

An Analysis of Baitul Maal Wat Tamwil's Efforts to Address Online Loan Debt Traps: A Case Study of Bmt Rukun Abadi

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ABSTRACT

This study examines the efforts of Baitul Maal wat Tamwil (BMT) Rukun Abadi in preventing and addressing online loan debt traps, identifying institutional constraints, and analyzing collaboration with government, educational institutions, and communities. Using a qualitative descriptive case-study approach, data were collected through interviews, observations, documentation, and Islamic financial education activities. Data analysis followed Miles and Huberman's interactive model, with validity ensured through source and technique triangulation. The findings reveal that BMT Rukun Abadi has implemented several initiatives, including Islamic financial education, muamalah training, financial planning, Sharia-compliant financing, limited qard financing, feasibility assessments, member assistance, and IRA Pay digital services. However, these initiatives have not been formalized into a dedicated online loan prevention program. An educational outreach activity at Minhaajurrosyidiin Islamic Boarding School on June 7, 2026, involving 71 participants, demonstrates its preventive efforts and institutional collaboration. The main factors driving online loan usage include urgent financial needs, unstable income, digital accessibility, family pressures, and borrowing to repay existing debts. The study concludes that BMT Rukun Abadi plays preventive, limited curative, and community empowerment roles. Strengthening these functions requires dedicated programs, improved institutional capacity, digital service development, and structured collaboration with government agencies, the Financial Services Authority, educational institutions, and communities.

INTRODUCTION

Development digital technology has push change significant in various aspect life society , including sector service finance . Through application or digital platforms, society can submit loan with a relatively process fast , easy requirements , and without need come in a way direct to office institution finance . According to (Abdullah, 2021) convenience in get service be one of factor the main driving force increasing use online loans in society .

Loan company online- based birth for two reasons main . First , coverage company provider loan conventional is very limited Because very strict requirements (related history loans). Second , the product existing banking No can fulfil need society that continues developing . Advantages from online loans are No existence guarantee. then the loan process is also very fast Because No need an assessment process asset guarantee (Saputra Manalu, 2026)

Online loans are increasingly popular Because convenience access and speed , especially for those who don't Can get bank loans . Research show that although part big respondents (83.3%) know pinjol , the majority (60%) consider it risky tall because of high interest , potential debt traps and debt collection aggressive . (Khalisha Mintaryana , 2025). Around 26.7% of respondents Once use pinjol , generally For need personal or pay off other debts. People also believe that loan shark own impact significant on stability Indonesian economy , with 40% rating it the impact is very negative . (Khalisha Mintaryana , 2025).

Behind various convenience offered , service online loans also save diverse risks and problems . Some people utilise service the without own adequate understanding about interest rate , fees administration , fines delay , term time settlement , as well as potential misuse of personal data . (Yustati et al., 2025)put forward that use online loans are influenced by pressure need economy , easy access , environment social , as well as limitations literacy financial and digital. The state of This potential push public take loan without consider capabilities and planning payment in a way careful .

Condition this is the end potential lead astray they to in prolonged debt trap as well as trigger occurrence crisis finance personal . In addition , style life consumerism influenced by social media pressure and the Fear of Missing Out (FoMO) phenomenon also strengthen trend Generation Z for utilise online loans to maintain image social . (Mu'awiyah Siti & Jurana Jurana , 2024).

Research by Fasya Aulia Rohali , Siti Nazwa Fahira, and Sri Handayani (2026) in Journal Study Multidisciplinary Science , Vol. 03, No. 01, entitled " Comparison Legal Online Loans and Illegal Online Loans from Economic Law Perspective ," analyzing impact development technology financial to service online loans (pinjol) with objective differentiate legal and illegal loans based on legality , mechanism operational , protection consumers , and supervision regulations . Legal online loans operate under supervision Financial Services Authority (OJK), with regulations that guarantee transparency , accountability , and personal data protection and rights consumers . From the perspective law economy , legal pinjol contributes to efficiency digital financing and financial market stability . On the other hand , online loans illegal operate without permission , so that No bound regulation . Practice loan shark illegal often

marked with high interest , minimal transparency , debt collection intimidating , and misuse of personal data , which causes problem law and market failure due to weakness supervision as well as low literacy finance . (Rohali et al . , 2026)

Financial Services Authority (OJK) through Task Force Eradication Activity Finance Illegal (Satgas PASTI) in broadcast press dated June 19, 2025 reported has do termination against 507 activities or entity finance illegal . From the number of of these , as many as 427 are illegal online loans and 74 others is investment illegal . With enforcement said , the total entity successful illegal stopped since In 2017 , it reached 13,228. In addition , the PASTI Task Force also strengthened coordination with the National Cyber and Crypto Agency (BSSN), Ministry of Communication and Information , and Republic of Indonesia Police in implementation patrol cyber to suppress activity finance Illegal activities in the digital space . (OJK PASTI Task Force , 2025)

In development , Islamic finance has experienced growth significant in two decades last and start viewed as alternative to system finance conventionally assessed prone to to global crisis . Research The latest also confirms that innovation in Islamic finance plays a role in support financing for MSMEs at once push growth better economy inclusive (Sefrita Yandri & Tinggi Ilmu Ekonomi, 2025).

