

Environmental Sustainability and Business Feasibility of Digital Platforms: A Sharia-Based Approach

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Abstract

The rapid expansion of digital platform ecosystems has played a crucial role in promoting economic inclusion and innovation, particularly in emerging economies. However, this growth has also generated significant environmental challenges that are often overlooked in conventional business feasibility assessments. This study aims to analyze the environmental impacts of PT GoTo Gojek Tokopedia Tbk (GoTo) and to evaluate its business feasibility through an integrated sharia-based perspective. Methods: This research employs a qualitative descriptive approach by integrating Environmental Impact Assessment (AMDAL), SWOT analysis, and maqashid shariah as a normative ethical framework. Data were collected from GoTo's annual and sustainability reports, regulatory documents, and relevant national and international scholarly literature. The findings indicate that GoTo demonstrates strong economic feasibility through job creation, financial inclusion, and MSME empowerment, reflecting the fulfillment of maslahah and hifz al-mal. Nevertheless, substantial environmental challenges persist, particularly related to transportation emissions, energy-intensive digital infrastructure, and packaging waste, indicating limited fulfillment of hifz al-bi'ah. The study concludes that integrating environmental sustainability into core business strategies and aligning corporate decision-making with maqashid al-shariah principles are essential to ensure the long-term feasibility and ethical legitimacy of digital platform businesses.

Keywords: *Digital Platform, Environmental Impact, Business Feasibility, Maqashid al-Shariah, Sustainability*

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1. Introduction

The rapid expansion of the digital economy has fundamentally transformed business models, consumption patterns, and socio-economic structures across the globe. Advances in information and communication technologies, big data analytics, cloud computing, and mobile internet have enabled the emergence of digital platform companies that act as intermediaries connecting multiple user groups within a single ecosystem (George et al., 2015). These platforms no longer merely support economic transactions but actively shape labor markets, mobility systems, production networks, and environmental outcomes. As a result, digital platforms have become central actors in contemporary economic development, particularly in emerging economies where digitalization is often viewed as a catalyst for inclusive growth and innovation (Köhler et al., 2019). In Indonesia, the digital economy has grown rapidly over the past decade, supported by high mobile penetration, a young population, and strong government support for digital transformation. Within this context, PT GoTo Gojek Tokopedia Tbk (GoTo) stands out as the largest and most influential digital platform ecosystem in the country. Formed through the merger of Gojek and Tokopedia, GoTo integrates ride-hailing, food and goods delivery, digital payments, and e-commerce services into a single platform. This integration enables efficiency gains, network effects, and scale economies that strengthen GoTo's competitive position while simultaneously expanding access to economic opportunities for millions of users, drivers, and micro, small, and medium-sized enterprises (MSMEs) (Basyirah et al., 2022).

Numerous empirical studies have highlighted the positive socio-economic contributions of digital platforms such as GoTo. Ride-hailing and delivery services have created flexible employment opportunities for informal workers, while e-commerce platforms have lowered market entry barriers for MSMEs, allowing them to reach broader consumer bases beyond geographical limitations (Gunawan, 2024). Digital payment systems further enhance financial inclusion by enabling unbanked and underbanked populations to participate in the formal economy. From a development perspective, these contributions position digital platforms as important drivers of economic resilience and inclusive growth in emerging markets.

Despite these benefits, the rapid growth of digital platform businesses has also generated a new set of environmental challenges that are often underestimated. Contrary to the perception that digitalization inherently reduces environmental pressure through efficiency and dematerialization, recent research suggests that digital platforms can intensify resource consumption and environmental degradation if sustainability considerations are not systematically integrated into their business models (Köhler et al., 2019). For instance, ride-hailing services may increase vehicle kilometers traveled, contributing to higher greenhouse gas emissions and urban air pollution. Similarly, the expansion of data centers and cloud infrastructure requires substantial energy inputs, much of which in developing countries is still derived from fossil fuels.

