Maqashid Syariah And Digital Transformation In Public Services: A Case Study Of The Lubuklinggau Post Office

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Abstrak

Article History	This study highlights maqashid syariah the necessity of
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progresses, public institutions must evolve to meet the changing needs of society while adhering to fundamental Islamic values. The methodology employed in this qualitative research involved direct observations and interviews with employees and management at the Lubuklinggau City Post Office. The researchers aimed to gather insights into the current digital initiatives implemented and their effects on service delivery and employee performance. Employees reported enhanced performance due to clearer regulations and the availability of digital tools that facilitate their tasks. However, challenges such as information literacy and the potential for misinformation in the digital landscape were also identified. In the discussion, the findings are analyzed through the lens of Maqashid Syariah, illustrating how the digital transformation aligns with the principles of protecting assets and promoting community welfare. The study concludes that while digital transformation presents challenges, it also offers substantial opportunities for enhancing public service delivery, provided that ethical considerations and community needs are prioritized. This research contributes to the understanding of how public institutions can navigate the complexities of digital transformation while remaining committed to their core values.

Introduction

In the digital transformation era, science and technology are experiencing rapid and inevitable developments. This development has impacted the wide opening of access to information and knowledge across distance, place, space, and

time. Technology has significantly changed how people live, and the inability to keep up with these developments can hinder opportunities for progress (Munir, 2017: 30). Therefore, companies must be able to adapt quickly and effectively to changes that occur through objective technological transformation. Digital transformation has been going on since the 1980s, and a significant spike occurred in the early 2000s, marked by the increasingly widespread ownership of mobile phones. The ease of delivering messages through features such as SMS, email, and instant messaging applications such as WhatsApp makes PT Pos Indonesia's traditional services face significant challenges. Message delivery can now be done more quickly and efficiently using telephones, the Internet, and fax machines. Therefore, PT Pos Indonesia needs to ensure that its performance continues improving through service transformation that is relevant to the community's needs.

As a public service facilitator, PT Pos Indonesia, one of the State-Owned Enterprises (BUMN), must provide good quality service. This includes customer satisfaction, trust, and ease in conducting various transactions effectively and efficiently. Satisfaction, confidence, and quality of service greatly influence consumer decisions and are the keys to successful innovation in the service industry (Munajah Nasution & Aslami, 2022: 57). Thus, PT Pos Indonesia must continue improving services that meet the community's needs. On August 26, 2022, PT Pos Indonesia officially adopted digital transformation by launching technology-based products and services. This step includes the introduction of the "Pos Aja" application for online package delivery and "PosPay" for digital financial services such as paying electricity, telephone, PDAM bills, vehicle installments, and sending money via WeselPos in real-time (Puspito, 2024: 56). This step aims to attract the public's interest, who are now more inclined to use technology for convenience in various aspects of life.

Other digital innovations include financial services such as Financial Services (Jaskung), consignment, e-ticket payments, Giro Pos, Adamail Pos, Fund Distribution, and logistics and cargo services. However, PT Pos Indonesia still faces challenges from competitors such as JNE, J&T, TIKI, and DHL, which have a more dominant position in the market. Based on the Top Brand Award, PT Pos Indonesia is only ranked fourth out of five competing brands in the logistics and delivery services sector (Puspito, 2024). The rapid development of information technology requires PT Pos Indonesia to continue to innovate and remain relevant in the eyes of the public. Consumer interest in using postal services is complex and influenced by various stimuli the company offers. According to Donni Juni Priansa (2017), consumer behavior develops from direct experience or information from mass media and social interactions (Priansa, 2017). Therefore, the right marketing strategy is needed to influence public interest in using postal services.

The performance of PT Pos Indonesia in the era of digital transformation has also had a positive impact on the development of employee quality and management effectiveness. With branches spread across almost all sub-districts in Indonesia, including Lubuklinggau City, PT Pos Indonesia has recorded a significant increase in transactions from year to year. This shows that digital transformation can increase the competitiveness and overall performance of the company. To achieve its vision as the "Most Competitive Postal Operator, Courier, Logistics, and Financial Service Provider," PT Pos Indonesia aims to provide excellent service, optimize business process efficiency, and build reliable

information technology solutions. This effort also involves strengthening internal control systems, governance, and risk management to achieve company goals sustainably (Indonesia, 2024: 12).