In developing countries , the role of Islamic finance becomes the more strategic , especially in increase access service finance for public income low through institution finance micro sharia, such as Baitul Maal wat Tamwil (BMT). Empirical evidence show that institution the capable contribute in subtraction level poverty and improvement welfare through scheme financing based partnership and principles for results (Syahrul Hidayat dkk., 2023). More further , various study disclose that contract sharia financing such as mudharabah and musyarakah capable create deeper relationship fair between institution finance and customers , so that give impact positive to development business micro and small (Sukarnoto et al., 2025).

Progress industry Islamic finance has not yet fully offset by the increase utilization products and services by the community . Based on results National Survey of Literacy and Inclusion Finance 2025 , the level literacy Islamic finance has reached 43.42 percent , while level inclusion Islamic finance is still is at 13.41 percent (OJK & BPS, 2025).

Data from Financial Services Authority and Central Statistics Agency show that level literacy and inclusion finance public rural areas Still more low compared to people living in urban areas (OJK & BPS, 2025). Condition the indicates that differences in location stay Still be one of influencing factors chance public in acquire and use service formal finance , including services provided by the institution Islamic finance .

BMT is a Sharia-based microfinance institution that offers easily accessible and affordable financing alternatives to the community. Firmly adhering to Sharia principles, BMT focuses not only on profit but also on social aspects and community economic empowerment.(Fattah Hartina et al., 2022)

The existence of Baitul Maal wat Tamwil Rukun Abadi or BMT RA which is located at Jalan Gotong Royong No. 18, Kelurahan Beautiful Ban , District

Prohibition , Tangerang City, Banten Province , as institution finance micro sharia- based has huge opportunity as alternative solution finance . This institution assessed capable help public earning low in get access to service fair and inclusive finance . Baitul Maal wat Tamwil Rukun Abadi or BMT Rukun Abadi was chosen as location study Because institution the is one of the institution finance micro sharia which is direct interact with public in provide service savings , financing , and empowerment economy as well as Already own service digital application namely IRAPAY.

Approach Sharia- based applied by BMT RA does not only aspect - oriented financial only , but also emphasized values ethics , morals, and justice social in every activity financing . Thus , the role of BMT RA is not only as institution financing , but also as agent empowerment society . Therefore that , is necessary further study deep as well as synergy between BMT RA, the government and the community civilians to strengthen integration the role of BMT as solution sustainable Islamic finance in face problem online loans .

LITERATURE REVIEW

BMT Rukun Abadi is seen as having potential as a sharia microfinance institution that performs the functions of baitul maal and baitul tamwil. This potential is realized through the provision of sharia-compliant savings and financing, education on usury and debt risks, financial management consultation and mentoring, empowerment of productive businesses, and dissemination of information through digital communication media. These efforts can be grouped into three forms. First, preventive efforts in the form of literacy and outreach to prevent the public from using online loans uncontrollably. Second, curative efforts in the form of consultation, financial condition mapping, and financing alternatives provided based on eligibility and repayment capacity. Third, empowerment efforts in the form of productive financing, business development, and savings habits to increase income and economic independence in the community.

The implementation of BMT efforts is inseparable from supporting and inhibiting factors. Supporting factors include social proximity to members, community trust, the presence of a cash office on the STAI Minhaajurrosyidiin campus, collaboration with the Minhaajurrosyidiin Islamic Boarding School, and product compliance with sharia principles. Inhibiting factors include limited capital, human resources, information technology, service coverage, mentoring capabilities, and the lack of a dedicated program for handling online loan victims. Therefore, the effectiveness of BMT efforts is also influenced by collaboration with the government, educational institutions, Islamic boarding schools, community leaders, and other relevant institutions.

The review of BMT Rukun Abadi's efforts was conducted by examining the background and objectives of the activities, the form of activities, implementation mechanisms, targets, benefits, constraints, resource support, collaboration, and opportunities for program sustainability. The analysis was then linked to the principles of maqashid al-shariah, especially the protection of religion (hifz al-din) through preventing usurious transactions, protection of life (hifz al-nafs)

through reducing stress due to debt, protection of reason (hifz al-'aql) through increasing financial literacy, protection of family (hifz al-nasl) through strengthening household economic stability, and protection of assets (hifz al-mal) through fair, transparent, and productive financing.

The results of the review are expected to provide an overview of the efforts implemented by BMT Rukun Abadi, their level of alignment with community needs, the challenges encountered, and the types of collaboration that need to be strengthened. Ultimately, this research aims to formulate recommendations for developing a more structured, realistic, collaborative, and sustainable BMT program to prevent and mitigate the pitfalls of online lending.