In the case of GoTo, environmental impacts arise from multiple interconnected sources. Gojek's transportation services rely heavily on conventional internal combustion engine vehicles operated by millions of driver partners, leading to increased carbon emissions and fuel consumption in densely populated urban areas. Tokopedia's e-commerce operations depend on large-scale digital infrastructure,

including data centers and logistics networks, which are energy-intensive and contribute indirectly to carbon emissions (Komala & Meiden, 2024). In addition, food and goods delivery services generate significant volumes of single-use packaging waste, posing challenges for urban waste management systems and environmental preservation. These issues demonstrate that the environmental footprint of digital platforms is systemic rather than isolated, spanning transportation, energy, and waste sectors simultaneously. Existing academic literature on digital platforms and sustainability has primarily focused on corporate social responsibility (CSR), sustainability reporting, or alignment with the Sustainable Development Goals (SDGs). While these studies provide valuable insights, they often adopt a descriptive approach and treat environmental concerns as supplementary rather than integral to core business feasibility (Gutiérrez-Ponce & Wibowo, 2023). Moreover, many business feasibility studies continue to prioritize financial and market dimensions, relegating environmental impacts to the status of externalities. This limitation is particularly problematic for large-scale digital platforms whose long-term viability is closely linked to regulatory compliance, public trust, and environmental stewardship.

Another important limitation in the existing literature is the dominance of conventional economic paradigms that emphasize efficiency and profit maximization. Such approaches may overlook ethical, social, and intergenerational considerations that are increasingly relevant in sustainability discourse. In response to these shortcomings, scholars have called for alternative frameworks that integrate ethical values and long-term societal welfare into business evaluation models (Elkington, 2021). One such framework is Islamic economics, which offers a value-based perspective grounded in moral responsibility, justice, and balance.

Islamic economics is founded on the objectives of sharia (*maqashid al-shariah*), which aim to promote human well-being by safeguarding essential elements of life, including religion (*din*), life (*nafs*), intellect (*'aql*), wealth (*mal*), and progeny (*nasl*). In contemporary scholarship, environmental preservation (*hifz al-bi'ah*) is increasingly recognized as an extension of these objectives, particularly in relation to protecting life and future generations (Wulandari et al., 2025). From this perspective, economic activities are not value-neutral; they are moral endeavors that carry responsibilities toward society and the natural environment.

Within the *maqashid al-shariah* framework, business activities that generate economic benefits but simultaneously cause environmental harm raise ethical concerns. The principle of *maslahah 'ammah* emphasizes that economic gains should contribute to public welfare rather than create long-term harm (*mafsadah*). Similarly, the principle of *la darar wa la dirar* (no harm and no reciprocating harm) establishes a normative boundary that obliges firms to prevent environmental degradation and social injustice. Applied to digital platforms, these principles suggest that technological innovation and economic efficiency must be balanced with environmental sustainability and ethical accountability (Nurholis, 2025).

Despite the relevance of Islamic economic principles to sustainability issues, empirical studies that integrate *maqashid al-shariah* into the evaluation of digital platform businesses remain scarce. Existing research on Islamic economics and the environment has largely focused on financial institutions, green finance, or corporate ethics in traditional industries. Very few studies have examined how sharia-based principles can

be operationalized in assessing the environmental feasibility of large digital platform ecosystems such as GoTo. This gap is particularly evident in the Indonesian context, where Islamic values play a significant role in shaping social norms and policy discourse.

To address this gap, there is a need for a holistic analytical approach that combines environmental impact analysis with business feasibility assessment and Islamic ethical principles. Integrating AMDAL (Environmental Impact Assessment) into feasibility studies enables a systematic evaluation of environmental risks and mitigation strategies. Meanwhile, the use of SWOT analysis provides a structured tool for identifying internal strengths and weaknesses as well as external opportunities and threats that influence sustainability performance. When combined with *maqashid al-shariah*, SWOT analysis can be transformed from a purely strategic instrument into a value-based framework that aligns business strategies with ethical and environmental objectives.

Therefore, this study aims to analyze the environmental impacts of GoTo Group's operational activities and evaluate its business feasibility through an integrated framework that combines AMDAL, SWOT analysis, and *maqashid al-shariah* principles. By doing so, this research seeks to contribute to the growing literature on digital sustainability and Islamic economics, while also providing practical insights for policymakers and corporate decision-makers. Ultimately, the study aspires to demonstrate that the long-term success of digital platform companies depends not only on economic performance but also on their ability to uphold environmental stewardship and ethical responsibility in line with sustainable development goals

2. Literature Review

Digital Platform Businesses and Environmental Impact

Digital platform businesses have become a dominant organizational form in the contemporary economy, characterized by multi-sided markets, network effects, and data-driven value creation (George et al., 2015). These characteristics enable platforms to scale rapidly and achieve high levels of efficiency; however, they also generate complex and often indirect environmental impacts. Recent studies emphasize that the environmental footprint of digital platforms is not limited to their digital interfaces but extends to physical infrastructures such as transportation fleets, data centers, and logistics networks (Köhler et al., 2019).

