

ABSTRACT

Based on data from The Global Financial Index in 2021, Indonesia's financial inclusion rate has only reached 52%. The National Financial Inclusion Strategy (Strategi Nasional Keuangan Inklusif) was established to support the expansion of financial inclusion throughout Indonesia. One of the priorities of SNKI is the expansion and ease of access to formal financial services at all levels of society through microfinance institutions. Microfinance institutions emerged as an effort to meet the needs of the poor and MSME players for financial services. MSME players in Indonesia are dominated by women with low education levels. BTPN Syariah emerged as a Sharia financial institution that focuses on increasing financial inclusion through the availability of access and financial services through microfinance to the unbanked community, especially for productive underprivileged women. This study aims to assess the effectiveness of the "Tepat Pembiayaan Syariah" financing program on the empowerment of underprivileged women MSMEs in the Mobile Market Syariah (MMS) Sayung area.

This research was designed using a qualitative method with a single instrumental case study approach that focuses on a single issue related to Islamic banking financing. The data collection was carried out through three methods, namely observation, interviews, and documentation. The analysis method is a descriptive analysis using Miles and Huberman conducted through data reduction, data presentation, and conclusion drawing.

Based on the results of research conducted at Mobile Market Syariah (MMS) Sayung, Demak district, the microfinance program carried out by MMS Sayung has not been said to be effective in empowering underprivileged women's MSMEs when assessed from indicators of program success. Still, for indicators of target success and satisfaction with the program, it can be said to be effective. The microfinance program at MMS Sayung also impacts increasing financial inclusion and literacy through the DAYA program and the BESTEE program. This study only uses three of the five effectiveness indicators. It uses interviewees from one BTPN Syariah marketing branch office, so it has not been able to explain the broader scope of the effectiveness of BTPN Syariah financing programs.

Keywords: *Financial Inclusion, Financial Literacy, Microfinance, BTPN Syariah*