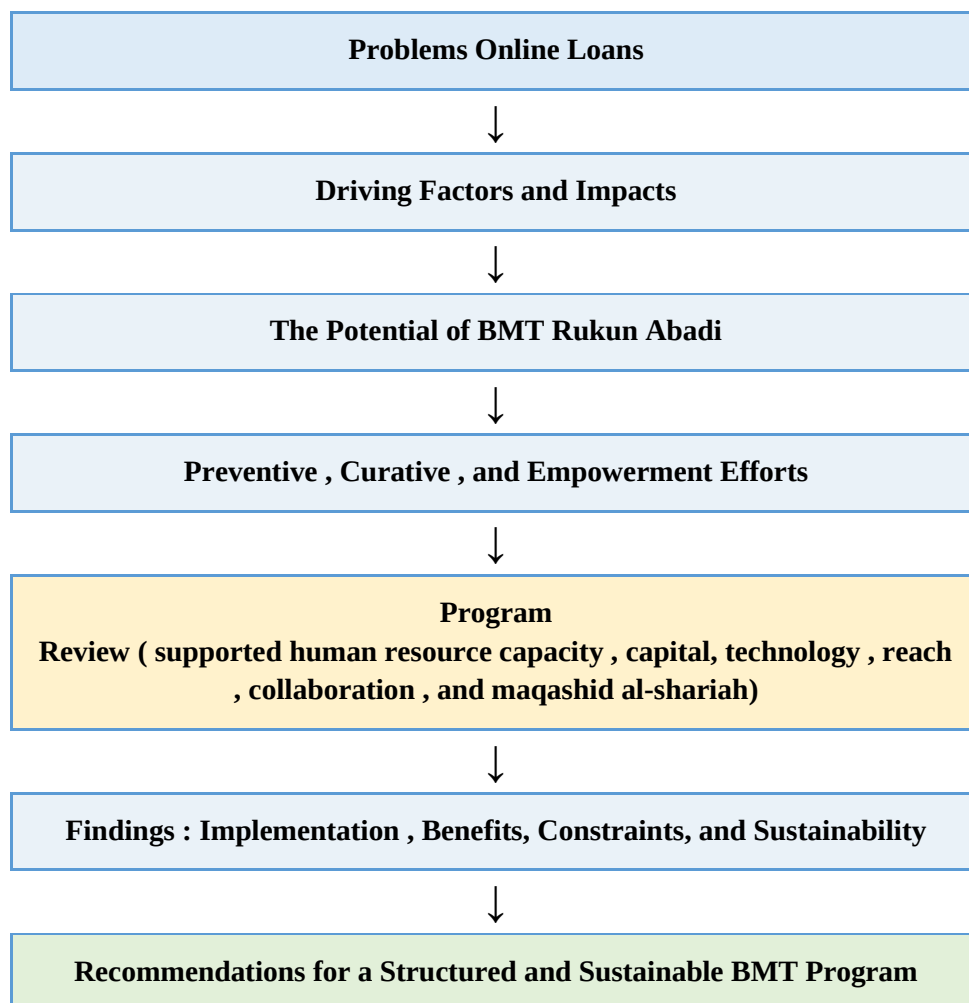


Figure 1. Thinking Framework Chart

Description of the Relationship between Components

1. Problems online loans reviewed through factor driver its use and impact to condition economic, social, and psychological public.
2. BMT Rukun Abadi is placed as potential institutions give alternative service Islamic finance and strengthening economy public.
3. BMT efforts analyzed in form activity preventive, curative, and empowerment economy.

4. Implementation effort the influenced BMT internal capacity and support collaboration external.
5. Principle maqashid al-shariah used For evaluate orientation benefits and protection resulting from BMT efforts.
6. Review produce findings about implementation, benefits, constraints, suitability with need society and sustainability activity.
7. Findings study become base compilation recommendation development of the BMT Rukun Abadi program in overcome noose online loans

METHODS

Design Study

This research employs a qualitative method with a descriptive approach. The qualitative approach was chosen because the research aims to gain a deeper understanding of the phenomenon related to the role of BMT Rukun Abadi as a sharia microfinance institution in providing alternative financing for the community to reduce dependence on online loans.

Qualitative research is a way to explore and understand the meanings individuals or groups attach to a social or human problem. This research process involves developing questions and procedures, collecting data, typically conducted within the participants' environment, analyzing the data inductively from specifics to general themes, and interpreting the meaning of the data by the researcher. (Creswell John W, 2009)

Furthermore, participant observation and document analysis can be used to further understand unethical online lending practices and their impact on the community. A qualitative approach will enable researchers to gather rich and in-depth information about the challenges and opportunities faced by the community in managing their finances, as well as to identify effective strategies for overcoming the trap of online lending through a sharia-compliant financial approach, such as that offered by BMT Rukun Abadi.