Several scholars argue that the assumption of digitalization as an inherently green process is misleading. While digital platforms may reduce certain forms of resource use through dematerialization, they can simultaneously increase overall energy consumption and emissions due to rebound effects and scale expansion (Corbett & Mellouli, 2022). For instance, ride-hailing platforms have been shown to increase vehicle kilometers traveled, congestion, and emissions in urban areas, particularly when they substitute public transport rather than private car usage (Galang et al., 2025). These findings suggest that digital transportation services require careful environmental governance to prevent unintended ecological consequences.

In the context of e-commerce platforms, environmental concerns are closely linked to logistics operations, packaging waste, and energy-intensive digital infrastructure. Data centers, which form the backbone of digital platforms, consume substantial amounts of electricity and contribute significantly to carbon emissions, especially in countries where energy mixes are dominated by fossil fuels (Köhler et al., 2019). Additionally, the rapid growth of online shopping has intensified last-mile delivery activities and increased the use of single-use packaging materials, exacerbating waste management challenges in urban environments (Bocken et al., 2014). Empirical evidence from emerging economies indicates that regulatory frameworks and corporate strategies play a crucial role in moderating the environmental impacts of digital platforms. Companies that proactively adopt green technologies, such as electric vehicles and renewable energy-powered data centers, tend to achieve better environmental performance without compromising competitiveness (Cahyadi et al., 2025). Nevertheless, scholars warn against the risk of greenwashing, where sustainability initiatives are communicated symbolically rather than implemented substantively (Elkington, 2021). This highlights the importance of rigorous environmental impact assessment and transparent reporting mechanisms.

Business Feasibility Studies and Sustainability Integration

Business feasibility studies traditionally serve as decision-making tools to evaluate whether a proposed business or project is viable from market, financial, technical, legal, and organizational perspectives. However, growing environmental and social challenges have prompted scholars to call for the integration of sustainability dimensions into feasibility assessments (Bocken et al., 2014). Sustainable feasibility extends beyond short-term profitability to consider long-term environmental risks, regulatory compliance, and social legitimacy.

Recent literature emphasizes that environmental feasibility is particularly critical for platform-based businesses due to their systemic impacts across multiple sectors. Unlike conventional firms, digital platforms often orchestrate ecosystems involving independent partners, users, and third-party service providers, making environmental impacts more diffuse and difficult to control (George et al., 2015). As a result, feasibility studies that ignore environmental considerations may underestimate operational risks and overestimate long-term value creation.

Environmental Impact Assessment (EIA/AMDAL) has been widely recognized as a key instrument for identifying, predicting, and mitigating the environmental consequences of development activities. While AMDAL has traditionally been applied to infrastructure and industrial projects, recent studies argue for its relevance in evaluating large-scale digital business operations that have substantial physical and environmental externalities (Komala & Meiden, 2024). Integrating AMDAL into business feasibility studies enables firms to anticipate regulatory challenges and design proactive mitigation strategies.

Furthermore, sustainability-oriented feasibility studies are increasingly linked to corporate governance and stakeholder engagement. Firms that incorporate environmental criteria into strategic planning tend to benefit from enhanced reputation, improved stakeholder trust, and greater resilience to policy change (Elkington, 2021). In the context of digital platforms, stakeholder expectations regarding environmental

responsibility are rising, driven by public awareness of climate change and sustainability issues. Consequently, feasibility assessments must account for these evolving expectations to remain relevant.