Previous research supports the importance of digital transformation in improving company performance. For example, a study by Lisawanto et al. (2023) showed that digitalization of postal services can increase customer satisfaction (Lisawanto et al., 2023: 23). Another study by Lubis and Pradesyah (2024) revealed the significant influence of digital transformation on people's behavioral patterns in using technology-based services (Nadya Fardha Lubis & Riyan Pradesyah, 2024). Meanwhile, Amin (2023) stated a positive relationship between digital transformation and the increased performance of PT Pos Indonesia (Amin, 2023: 11).

Based on this background, digital transformation is a strategic step to improve company performance while attracting public interest. This study aims to examine the impact of digital transformation on public interest in improving the performance of the Lubuklinggau City Post Office. By adopting the perspective of Maqashid Syariah, this research is expected to contribute to creating postal services that are not only efficient but also ethical and beneficial to the broader community.

Research Methods

The qualitative research process is research that does not yet have a problem or clear desire but can immediately enter the field/object of research. After entering the initial research object, qualitative researchers will see that everything in that place is still general. Only when in the second stage of the research process, the reduction or focus stage, will researchers choose which data is interesting, important, helpful, and new. Furthermore, it is grouped into various categories that are determined as the focus of the research. The next stage or third stage in qualitative research is the selection stage. At this stage, the researcher describes the focus in more detail. Then, the researcher conducts an in-depth analysis of the data and information obtained; then, the researcher can find a theme by constructing the data obtained into new knowledge, hypothesis, or science (Sardiyo et al., 2022: 34). The way researchers can carry out their research. First, they can understand concepts, constructs, propositions, theories, scientific logic, hypotheses, variables, operational definitions, problem formulation, scientific language, mathematics, statistics, and axiology (Hikmawati, 2020: 12). Qualitative research methods are often called naturalistic research methods because the research is conducted in natural conditions (natural settings); also called ethnographic methods because initially this method was used more for research in the field of cultural anthropology; called qualitative methods because the data collected and the analysis are more qualitative (Pradoko, 2023; 89). Researchers design a study by understanding the general purpose and rationale for implementing qualitative research. The format for designing this study follows the traditional research approach of presenting a problem, formulating research questions, collecting data to answer those questions, analyzing data, and drawing conclusions. Qualitative research uses scientific methods to answer research questions, although its steps are more flexible and fluid than those of quantitative research.

Discussion
Maqashid Syariah Perspective

From the perspective of Maqashid Syariah, the digital transformation undertaken by the Lubuklinggau City Post Office reflects the principle of protecting assets (hifzhul maal). By implementing efficient and secure digital financial services, the Post Office makes strategic efforts to safeguard assets and enhance community welfare. Innovations such as electronic payments, fund transfers, and e-commerce services facilitate transactions and reduce the risks of loss or misuse of assets. As a result, the Post Office acts as both a service provider and a strategic partner, helping the community manage their finances more wisely. This demonstrates how digital transformation can bridge modern needs with fundamental Islamic values.

In addition to asset protection, the digital transformation at the Post Office also aligns with the principles of protecting the soul (hifzhun nafs) and the mind (hifzhul aql). By improving service quality through technological innovation, the Post Office ensures that the public receives accurate and relevant information. For instance, the real-time tracking system for deliveries provides customers with a sense of security and comfort, thereby increasing their trust in the Post Office's services. Furthermore, the development of technology-based services allows the public to access information more quickly and efficiently, enabling better daily decision-making. In this context, digital transformation empowers the community and enhances their overall quality of life.