Research Informants

In researching BMT Rukun Abadi's role as a sharia-compliant financial solution to overcome the trap of online loans, it is important to understand the concept of research informants. Informants, in this case, are all individuals or entities involved in online lending issues and have the potential to become borrowers or recipients of sharia-compliant financial services from BMT Rukun Abadi.

In this study, the Research Informants can be representative of a larger group of informants, accurately representing the various characteristics and conditions present in the informants. Carefully selected Research Informants can provide valuable information on the effectiveness of BMT Rukun Abadi's role as a sharia financial solution in overcoming the trap of online loans , as well as the public's perceptions and needs regarding these sharia financial services.

The research informants came from BMT Rukun Abadi and the community in the Greater Jakarta area and surrounding areas. Nine informants were administrators/employees and customers who work or receive services at BMT Rukun Abadi, Jalan Gotong Royong Number 18, Larangan Indah Village,

Larangan District, Tangerang City, Banten Province. Meanwhile, data on communities affected by online loans amounted to 19 interview entries from South Bekasi, Bogor, South Jakarta, East Jakarta, Karawang, Tangerang City, Depok, and South Gununganyar. Thus, the research data includes 28 informant entries, consisting of 4 BMT administrators/employees, 5 BMT customers, and 17 interview entries from communities affected by online loans.

Research Object and Time

The object of this study was BMT Rukun Abadi, and 28 informants were selected using purposive sampling. These informants included 4 administrators or employees of BMT Rukun Abadi, 5 customers of BMT Rukun Abadi, and 17 members of the public who had used or been affected by online loans. The informants included the Head of the Funding Division, the Head of the Financing Division, the IT Supervisor, and the teller. The study period was from April 2026 to August 2026.

Data collection technique

In any research, data is required as the final result. To collect concrete data, researchers employ several data collection techniques, as follows:

a. Document Study

Documentation study is a relevant data collection technique in compiling an analysis of BMT Rukun Abadi's role as a sustainable Islamic financial solution in overcoming the trap of online loans. In this context, the Documentation Study will involve the collection and analysis of various relevant documents, including official documents of BMT Rukun Abadi such as financial reports, company profiles, and the policies and procedures used by the BMT in providing Islamic financial services.

The Document Study will also include an analysis of external documents such as research reports, articles, and (Arikunto, 2010) related studies on online lending, Islamic finance, and the role of BMTs in society. By combining information from these various document sources, researchers will be able to better understand the context and impact of BMT Rukun Abadi's role as an alternative solution to the challenges of online lending, as well as evaluate the sustainability of the BMT's Islamic finance approach.

b. Interview

Interviews are a highly relevant data collection technique. Qualitative interviews involve researchers conducting face-to-face interviews with participants, telephone interviews, or focus groups with six to eight respondents in each group. These interviews involve a small number of unstructured, generally open-ended questions, intended to elicit participants' views and opinions. (Creswell John W, 2009)

Interviews can be conducted with various stakeholders, such as the management and staff of BMT Rukun Abadi, community members who have used the BMT's services, and experts in Islamic finance and debt management. Through interviews, researchers can gather information about how BMT Rukun

Abadi provides Islamic financial solutions, how users of the service experience changes in their financial lives, and experts' views on the effectiveness and potential of BMT Rukun Abadi as an alternative to overcoming the trap of online loans.

c. Observation

Observation is a crucial data collection technique for understanding BMT Rukun Abadi's role as a sustainable Islamic financial solution to overcome the pitfalls of online lending. Through observation, researchers can directly observe the activities and interactions (Arikunto, 2010) occurring at BMT Rukun Abadi, both between BMT staff and customers and the service process itself. This observation can be conducted in various ways, from directly observing interactions at the BMT location to observing operational processes through available documentation.

d. Sharia Financial Education and Socialization Activities as a Form of Preventive Efforts

Sharia financial education and outreach activities are one of the preventive measures that BMT Rukun Abadi needs to implement continuously to prevent the public from falling prey to online loans. Education should not be viewed as a mere incidental activity, but rather as part of the BMT's ongoing program to increase public knowledge, awareness, and caution when making financial decisions.

Through these activities, the public is provided with an understanding of the principles of Islamic finance, the prohibition of usury (*riba*), the risks of interest and penalties on online loans, personal data protection, and the importance of aligning financing with repayment capacity. Regular education is expected to foster wiser financial behavior, preventing people from being easily lured by the promise of quick and easy online loans without considering the long-term consequences. Sustainable educational activities are crucial as the forms, promotions, and mechanisms of online loans continue to evolve. The public needs updated information to recognize risks, differentiate between legal and illegal loans, understand the consequences of debt contracts, and identify financing alternatives that comply with Islamic principles.

RESULTS

Overview of Research Object

Study This implemented in the Cooperative Save Sharia Loans and Financing (KSPPS) of BMT Rukun Abadi. This institution founded in 2011 with background behind concern to communities facing each other with loan sharks, leasing financing, and various transactions that are viewed contain element usury. Based on profile institution In 2026, BMT Rukun Abadi will develop service financial integration function commercial through collection and distribution of funds with function social through financing virtue, education transactions and activities benefits public.

