of marketing for egg farming SMEs in Sumberagung Village	The present research explored the Shopee e-commerce application to design a digital platform to market products and create extensive public awareness. The website also served as a faster medium to manage consumer requests directly.	Increase	Increase	Increase
17	Helmi Buyung, Aulia Safrizal & Nirma Kurriwati (2016)	Jamu Madura Small Business Performance Improvement: Utilization of Information Technology	The main wishes of the herbal medicine SMEs is an increase in the marketing area of herbal medicine product and the brand better known by the public. From the analysis of the marketing conditions and the requirement of SMEs.	Increase	Increase	Increase
18	Mohammad Hamim Sultoni (2014)	The Role of Electronic Trade as A Small Medium Business (SMEs) Marketing Strategy to Increase Competitive Advantage at The ASEAN Marketing Level	this research have a goals to know the role of E-Commerce with case study SMEs in Malang City.	Increase	Increase	Increase
19	Amanda Mastisia Rakanita (2019)	Utilization of E-Commerce in Increasing Power Competition of MSMEs in Karang Sari Village, Sub-District Karang Tengah Regency of Demak	This study was conducted to identify the use of e-commerce in order to increase the competitiveness of SMEs in Karang Sari Village, Karangtengah District, Demak Regency.	Increase	Increase	Increase
20	Satria Tirtayasa, Ira Nadra & Hazmanan Khair (2021)	Marketing Strategy for Improving MSME Performance is Moderated by Technology during the Covid-19 Pandemic	The purpose of this study was to examine the impact of the marketing approach during the Covid-19 pandemic on the performance of SMEs with technology as a moderating variable with the research subject in the Medan City Court Street workshop.	Increase	Increase	Increase
21	Hidayah Wati,	Implementation of E-	Problems of which is	Increase	Increase	Increase

	Danang Kusnadi, Noca Yolanda Sari & Rara Marselina Jupon (2016)	Commerce as A Promotional Media to Increase Income of Small Median Business Production of Pacthed Fabric in Banyumas District	System Marketing And Promotions Still BY users rely on marketing through agents and Come Directly bring examples with consumer Product Candidate Into that Product Sales Still Limited hearts promote and market their products.			
22	Retno Fuji Oktaviani (2017)	Mapping the Condition of SMEs in Indonesia in Adopting Ecommerce	E-commerce for small companies can provide rewards in production, enabling faster delivery of software products, delivering and receiving fast and cost- effective offers, and supporting paperless fast transactions.	Increase	Increase	Increase
23	Rachmat Slamet, Bilpen Nainggolan, Roessobiyatno, Heru Ramdani, Agung Hendriyanto, & Luk lu'ul Ilma (2016)	Development Strategy of Digital Start Up to Confront The Era of Free Market	This research aims to digitally develop Small and Medium Business as a strategy to face the Era of Free Market.	Increase	Increase	Increase
24	Muhammad Bayu Wibawa & Fahrizal (2019)	E-Commerce Training for Aceh SMEs	The main targets of E- commerce are MSMEs in the Aceh bag handicraft industry, Aceh coffee and Aceh cuisine.	Increase	Increase	Increase
25	Nur Naninsih & Syamsul Alam (2019)	Application of Silk Fabric Marketing Through E- Business in Industry Non-machine looms in Wajo Regency	Tujuan dari makalah ini untuk mengetahui pemasaran kain sutra dengan jenis transaksi e- business yang diterapkan oleh pengusaha/pedagang pada Industri Alat Tenun Bukan Mesin (ATBM).	Increase	Increase	Increase
26	Rodhotul Muttaqin (2017)	Implementation of E- Commerce Website Application as Effort to Improve Marketing Promotion Small and Medium Business	this program is expected the SMEs business of making furniture from aluminum material has the ability in marketing their products through online store application system that has been made	Increase	Increase	No Research
27	Fauziyah	MSMEs Empowerment through Business Organization Account Based on E-commerce (Case Study at the Jember Regency KSRN SME Online Forum)	The purpose of the research is to know in depth Management of SMEs account organization KSRN Jember District which is in online marketplace Tokopedia and Bukalapak.	Increase	Increase	Increase
28	Abdul Rozaq, Raden Kelik Hardinto & Ramadani (2016)	Implementation of E- Commerce Model to Increase The Competitiveness of Small and Medium Business Products Sasirangan Banjarmasin City	The aims of this research is being a model of E- Commerce that really applied as needed. The technology applied is the use of web programming using a database.	Increase	Increase	Increase
29	Yonathan Dri	Implementation of E-	this research try to apply	Increase	Increase	Increase

	Handarkho, Timothy Ryan Suryanto, Findra Kartika Sari Dewi & Eddy Julianto (2017)	business Strategy to Increase Excellence Competitiveness of Micro, Small and Medium Enterprises in Indonesia (Case Study of Trooper Electronic Yogyakarta)	and implement e-business strategy in MSME Trooper Electronic Yogyakarta by using e-business evaluation model			
30	Tatik Fidowaty, Rizki Ikhwan Insani, Andri Hadiansah & Raiswati Untsa Mega (2021)	E-Commerce in Small and Medium Business	This study aims to explain the important role of Electronic Commerce (E-commerce) in marketing a business.	Increase	Increase	Increase
31	Wawan Setiawan, Eddy Sutjipto & Willyanto Kartiko Kusumo (2020)	PKM Durenan Indah di Kelurahan Mangunharjo, Kecamatan Tembalang, Kota Semarang	The aim research is how to market Batik Durenan Indah so that it can make optimal sales and in order to expand its market now has its own website in order to access ecommerce	Increase	Increase	Increase
32	Dini Setyorini, Ety Nurhayaty & Rosmita (2019)	Influence of Online Transaction (E-Commerce) on Increasing MSMEs Profit (Case Study of MSMEs in Iron Processing Ciampea Bogor, West Java)	Reality in the field shows that, most MSMEs in Indonesia, have some of the same problems, one of which is a lack of knowledge about marketing, caused by the limited information reached by the public about these MSMEs.	Increase	Increase	Increase
33	Fadhilah Ramadhani & Yaenal Arifin (2013)	Optimalization of E-Commerce – Based Infomartion Technology as a Marketing Media for Small Medium Business to Increase Competitiveness in Facing The Asean Economic Community 2015	The purpose of this research is the development of marketing for MSME products. Based on these problems, basically MSMEs have limitations in accessing market information, so that E-commerce-based Information Communication Technology (ICT) is treated as a marketing medium.	Increase	Increase	No Research