According to the values of Maqashid Syariah, the digital transformation executed by the Lubuklinggau City Post Office has a significant impact not just on the company's performance but also on community welfare. This initiative reflects the Post Office's commitment to fostering a prosperous society through quality and inclusive services. Modern technology not only improves the company's internal efficiency but also contributes to the creation of social justice. This aligns with Maqashid Syariah's main objective of achieving sustainable goodness for all parties involved. Therefore, digital transformation should be viewed as a strategic step that is economically relevant and spiritually and socially meaningful, particularly in the quest for improved public services.

Transformasi Digital

Digital transformation is adopting digital technology to change existing processes and create new things or ways. In other words, digital transformation is a change in a company or organization that involves human resources, methods, strategies, and structures through the adoption of technology to improve performance (Royyana, 2018: 27). Digital transformation is part of the technological process related to changes in the application of digital technology in all aspects of people's lives (Istiqomah, 2023: 90). Digital transformation is an evolutionary process that utilizes digital capabilities and technology to create value for business models, operational processes, and customer experiences (Banjarnahor et al., 2022: 110). Furthermore, digital transformation is a journey, not an event, and identifying the first "proof of concept" project is essential. This will set the stage for future initiatives and help gain support from leaders and teams. "It is called transformation for a reason and takes time" (Mastarida et al., 2022: 54).

Based on the above opinion, it can be concluded that digital transformation is changing or modifying existing technology to be more recent and sophisticated. Digital transformation requires key steps and a clear strategy to be successful. According to Mastarida et al. (2022), the first step is to align the reasons why digital transformation is needed. Many people have varying understandings of this term, with leaders often focusing on technology without understanding the underlying business needs. Therefore, it is important to start by formulating the organization's long-term strategic goals and building a clear strategy. Thus, digital transformation can be implemented from a more effective position and focused on clear business value.

Furthermore, to successfully carry out digital transformation, preparing for cultural change within the organization is important. This transformation will affect employees' daily work, so it is necessary to identify projects that can increase worker efficiency and productivity. Starting small but strategically is also important so initial initiatives can prove their value and ensure long-term success. In addition, mapping out technology implementation is an important step in digital transformation. A clear technology roadmap can help organizations execute business strategies more effectively. Technology is not the starting point; it is a tool that helps companies achieve the desired business results.

Finding a partner with expertise that complements your company's strengths. The right partner can accelerate results and drive digital transformation initiatives. In addition, it is important always to gather feedback and make improvements as needed. Digital transformation is a journey that requires agility to adapt to the desired outcomes. Finally, to ensure the success of digital transformation, organizations need to pay attention to the scale and momentum of change. Over time, new ways to transform physical processes will emerge, and it is important to consider opportunities to magnify the impact of the transformation. This process must be supported by strong stakeholder feedback so all parties can learn and adapt to the experiences gained during the digital transformation journey. According to Mastarida et al. (2022), there are several important things that companies need to pay attention to in carrying out digital transformation (Mastarida et al., 2022). First, one of the advantages of organizations that have successfully carried out digital transformation is agility. While implementing a strategic roadmap is essential, the ultimate success lies in the willingness and ability to adapt according to the results obtained. As digital transformation progresses, new ways for digital technology to support and optimize physical energy emerge. Second, companies need to consider opportunities to expand the implementation of digital transformation horizontally by implementing similar strategies in multiple locations and vertically by integrating additional technologies. Third, digital transformation takes different forms in each organization, so a personalized and targeted transformation strategy is essential. This customized roadmap ensures that the changes made are more effective according to the organization's needs. Finally, there is a common misconception that digital transformation has a definite end after achieving specific goals. However, digital transformation is an ongoing process, where the integration between physical and digital remains an important part of business strategy to maintain competitiveness, differentiate products and services, and increase efficiency.