Main location study located at BMT Rukun Abadi, Jalan Gotong Royong Number 18, Kelurahan Beautiful Ban, District Prohibition, Tangerang City,

Banten Province. Research data was also obtained from cash office located in the STAI Minhaajurrosyidiin Campus, Islamic Boarding School Foundation Minhaajurrosyidiin, Jl. SPG 7 No. 17 RT 005 RW 09 Lubang Buaya, Cipayung, East Jakarta. Existence cash office in the neighborhood education expand access service to administrator foundation, manpower educators, students, Islamic boarding school students, and public around and become room collaboration for activity literacy Islamic finance.

Development institution seen from increase amount members, assets, and offices service. At the beginning When it was established, BMT had 85 members, assets of Rp. 425 million, and one office service. Until December 2025, the number member reached 36,571 members, assets amounting to Rp. 603 billion, and the network as many as 88 offices services. Development the show capacity adequate institutional big. However, the size scale institutional No in a way automatic means that all over office has have a special program For settlement online loans. Therefore that, research This differentiate between capacity general BMT and forms efforts that are real related with prevention or handling noose online loans.

BMT Rukun Abadi Products and Services

BMT Rukun Abadi's products can be grouped into funding, financing, and digital transaction services. On the funding side, there are membership savings under the musyarakah contract, term deposits and planned savings under the mudharabah contract, and Hasanah Abadi Savings under the wadiah contract. On the financing side, there are murabahah and istishna contracts for goods or orders, mudharabah and musyarakah for business partnerships, ijarah for services or rentals, and qard for specific social needs.

Table 1. BMT Products and Their Relevance to Online Loan Prevention

No.	Product/Contract	Function	Relevance
1	Wadiah and mudharabah	Building a habit of saving money	Create a reserve fund so that urgent needs are not directly financed by online loans
2	Murabahah/istishna	Purchasing or ordering goods in accordance with Islamic law	An alternative for members who need goods or renovations without using online loans
3	Mudharabah/musharakah	Collaboration-based business financing	Promote productive income and economic independence

No.	Product/Contract	Function	Relevance
4	Ijarah	Financing services or rent	Fulfilling service-based needs with clear contracts
5	Qard/qardhul hasan	Benevolent loans for certain conditions	Can be used on a limited basis to help vulnerable members or those affected by online loans
6	IRA Pay	Digital transactions and PPOB	Improving the convenience and competitiveness of BMT services

Source: Processed from the Institutional Profile and Interviews with BMT Rukun Abadi Administrators, 2026.

These products are not entirely designed as online loan debt settlement instruments. However, savings products, business financing, goods financing, and qard have a functional relationship with preventing dependence on loans. This relationship is indirect when the product is used to build members' financial resilience, and direct when qards are given on a limited basis to help members complete urgent obligations after going through an analysis of their ability to pay.

Research Findings

Factors That Encourage People to Use Online Loans

Data reduction results show that online loan use is primarily driven by immediate pressures. This includes healthcare costs, children's education, daily living expenses, family needs, wedding expenses, other obligations, and insufficient family income. Online loans are preferred because they can provide quick access to funds when assistance from family, friends, or formal financial institutions is unavailable.

In addition to urgent needs, fraud and the use of funds to help others were also identified. Several respondents reported taking out loans after falling victim to business fraud, helping friends, partners, or having their personal data used by others. This situation demonstrates that online loan problems don't always stem from personal consumption. Social vulnerability, trust in others, weak data protection, and the inability to refuse family requests can also contribute to debt formation.

Another factor is the "digging a hole to cover a hole" mechanism. When income is insufficient to cover installments, respondents use new loans to pay off old obligations. This pattern turns short-term loans into recurring expenses. Ease of application, social media advertising, paylater facilities in marketplaces, and direct offers expedite loan decisions, while calculating the total cost is often done after the obligation is established.

Customer Perception of BMT Rukun Abadi

Interviews with five customers revealed that the primary reasons for knowing about or choosing a BMT were recommendations from friends or family and the belief that the BMT's operations adhere to Sharia principles. Products used include wadiah savings, Hasanah Abadi Savings, mudharabah, and savings and financing. Customers who had used financing previously considered the process easy and helpful, while those who had never used financing said they were unfamiliar with the complete mechanism.

One customer who had used an online loan described experiencing a "headache from constant demand." He observed that the BMT process was more careful and could reject inappropriate applications. This finding highlights a fundamental difference: online loans prioritize speed of access, while BMTs combine access with selection, agreements, and repayment capacity. BMTs' prudence may be perceived as stricter requirements, but it actually serves to protect members and the institution from unhealthy financing.