Maqashid al-Shariah, Ethics, and Environmental Sustainability

Maqashid al-shariah represents the overarching objectives of Islamic law, aimed at promoting human well-being and preventing harm. Classical maqashid theory focuses on the protection of religion (*din*), life (*nafs*), intellect (*'aql*), wealth (*mal*), and progeny (*nasl*). Contemporary scholars have expanded this framework to explicitly include environmental preservation (*hifz al-bi'ah*) as a necessary condition for safeguarding life and ensuring intergenerational justice (Nurholis, 2025). From an Islamic economic perspective, economic activities are inherently value-laden and must be conducted within ethical boundaries. The principle of *maslahah 'ammah* underscores that business activities should generate collective benefits rather than narrow private gains. Environmental degradation, therefore, constitutes a form of harm (*mafsadah*) that violates the ethical foundations of Islamic economics (Anwar et al., 2025). This perspective challenges conventional economic models that treat environmental damage as an acceptable trade-off for growth. Several studies have explored the relationship between Islamic economics and environmental sustainability, highlighting the compatibility between sharia principles and contemporary sustainability goals. Islamic ethical concepts such as *amanah* (trust), *tawazun* (balance), and *mas'uliyah* (responsibility) provide normative guidance for environmentally responsible business behavior (Nurholis, 2025). These concepts emphasize accountability not only to shareholders but also to society, future generations, and the natural environment.

Despite this theoretical alignment, empirical applications of *maqashid al-shariah* in business feasibility analysis remain limited. Existing research has largely focused on Islamic financial institutions, green sukuk, and corporate social responsibility practices in Muslim-majority contexts. Studies that operationalize maqashid principles in evaluating non-financial corporations, particularly digital platform companies, are still scarce (Abubakar & Handayani, 2022). This gap limits the practical contribution of Islamic economics to addressing contemporary sustainability challenges. Integrating *maqashid al-shariah* with strategic management tools such as SWOT analysis offers a promising avenue for bridging this gap. By embedding ethical and environmental objectives into strategic analysis, firms can align competitive strategies with moral responsibilities. In this context, SWOT analysis functions not merely as a diagnostic tool but as a framework for value-based decision-making that reflects the objectives of Islamic law.

Overall, the literature suggests a growing recognition of the need to integrate environmental sustainability, ethical considerations, and strategic feasibility in evaluating modern business models. However, the intersection of digital platform ecosystems, environmental impact analysis, and *maqashid al-shariah* remains underexplored. This study addresses this gap by developing an integrated framework to assess the environmental feasibility of GoTo Group from a sharia-based perspective, thereby contributing to both sustainability scholarship and Islamic economic studies.

3. Research Methods

This study employs a qualitative-descriptive research design with an analytical approach to examine the environmental feasibility of PT GoTo Gojek Tokopedia Tbk (GoTo) from both strategic and sharia-based perspectives. A qualitative approach is considered appropriate because the research aims to explore complex relationships between digital platform operations, environmental impacts, and ethical-economic principles that cannot be fully captured through quantitative indicators alone. By combining strategic management tools and Islamic economic frameworks, this study seeks to provide a holistic assessment of business feasibility beyond conventional financial analysis. The object of this research is GoTo Group as an integrated digital platform ecosystem encompassing ride-hailing, delivery services, e-commerce, and digital financial services. GoTo is selected as the case study due to its dominant market position in Indonesia, its extensive environmental footprint across transportation and digital infrastructure, and its relevance to sustainability and Islamic economic discourse in a Muslim-majority country. The unit of analysis includes GoTo's operational activities, sustainability initiatives, and environmental management practices as reported in official corporate documents and relevant secondary sources.

Data used in this study consist entirely of secondary data obtained from credible and verifiable sources. These include GoTo's annual reports, sustainability reports, environmental disclosures, corporate websites, government regulations related to environmental management, and prior academic studies published in reputable national and international journals. The use of secondary data allows for comprehensive coverage of the research object while ensuring data reliability and ethical compliance. Relevant literature on digital platforms, environmental impact assessment, SWOT analysis, and *maqashid al-shariah* is also systematically reviewed to support theoretical and analytical grounding.

The analytical framework of this study integrates three main tools: Environmental Impact Assessment (AMDAL), SWOT analysis, and *maqashid al-shariah* principles. First, AMDAL is used as a conceptual instrument to identify and categorize potential environmental impacts arising from GoTo's operational activities, including transportation emissions, energy consumption of data centers, and waste generation from logistics and delivery services. Although this study does not conduct a formal AMDAL process, it adopts AMDAL indicators and stages such as impact identification, evaluation, and mitigation planning to assess environmental risks in a structured manner.