According to Baihaqi and Huda (2023), the indicators of digital transformation include five main aspects. First, active online presence is the main characteristic of digital transformation, where marketing channels shift from offline to online or hybrid. Second, coordinated sales reflect the sales process that was previously manual and is now changing to digital-based, making it more efficient and organized. Third, simplifying operations refers to changes in work patterns and business operational activities that are simpler with the support of digital technology. Fourth, digital transformation is not just about moving online; it is also about how it can support business growth while maintaining sustainability. Finally, digital technology involves using technologies such as virtualization, mobile computing, cloud computing, and system integration to create new value for the organization. Companies are faced with various complex challenges when carrying out digital transformation. According to Irsyadi et al. (2023), the main challenges that often arise include the following: First, industry change, where companies must transition from traditional to digital business models. This process is not always easy, as happened with Blackberry, which experienced a drastic decline when Android phones with applications such as WhatsApp became popular. Second, changes in the workforce require significant adjustments in the organization. This change includes the need for new skills, so companies must decide between laying off old employees who are no longer relevant or providing training to improve their skills. Many large companies are now investing in training to ensure their workforce remains competitive. Third, dependence on technology, which, although it supports transformation, also carries significant risks. This dependence makes work processes vulnerable to power outages, virus attacks, or other system disruptions.

Fourth, security and privacy are major concerns in the digital era. Personal data and information security risks require reliable human resources and information technology infrastructure to minimize these threats. Fifth is the digital divide, which refers to limited access to digital infrastructure and capabilities, especially in remote areas. For example, when accepting new students at public schools, there are often obstacles, such as the inability of parents unfamiliar with technology, network disruptions in remote areas, and servers going down at peak activity times.

According to Mastarida et al. (2022), the digital transformation era has several advantages (Mastarida et al., 2022: 37). First, access to sources of information becomes more manageable with the internet, so that people can use various information to support their daily lives. Second, technology makes long-distance communication easier, allowing people to interact without geographical limitations, including making friends with people from abroad. Third, daily life has become more practical with applications such as Gojek, Grab, Shopee, and Tokopedia, which make it easier to do various activities without leaving home. In addition, digital transformation also improves the quality of education through technology, such as Infocus, which displays learning materials and makes students more interested. In the health sector, medical information has become more accessible so that people can consult doctors efficiently and schedule visits to the hospital. Managing health data, such as blood pressure reports, is now more practical and cost-effective.

However, the era of digital transformation also brings several disadvantages. One of them is the spread of false information that requires caution in filtering the

truth of information on the internet. In addition, people tend to focus too much on social media, which can distract from important things and encourage spending just to maintain social image. The ease of technology also risks making people lazy because they are too comfortable with activities that require minimal movement, which has the potential to damage health. Finally, intensive use of digital devices, such as cellphones and computers, can reduce eye health, causing problems such as nearsightedness if not balanced with sufficient rest time.

Digital Transformation Process with the Utilization of Technology at the Lubuklinggau City Post Office

Based on the results of interviews conducted by researchers, the Lubuklinggau City Post Office has carried out a digital transformation by launching and providing innovations in several services that make it easier for people to use PT Pos services. Digital transformation with the use of technology has become a necessity for the post office. With the rapid development of technology, the post office can no longer rely on conventional methods to run its operations. Therefore, the application of digital technology is an urgent need to increase the efficiency and productivity of the Lubuklinggau City Post Office.

One of the main benefits of digital transformation at the Lubuklinggau City Post Office is simplifying the process of completing work to become more effective and efficient. The automation system and data integration allow post office employees to complete their tasks faster and more efficiently. For example, an information management system to track packages in real time can help post office employees manage inventory better. This certainly makes the process of sending goods smoother and more effective. The Lubuklinggau city post office also updates service innovations, including improving the advantages of existing services and providing several applications, namely PosPay (digital financial services), PosAja (online logistics services), Oranger Contact Center, Magenpos, Agenpos B2B Courier, Agenpos B2B Financial Services, and Air Retail Cargo Services at Agenpos, Oranger Contact Center.

The innovation of the Pos Aja application has been considered quite good; this application has succeeded in providing the main advantage of saving time and energy for customers by providing features such as storing frequently used shipping addresses, picking up goods, choosing the time and place to pick up goods, and choosing a courier according to gender. In addition, customers are also given a choice of flexible payment methods through PosPay, both COD and non-COD. The new value of this innovation can be seen from the addition of delivery services, such as Pos Instan Plus, Pos Instan, Pos Express, and Pos Kilat Khusus, which show Pos Indonesia's efforts to improve the quality of their services. However, even though the application has complications in the initial registration process, especially in creating a PosPay account, the Lubuklinggau City Post Office has provided a solution by providing services for prospective users who have difficulty registering at the nearest Post Office.