Customer expectations include increased outreach, consistent implementation of sharia economics, development of sharia mortgages, virtual accounts, marketplaces, and expanded economic benefits for the community. These expectations demonstrate that sharia values must be complemented by technological convenience and product variety to enable BMTs to compete with fast-paced digital services.

DISCUSSION

This research discussion focuses on interpreting field findings regarding BMT Rukun Abadi's efforts to address the issue of online lending. The analysis is conducted not only by examining the types of activities implemented but also by linking them to the concepts of program review, community empowerment, Islamic financial literacy and inclusion, maqasid al-shariah, Islamic social finance, and collaboration between stakeholders.

This approach is necessary because the online loan issues identified in the study extend beyond financing needs. The results reveal broader issues, including limited income, poor financial management skills, ease of access to digital funding, a "digging a hole to cover a hole" pattern, psychological stress, and disruption to family well-being. Therefore, BMT Rukun Abadi's efforts need to be analyzed as a series of actions encompassing prevention, response, and ongoing empowerment.

Review of BMT Efforts Based on Program Elements

A review of a program is essentially not only aimed at determining the existence of activities, but also at assessing the relationship between objectives, targets, implementers, resources, implementation mechanisms, results, evaluation, and sustainability. study this, approach review used For see to what extent various BMT Rukun Abadi's activities have form something pattern handling to problem online loans.

Based on results research, BMT Rukun Abadi has have base sufficient goals strong. This seen from orientation institutions that place effort avoid member

from transaction usury as part from mark main organization. The goal realized through provision service financing based on sharia contracts, education about transactions, socialization danger usury, planning finance, mentoring members, as well as use qard on condition certain.

Findings the at a time show existence room development Institutional. Education, financing, mentoring, qard , digital services , and functions social that during This walk can consolidated to in something system better service directed . Institutionalization of the program will allows BMT to know amount community handled, type problems faced, form interventions provided, development recipient benefits, and levels program success.

Due to that, review to program elements show that problem The main thing about BMT Rukun Abadi is not lies in the absence activity, but not yet integration various activity the in something treatment program design measurable and sustainable online loans.

BMT as a Preventive, Curative, and Empowerment Effort

The research results show that BMT Rukun Abadi's efforts can be grouped into three main categories: preventive, curative, and empowerment. These three forms have different but interrelated functions.

Preventive efforts are aimed at preventing the uncontrolled use of online loans. These include education on usury, socialization of Islamic financial transactions, financial planning, introduction to BMT products, and promoting savings habits. The Islamic financial education program held at the Minhaajurrosyidiin Islamic Boarding School on June 7, 2026, with 71 participants, represents one concrete example of this preventive approach.

Prevention is crucial because interviews show that people generally use online loans when facing urgent needs and lack reserve funds. In such situations, the convenience of obtaining a loan often outweighs considerations of cost and risk. Therefore, financial education needs to be directed not only at understanding the prohibition on usury, but also at the ability to budget, build an emergency fund, calculate repayment capacity, and distinguish between needs and wants.

The curative approach relates to actions taken after people experience online loan problems. Research shows that BMTs have provided consultations and used limited qard contracts to assist certain members. These actions demonstrate that a curative function has been implemented, albeit on a limited scale and not yet standardized.

(Adnan & Ajija, 2015) found that BMT financing can increase recipients' income and contribute to poverty reduction. (Ekawati & Kusumaningtias, 2024) They also explained that BMT empowerment can be achieved through financing, training, coaching, and business mentoring.

Preventatively, education on transactions, financial planning, awareness of the dangers of usury (riba), savings products, and introduction to Sharia-compliant financing can reduce the public's likelihood of resorting to online loans. Preventive efforts are most strategic because the cost of prevention is lower than debt settlement, which is already widespread across numerous platforms.

Educational materials should combine Sharia-compliant dimensions with practical skills such as reading fees, recognizing illegal offers, protecting data, budgeting, and building an emergency fund.

Curatively, BMTs have provided limited consultation and qard (financial assistance). However, the cases in the data show significant variation in debt, assets, causes, and repayment capacity. Curative interventions must be assessment-based and should not automatically pay off all debt. Cases with repayment capacity require consolidation and installment plans; cases with indications of fraud require legal referral; cases with psychological distress require family or professional support; and business cases require productive assistance.

In terms of empowerment, mudharabah, musyarakah, qardhul hasan (financial loans) for capital, business consulting, and monitoring have the potential to increase income. Empowerment is the key difference between mere debt transfer and sustainable recovery. If income and financial behavior remain unchanged, members are at risk of returning to online loans when they face the next urgent need.

Analysis Based on Sharia Financial Literacy

Research results show a strong correlation between online loan use and people's ability to manage their financial decisions. Some people actually understand that online loan interest can be burdensome and inconsistent with Sharia principles. However, this understanding is often insufficient to prevent them from resorting to loans when faced with urgent needs.