Second, SWOT analysis is applied to evaluate GoTo's internal strengths and weaknesses as well as external opportunities and threats related to environmental sustainability. Strengths and weaknesses are identified from internal capabilities, technological infrastructure, and sustainability initiatives, while opportunities and threats are derived from external factors such as regulatory developments, technological innovation, market expectations, and environmental pressures. SWOT analysis is selected because it provides a systematic yet flexible framework for strategic evaluation and is widely used in business feasibility studies.

Third, *maqashid al-shariah* serves as the normative and ethical lens through which the results of the AMDAL and SWOT analyses are interpreted. The study focuses on key *maqashid* dimensions relevant to environmental sustainability, including *hifz al-*

nafs (protection of life), *hifz al-mal* (protection of wealth), and *hifz al-bi'ah* (protection of the environment). Each identified strength, weakness, opportunity, and threat is evaluated in terms of its alignment with these *maqashid* objectives. This step transforms SWOT analysis from a purely strategic tool into a value-based assessment framework that reflects Islamic ethical principles.

Data analysis is conducted through a systematic qualitative content analysis process. Relevant data are first collected and organized according to predefined analytical categories derived from AMDAL, SWOT, and *maqashid* frameworks. The data are then coded and interpreted to identify patterns, relationships, and implications for environmental feasibility. Triangulation across multiple data sources is applied to enhance the credibility and validity of the findings.

Finally, the integration of AMDAL, SWOT analysis, and *maqashid al-shariah* enables this study to develop a comprehensive evaluation of GoTo's business feasibility from environmental and ethical perspectives. This methodological approach contributes to the literature by demonstrating how conventional strategic management tools can be enriched with Islamic economic principles to address contemporary sustainability challenges in digital platform businesses.

4. Results

This section presents and discusses the findings of the study based on the integrated analytical framework combining AMDAL-based environmental assessment, SWOT analysis, and *maqashid al-shariah* principles. The discussion is structured thematically to ensure analytical depth and to position the findings within the broader body of previous studies on digital platforms, sustainability, and Islamic economics. Rather than merely describing GoTo's operational characteristics, this section critically interprets the findings and compares them with existing literature to highlight consistencies, contradictions, and novel contributions.

Environmental Impact Analysis of GoTo's Digital Platform Ecosystem

The environmental impact analysis indicates that GoTo's operations generate multidimensional environmental pressures, particularly through transportation-related emissions, energy-intensive digital infrastructure, and waste generation from delivery services. Transportation services under Gojek contribute significantly to carbon emissions due to high vehicle usage and reliance on internal combustion engine motorcycles. This finding is consistent with prior studies on ride-hailing platforms, which demonstrate that such services often increase vehicle kilometers traveled and urban emissions, especially in densely populated cities where substitution from public transport occurs (Galang et al., 2025), (Köhler et al., 2019). Compared to similar digital platforms in other emerging economies, GoTo's environmental profile reflects a common structural challenge faced by ride-hailing ecosystems. However, the scale of GoTo's operations amplifies these impacts, making environmental management a strategic rather than peripheral issue. Previous studies suggest that without targeted interventions such as fleet electrification and ride optimization algorithms, the net environmental benefits of ride-hailing platforms remain limited (Corbett & Mellouli, 2022). The findings of this study support this argument, as GoTo's current sustainability

initiatives have not yet fully mitigated emissions growth associated with platform expansion.

Energy consumption related to data centers and cloud infrastructure represents another significant environmental concern. The analysis reveals that GoTo’s digital backbone relies on energy-intensive systems that indirectly contribute to carbon emissions. This aligns with the literature emphasizing that data centers are among the fastest-growing sources of global electricity demand (Köhler et al., 2019). While GoTo has disclosed certain efficiency measures, the lack of detailed reporting on renewable energy usage suggests that environmental performance in this area remains suboptimal. This finding is consistent with (Komala & Meiden, 2024), who argue that sustainability disclosure among Indonesian digital firms often lacks depth and transparency. Waste generation from food and goods delivery services further compounds GoTo’s environmental footprint. Single-use plastic packaging remains prevalent due to efficiency and cost considerations. Similar trends have been observed in global e-commerce platforms, where convenience-driven consumption patterns increase waste volumes (Bocken et al., 2014). The persistence of this issue indicates that technological innovation alone is insufficient; behavioral change and regulatory incentives are also necessary to achieve meaningful waste reduction.