PosPay is a digital platform based on Giro Pos accounts developed by Pos Indonesia to provide easy access to financial transaction services and other postal services independently through Android and iOS devices. Currently, PosPay has collaborated with the Ministry of Manpower so that it can be used to check Wage Subsidy Assistance (BSU). This platform offers various superior features, such as

remittances for sending money in real-time using the Weselpos service throughout Indonesia, mobile banking that provides payment services and virtual accounts, and financial transactions for needs such as BPJS payments, PDAM, electricity, installments, landlines or postpaid cellphones, electricity tokens, to purchasing credit. In addition, there are multi-finance features for bill payments, telecommunications for purchasing E-Money data, E-Wallet and credit, and QRIS for payments or purchases through merchants or micropayments. With these various features, the PosPay application is a complete solution for people's payment and financial transaction needs. The Lubuklinggau City Post Office also offers the best service for traders, MSMEs, and the general public by providing free pick-up services. The sender simply states the name, telephone number, address, pick-up location, or the booking code Post Order Number (PON) and pick-up location. The booking code via PON can be obtained by registering on the Pos Indonesia Website.

The Lubuklinggau city post office also provides a mobile application that allows customers to track the status of their package delivery directly; the post office can provide better and more responsive services to its customers. In addition, the adoption of cloud computing technology can also help the post office store and manage data more safely and efficiently. However, behind all the advantages of digital transformation, some risks need to be considered, namely the risk of data privacy security. With more and more data being stored and processed digitally, the Lubuklinggau city post office must ensure that their customer data is safe from the threat of leakage or misuse. Therefore, strict data protection and privacy policies must be implemented to reduce the risk of data privacy security.

To reduce the risk of data privacy security, the post office can adopt various data protection measures, such as data encryption, strict access control, and continuous security monitoring. In addition, employee training on cybersecurity practices is essential to prevent unwanted data security incidents. Thus, the post office can ensure their customer data remains safe and protected from cyber threats. In conclusion, technology at the Lubuklinggau city post office can provide various benefits, from making it easier to complete work to supporting more efficient performance. However, it should be remembered that data privacy security risks must also be considered and anticipated. The post office can ensure that their customer data remains safe by implementing appropriate data protection measures. Thus, digital transformation at the post office can run smoothly and successfully.

Based on previous research conducted by (Raysharie et al., 2024: 52) entitled The Impact of Digital Transformation and Technological Advances on Organizational Performance, Digital transformation affects organizational performance, which states that organizational performance will increase significantly if followed by developments in the era. Technological advances have a significant effect on organizational performance. This shows that the more advanced the technology used by the organization, the more it will affect the productivity of the organization and improve its performance.

Public Interest in the Era of Digital Transformation at the Lubuklinggau City Post Office

Based on the results of interviews conducted by researchers, public interest in digital transformation is increasing along with rapid technological

developments. One interesting example is public interest in the services available at the Lubuklinggau City Post Office, which has transformed into a more digital service. The Post Office is an institution that has existed for a long time and has an important role in people's lives. However, with the digital transformation, the Lubuklinggau City Post Office has undergone significant changes in providing services to the public. This makes people more interested in the Post Office because of the ease of access and assistance provided in daily activities.

One of the main reasons why people are more interested in digital transformation at the Lubuklinggau City Post Office is because the transformation is something new. With digital services, people can transact online without coming directly to the post office. This makes it easier for people to carry out various activities such as sending goods, paying bills, and so on. Another advantage of digital transformation at the Post Office is the ease of access. People no longer need to queue at the post office to make transactions; they can do it through the official Post Office application or website. In this way, people's time and energy can be used more efficiently for other, more important activities. Digital transformation also helps people's daily activities, for example, with online goods delivery service applications and bill payment transaction applications.