(Ginanjari & Kassim, 2020) explained that Islamic microfinance institutions play a crucial role in expanding access to financial services for groups not yet fully served by formal financial institutions. In the context of BMT, financial inclusion means that the community is not only aware of Islamic products but also has the opportunity to obtain and use these services easily and according to their needs.

BMT Rukun Abadi has strong capital in this area through its network of service offices, cash offices on the STAI Minhaajurrosyidiin campus, savings and financing products, and the presence of IRA Pay. However, research shows a gap between the superior sharia values of BMTs and the technical advantages offered by online lending services.

Improving service convenience must be distinguished from providing loans without analysis. BMTs must uphold the principle of prudence by assessing repayment capacity and contract compliance. Thus, the advantages built are not simply "fast," but also easy, secure, Sharia-compliant, transparent, and accountable.

Based on the perspective of Islamic financial literacy and inclusion, it is understandable that efforts to reduce the use of online loans require two things simultaneously. The public must have the ability to make sound financial decisions, while at the same time, alternative, easily accessible Islamic services must be available. Literacy without access can lead people to continue using

online loans due to a lack of options, while access without literacy can lead to unhealthy financing decisions.

Analysis Based on Maqashid al-Shariah

Maqasid al-Shariah places the benefit and prevention of harm as the objectives of sharia implementation. In the context of this research, BMT efforts are not solely assessed based on the use of valid contracts, but also on the concrete protection of religion, life, mind, family, and property. This approach aligns with Auda (2008), who emphasizes interconnectedness, context, and goal orientation in understanding Islamic law, as well as Fattah's (2024) discussion of welfare and justice in Islamic finance.

Asset protection, or hifz al-mal, is most directly visible through alternative financing, savings, feasibility analysis, and qard (charity). However, asset protection must be considered alongside life and family protection, as data indicates psychological distress and disruption to meeting needs. According to Ubaidillah et al. (2025), hifz al-mal encompasses risk management, avoiding unhealthy debt, and building productive assets.

The "Migration from Loans" Program Development Model

Based on the findings, BMT Rukun Abadi can develop a structured program with the working name "Hijrah from Pinjol." This program is not intended as a mass repayment program, but rather as a prevention, assessment, recovery, and empowerment service. Its main principles are sharia compliance, prudence, data confidentiality, participant responsibility, and sustainability.

Table 2. Stages of the Hijrah Program Model from Pinjol

Stage	Core activities	Output/Indicator
1. Prevention	Education on usury, the risks of online loans, budgeting, emergency funds, data security	Increased understanding and participants have a financial plan
2. Registration and screening	Identity, platform legality, total debt, income, assets, dependents, causes	Risk profile and completeness of case data
3. Assessment	5C, 7P, 3R analysis adjusted for debt recovery	Decision: education, referral, restructuring, qard, or productive financing
4. Intervention	Negotiation, one-stop consolidation, selective qard, legal support, application termination	Reduced number of creditors and unhealthy burdens
5. Empowerment	Business mentoring, job training, mandatory recovery savings	Income improves and emergency funds are created

Stage	Core activities	Output/Indicator
6. Monitoring	3, 6, and 12-month monitoring; family counseling; evaluation	There are no new loans, installments are smooth, and welfare is improving.

Source: Developed by Researchers Based on Research Results, 2026.

Program success indicators should encompass input, process, output, and outcome. Inputs include the number of trained staff and program funding. Processes include assessment accuracy and the number of mentoring sessions. Outputs include the number of participants who receive a recovery plan and close loan applications. Outcomes include a reduction in total liabilities, no new debt for 6–12 months, smooth payment schedules, the creation of emergency savings, increased income, and improved family well-being.

Triangulation and Interpretation of Results

Source triangulation was conducted by comparing management statements, customer experiences, data from affected communities, institutional profiles, and documentation of educational activities. Management stated that BMT provides halal solutions, education, feasibility analysis, and mentoring. This information is supported by product profiles and activity materials. Customers confirmed the availability of sharia-compliant services and ease of processing, although the mentoring experience was uneven. Affected communities demonstrated a real need for one-stop solutions, affordable installments, and assistance to escape usury.

Table 3 Summary of Triangulation of Findings

Theme	Administrat or	Customers/Communi ty	Document	Interpretatio n
Sharia alternative	Various contracts and limited qards	BMT chosen for its sharia-compliant nature; victims hope for a halal solution	Financing product profile	Potential is available, but special access for victims is not yet standardized
Education	Socialization and training of muamalah	Customers hope that outreach will be expanded	Usury material and activities of 71 participants	Real preventive efforts, impact evaluation not yet available

Theme	Administrator	Customers/Community	Document	Interpretation
Mentoring	Escorted from submission to realization	Customer experiences vary	There is no specific SOP for victims in the data	Minimum service standards are needed
Collaboration	Said to be working with various parties	Multiple access through social networks	Cash office and activities at Islamic boarding schools/campuses	Real educational collaboration; government needs to formalize
Constraint	Distance, literacy, human resources, economy, digital features	Pinjol was chosen because it is fast and easy	IRA Pay is available but features are limited	Digital reinforcement and ball pick-up are needed

Source: Research Triangulation Results, 2026.

