

ABSTRACT

This study aims to explore the shifts in financial perspectives and behaviors among Micro, Small, and Medium Enterprises (MSMEs) after participating in the Camp Bebas Riba (CBR) program, which emphasizes spiritual and community-based approaches. Utilizing a qualitative method with an Interpretative Phenomenological Analysis (IPA) approach, data were collected through in-depth interviews with active members and program participants of CBR. The findings reveal that the financial hijrah experienced by MSME actors is rooted not only in their awareness of the prohibitions against usury (riba), but also in the internalization of spiritual values and the social support fostered within the community. This transformation encompasses not only financial dimensions, but also emotional and social aspects. Solidarity among members and the strength of social capital—such as trust, shared norms, and participatory networks—play a crucial role in building Islamic value-based economic resilience. The CBR program has proven to function as an alternative mechanism for strengthening the economic empowerment of the ummah, while also creating a space for moral and spiritual rehabilitation for small business actors. This study emphasizes the importance of integrating faith-based guidance with community-oriented approaches in encouraging more equitable and sustainable financial behavior.

Keywords: *Financial hijrah, MSMEs, Camp Bebas Riba, spirituality, social capital, Islamic economics*