People can easily make all transactions without bothering to visit the post office. This is undoubtedly very helpful for people busy with various activities and do not have free time to come to the post office. In addition, with online bill payment services, people can make payments more easily and quickly without having to queue at the post office. This helps people save time and energy and reduces the potential for crowds at the post office. Thus, public interest in digital transformation at the Lubuklinggau City Post Office is increasing because it provides various advantages not possessed by conventional services. Ease of access, speed of transactions, and assistance in daily activities make people more interested in using the Post Office's digital services.

The Post Office continues to develop its digital services so that it can continue to meet the needs and desires of the community. By continuing to innovate and provide the best service, the Post Office can maintain public interest in its digital services and remain relevant in this digital transformation era by routinely updating promotions or advertisements. All forms of promotions or advertisements are always uploaded and carried out daily on social media by utilizing digital transformation in the form of social media. This is quite effective because it reaches more people, with insignificant costs. Orientation to the community is very effective in attracting consumers.

Public interest is a primary obligation for every company, especially for business actors in the service sector, such as the Lubuklinggau City Post Office. Currently, the community is becoming more selective about the preferences of products or services that will be used. Strategies to reach consumers can be built by managing the quality and quantity of the best post office services so that these conditions will create public satisfaction among consumers. Based on research conducted by (Santoso, Tjan & Purnamasari, 2023) with the title Level of Readiness of Semarang City Community for Interest in Metaverse Era Technology, which states that technology allows all users to communicate at all levels, from intrapersonal, mass to cross-cultural communication, which has a significant impact on community interest, which will give rise to a new culture that can be brought into the real world, and ultimately influence habits that already

exist in the real world.

Quality and Quantity of Employee Performance to Carry Out Work in the Era of Digital Transformation at the Post Office

Based on the results of interviews conducted by researchers, the quality and quantity of performance of Lubuklinggau City Post Office employees are the main factors in carrying out work in the current digital transformation era. With the rapid development of technology, post office employees are required to be able to adapt to digital-based work changes by established standards. Employees who work at the Lubuklinggau City Post Office have met the standards set with their authority and responsibilities by the abilities of the employees who work. Employees feel that the working conditions and facilities support the current digital era. So that employees feel happy and are at home working. For example, employees admit that in every position given, there are complete facilities provided to support the smooth adaptation of work that is already digital-based. One of the things considered when adapting to digital-based work changes is that employees improve their ability to manage their time well. In this digital era, time is a very valuable aspect. Post office employees must be able to manage their work schedules efficiently in order to complete tasks on time. This can be done by creating a structured work schedule and conducting an evaluation before prioritizing important tasks.

Conducting work evaluations is also important in improving the quality and quantity of performance of Lubuklinggau City Post Office employees. Work evaluations can be conducted periodically to determine the extent of the employees' achievements. By conducting work evaluations, Lubuklinggau City Post Office employees can identify their strengths and weaknesses in carrying out their duties to improve and increase performance. In this digital era, many changes have occurred, including increased performance in Lubuklinggau City Post Office employees. Post office employees must be able to keep up with technological developments and adapt to new ways of working by the standards set by PT Pos Indonesia. This can be done by participating in training and development to improve employee competency so that the post office can achieve its goals and suggestions in the current digital transformation era. Setting clear goals and objectives in the digital era is also something that employees should not ignore. In this digital era, the goals of the Lubuklinggau City Post Office can change or develop along with technological developments. Therefore, post office employees must improve the quality and quantity of their performance to achieve the goals of this digital era. By setting digital era goals, Lubuklinggau City Post Office employees are highly motivated to continue learning and innovating in their duties.