Table 1. Summary of Environmental Impacts of GoTo’s Operations

Operational Area	Key Activities	Main Environmental Impacts	Supporting Evidence
Ride-hailing & mobility services	Motorcycle- and car-based transportation	Increased CO ₂ emissions, fuel consumption, urban air pollution	Sustainability reports; studies on ride-hailing emissions (Galang et al., 2025); (Köhler et al., 2019)
Digital infrastructure	Data centers, cloud computing, platform maintenance	High electricity consumption, indirect carbon emissions	Corporate disclosures; (Komala & Meiden, 2024)
Logistics & delivery services	Food and goods delivery	Single-use packaging waste, last-mile delivery emissions	Sustainability disclosures; (Bocken et al., 2014)

SWOT Analysis and Strategic Sustainability Assessment

The SWOT analysis reveals that GoTo possesses substantial internal strengths, particularly in terms of technological capability, market dominance, and ecosystem integration. These strengths enable GoTo to mobilize resources and implement sustainability initiatives at scale. Previous research highlights that platform leaders are better positioned to adopt green innovations due to economies of scale and data-driven

optimization capabilities (George et al., 2015). From this perspective, GoTo's market position constitutes a strategic asset for advancing environmental sustainability.

However, the analysis also identifies internal weaknesses related to environmental governance and operational control. The decentralized nature of platform ecosystems limits GoTo's direct control over driver behavior and partner practices, increasing environmental risks. This finding echoes earlier studies suggesting that platform-based business models face unique sustainability governance challenges due to their reliance on independent actors (Galang et al., 2025). As a result, environmental performance depends not only on corporate policies but also on the alignment of incentives across the ecosystem.

Externally, regulatory developments and technological advancements present significant opportunities for sustainability improvement. Government initiatives promoting electric vehicles and renewable energy create a favorable environment for reducing emissions. Empirical evidence indicates that firms adopting green technologies proactively can enhance both environmental and competitive performance (Bocken et al., 2014). The findings suggest that GoTo could leverage these opportunities to strengthen its sustainability profile and mitigate regulatory risks.

Conversely, external threats include increasing regulatory scrutiny, public pressure regarding environmental responsibility, and reputational risks associated with greenwashing. The literature warns that superficial sustainability initiatives can undermine stakeholder trust and long-term legitimacy (Elkington, 2021). The SWOT analysis indicates that GoTo's current disclosure practices may expose the company to such risks if environmental claims are not supported by measurable outcomes.

Table 2. SWOT Analysis of GoTo from an Environmental Sustainability Perspective

Dimension	Key Factors	Interpretation
Strengths	Large user base; advanced digital infrastructure; ecosystem integration	Enables scale-up of green initiatives and data-driven optimization
Weaknesses	Limited control over driver behavior; fragmented environmental governance	Increases difficulty in reducing emissions and enforcing standards
Opportunities	EV incentives; renewable energy adoption; rising green awareness	Potential to improve sustainability and regulatory compliance
Threats	Stricter environmental regulations; greenwashing risks; reputational pressure	May affect long-term legitimacy and business feasibility

Interpretation through Maqashid al-Shariah Framework

Interpreting the SWOT and environmental impact findings through the maqashid al-shariah framework provides deeper ethical and normative insights. From the perspective of *hifz al-nafs* (protection of life), transportation-related emissions and air pollution pose potential health risks to urban populations. Previous Islamic economic studies emphasize that activities endangering public health conflict with the ethical objectives of sharia (Wulandari et al., 2025). The findings suggest that GoTo's current

operational model partially undermines this objective due to insufficient mitigation of environmental harm.

In terms of *hifz al-mal* (protection of wealth), GoTo’s contribution to economic inclusion and MSME empowerment aligns positively with maqashid principles. Similar conclusions have been drawn by (Gunawan, 2024), who highlight the role of digital platforms in enhancing income generation and market access. However, environmental degradation may generate long-term economic costs, such as health expenditures and environmental remediation, which ultimately threaten wealth preservation. This tension underscores the need to balance short-term economic gains with long-term sustainability.