The final interpretation of the study is that BMT Rukun Abadi has played a substantive role in preventing and helping overcome the online loan trap, but its effectiveness remains potential and limited. The existence of products, networks, cash offices, the BMT Institute, the Sharia Supervisory Board, and financing experience are strong assets. To transform into an effective program, these elements need to be integrated through standard operating procedures (SOPs), teams, budgets, referral channels, indicators, data protection, and regular evaluations.

Relevance to Maqashid Syariah

The concept of maqashid al-syariah essentially describes the primary objective of Islamic law, which is to realize the welfare and prevent various forms of harm in human life. In Islamic economics and finance, sharia principles are not only understood in terms of the formal conformity of a contract, but also need to be seen in terms of the benefits generated for individuals and society. Therefore, the activities of Islamic financial institutions should ideally be directed towards creating justice, protecting the interests of society, improving welfare, and preventing economic practices that have the potential to cause harm. (Güney, 2024) explains that the application of maqashid al-syariah in Islamic finance should not stop at normative compliance, but also pay attention to the substantive objectives of sharia, namely tangible benefits.

(Alkhan & Hassan, 2021) emphasizes that Islamic microfinance institutions should be oriented not only toward disbursing funds, but also toward protecting

wealth, preventing economic exploitation, and improving the welfare of vulnerable groups. Therefore, BMT Rukun Abadi's efforts in providing alternative financing and education to the community are strongly linked to the principle of *hifz al-mal*. This role is particularly crucial in reducing the public's tendency to use loan services that can potentially lead to excessive financial burdens.

Based on these overall dimensions, it is understandable that *hifz al-mal* (property of wealth) is the aspect most strongly linked to BMT Rukun Abadi's efforts to address online lending issues. This is because the issues studied are directly related to debt, income management, repayment capacity, business continuity, and household economic conditions. However, asset protection cannot be separated from other dimensions of the *maqashid al-syariah* (obligatory values of sharia), as financial issues can also impact religious life, psychological well-being, decision-making ability, and family well-being.

From a broader perspective, the use of *maqashid al-syariah* as an analytical tool also emphasizes that the success of an Islamic financial institution cannot be judged solely on the suitability of the contracts used. (Güney, 2024) This reminds us that the concept of *maqashid al-syariah* needs to be positioned as a guideline for achieving sharia objectives in practice, rather than simply being used to justify the existence of a financial product.

Based on this review, it can be concluded that BMT Rukun Abadi's efforts are strongly relevant to the objectives of the *maqashid al-syariah* (Islamic principles). BMT's existence is not only directed at providing financing services, but also serves the functions of protection, education, and empowerment. This relevance is reflected in efforts to safeguard community assets (*hifz al-mal*), encourage transactions in accordance with Islamic principles (*hifz al-din*), reduce stress caused by debt problems (*hifz al-nafs*), improve community financial decision-making abilities (*hifz al-'aql*), and maintain family stability and well-being (*hifz al-nasl*).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and discussion regarding the review of BMT Rukun Abadi's efforts to overcome the trap of online loans, the following conclusions can be drawn:

BMT Rukun Abadi has undertaken various relevant efforts to prevent and overcome the trap of online lending, although it has not yet been institutionalized as a specific program. These efforts include education and outreach on Islamic finance, training in *muamalah* (Islamic transactions) and financial planning, providing financing through *murabahah*, *istishna*, *ijarah*, *mudharabah*, and *musyarakah* contracts, and providing limited *qard* (funds) to affected members.

Factors driving people to use online loans primarily include urgent needs, family pressures, income instability, difficulty obtaining support from others, fraud or the use of funds to help others, ease of digital access, and the practice of digging a hole to cover a hole. Materials on usury, transaction risks, financial planning, and BMT products strengthen the protection of religion, reason, and property.

BMT's collaboration with educational institutions and the community has been ongoing through the cash office at the Minhaajurrosyidiin Islamic Institute (STAI) campus, educational programs, group outreach, and a network of figures or members. Therefore, collaboration needs to be enhanced into a referral system connecting BMT, the government/OJK, educational institutions, community figures, and families. Implementation obstacles include low community literacy, distance and service coverage, limited human resources and funding, limited digital service features, unstable member businesses, the risk of arrears, and the lack of targets, SOPs, teams, budgets, databases, indicators, and evaluations for the anti-loan lending program. Based on a review of program elements, BMT has relevant objectives, implementers, products, and activities, but the managerial aspects and success measurement are incomplete.

FURTHER STUDY

This study still has limitations, so further research on An Analysis of Baitul Maal Wat Tamwil's Efforts to Address Online Loan Debt Traps is needed to refine this study and enhance the insights of readers and the authors.

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