The principle of *hifz al-bi’ah* (protection of the environment) emerges as the most critical dimension in this analysis. The findings indicate that while GoTo has initiated sustainability programs, these efforts remain fragmented and insufficiently integrated into core business strategy. Islamic economic literature argues that environmental stewardship is not optional but a moral obligation rooted in the concept of *amanah* (trust) (Nurholis, 2025). Compared with previous studies focusing on Islamic financial institutions, this study extends the application of maqashid to a non-financial, technology-driven corporation, highlighting both challenges and opportunities.

Table 3. Mapping SWOT Findings to Maqashid al-Shariah

SWOT Element	Maqashid Dimension	Ethical Interpretation
Job creation & MSME empowerment	Hifz al-mal	Supports wealth protection and economic welfare
Transportation emissions	Hifz al-nafs	Potential harm to public health
Environmental degradation	Hifz al-bi’ah	Indicates insufficient environmental stewardship
Sustainability innovation	Maslahah ‘ammah	Contributes to collective long-term benefit

Comparison with Previous Studies and Theoretical Implications

Comparing the findings of this study with prior research reveals both convergence and divergence. Consistent with global studies on digital platforms, the results confirm that environmental impacts are significant and often underestimated (Köhler et al., 2019); (Corbett & Mellouli, 2022). However, this study contributes new insights by demonstrating how these impacts can be systematically evaluated within a business feasibility framework informed by Islamic ethics.

Unlike conventional feasibility studies that prioritize financial indicators, this research shows that integrating AMDAL, SWOT, and maqashid al-shariah yields a more comprehensive assessment of sustainability. This approach supports the argument advanced by (Elkington, 2021) that long-term business success depends on balancing economic, social, and environmental objectives. Moreover, by applying maqashid al-shariah to a digital platform context, this study addresses a gap identified by (Abubakar & Handayani, 2022) regarding the limited application of Islamic ethical frameworks beyond the financial sector.

Practical Implications

The findings have important implications for corporate strategy and public policy. For GoTo, integrating environmental objectives into core strategic decision-making is essential to align business growth with maqashid principles. Policymakers may also benefit from adopting sharia-based sustainability frameworks to guide regulation of digital platforms in Muslim-majority contexts. More broadly, this study demonstrates that ethical frameworks can enhance, rather than constrain, strategic business analysis in the digital economy. Overall, the results and discussion underscore that the long-term feasibility of digital platform businesses depends on their ability to manage environmental impacts ethically and strategically. By combining environmental assessment tools with maqashid al-shariah, this study offers a novel and robust framework for evaluating sustainability in complex digital ecosystems.

5. Conclusion and Suggestion

This study analyzed the environmental feasibility of PT GoTo Gojek Tokopedia Tbk (GoTo) by integrating Environmental Impact Assessment (AMDAL), SWOT analysis, and maqashid al-shariah within a unified framework. The findings show that while GoTo's digital platform ecosystem delivers significant economic and social benefits—particularly in promoting financial inclusion and MSME empowerment—it also generates notable environmental pressures, including transportation-related emissions, high energy consumption from digital infrastructure, and increasing packaging waste. These results highlight that the sustainability of digital platform businesses cannot be adequately assessed using financial and market indicators alone, but must also incorporate environmental and ethical dimensions.

From a theoretical standpoint, this study contributes to the literature by strengthening sustainability analysis of digital platforms and extending business feasibility studies through the integration of environmental assessment and Islamic ethical principles. By positioning AMDAL and environmental considerations as integral components of feasibility analysis, this research challenges conventional approaches that treat environmental impacts as externalities. Furthermore, the operationalization of *maqashid al-shariah* particularly *hifz al-nafs*, *hifz al-mal*, and *hifz al-bi'ah* within a non-financial, technology-driven firm advances Islamic economics scholarship and bridges the gap between normative ethical theory and contemporary digital business practices.

Practically, the findings imply that GoTo and similar digital platforms need to embed environmental sustainability more deeply into their core strategies through cleaner transportation initiatives, energy-efficient and renewable-powered digital infrastructure, and circular economy approaches to waste management. From a policy perspective, the study underscores the need for regulatory frameworks that acknowledge the tangible environmental externalities of digital platforms and promote transparent, accountable sustainability practices. Overall, this research demonstrates that the long-term feasibility of digital platform businesses depends on their ability to balance economic growth with environmental stewardship and ethical responsibility, particularly within the context of sustainable development in Muslim-majority economies.

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