In conclusion, the quality and quantity of post office employee performance are essential in working in the current digital transformation era. By managing time as well as possible, conducting periodic work evaluations, adapting to digital-based work changes according to standards, and setting digital era goals, Lubuklinggau City Post Office employees can improve their performance and make positive contributions. Therefore, Lubuklinggau City Post Office employees are always ready to continue developing themselves to compete with the regulations in the Lubuklinggau City Post Office. Employees also acknowledge that each position has clear regulations for carrying out work by the procedures of

the Lubuklinggau City Post Office so that it can support the activities or work standards of Lubuklinggau City Post Office employees. In addition, if employees in Lubuklinggau City have precise positions, they will contribute positively to their performance so that they can carry out maximum tasks and responsibilities using existing suggestions and infrastructure.

The performance of the Lubuklinggau City Post Office is said that the facilities and infrastructure owned as input are already able to meet the needs of the Community. The existence of input here is essential with service infrastructure; the input process makes the work process fast, and the output results are proven to increase yearly. The postal party prioritizes existing administrative principles, for example, adding packaging for packages from customers that do not comply with postal procedures. Every service and activity is carried out based on the policies of the Indonesian Post and administrative principles, as well as the division of tasks with standard operating procedures that can be seen from the organizational structure at the Lubuklinggau City Post Office.

In carrying out its duties as a State-Owned Enterprise, the postal party operates by laws reg, regulations, and decrees from the commissioners or directors. The form of responsibility of PT Pos Indonesia can be seen from the postal party, which stipulates that good corporate governance (GCG) is a guideline for the board of commissioners and directors when making decisions and carrying out actions based on high morals. The additional responsibility of the Lubuklinggau City Post Office is as an inspection post office (KPRK), which receives reports from the sub-branch offices (KCP) under its supervision. Based on previous research conducted by (Chair, 2021) entitled Analysis of the Quality and Quantity of Receptionist Employee Work at the Rocky Hotel Padang, states that the quality of employee work must meet the aspects of suitability, neatness, and completeness because in working, it has not been entirely appropriately implemented by the established SOP if these aspects are not appropriately implemented. Then, the quantity of employee performance shows how employees complete all work on time.

Obstacles faced in the era of Digital Transformation

Based on the results of interviews conducted by researchers, the Post Office is one of the companies that has long played an important role in serving the needs of sending letters and packages in Indonesia. However, with the increasingly rapid digital transformation, the Post Office faces various obstacles that must be overcome to remain relevant and efficient in providing services to the community.

One of the obstacles faced by the Lubuklinggau City Post Office in the digital transformation era is dependence on technology. Along with the development of information and communication technology, the Post Office continues to invest in technological infrastructure to improve efficiency and quality of service. However, excessive dependence on technology is also a problem if it is not balanced with employees' increased skills and knowledge in operating the technology system.

Another obstacle the Lubuklinggau City Post Office faces is declining health due to exposure to electromagnetic radiation from the technological devices used. Employees who work in an environment filled with electronic devices such as computers, printers, and scanners often experience health problems such as

headaches, tired eyes, and sleep disorders due to excessive exposure to electromagnetic radiation. Therefore, the Lubuklinggau City Post Office continues to pay attention to employee health factors in designing the layout of the workspace and ensuring the use of safe technological devices for health so that employee performance is not hampered and becomes more focused.

Another obstacle the Lubuklinggau City Post Office faces in the digital transformation era is a lack of focus and slow work due to distractions from social media and other digital applications. Employees who spend too much time using social media and digital applications during working hours can experience decreased productivity and work quality. Therefore, the Post Office provides strict guidance and supervision of using social media and digital applications in the work environment so that employees remain focused and efficient in carrying out their duties. The last obstacle faced by the Lubuklinggau City Post Office in the era of digital transformation is the increasing data privacy leaks. With the increasing number of transactions being carried out online, the Post Office always maintains the security of customers' data so that it does not fall into irresponsible hands. Data privacy leaks can harm the reputation of the Lubuklinggau City Post Office and cause significant financial losses. Therefore, the Post Office continues improving its data security and protection systems so customers' personal data remains safe and protected.

In facing various obstacles in the digital transformation era, the Lubuklinggau City Post Office has implemented several strategic steps to improve performance and operational efficiency. These steps include training and developing technological skills for employees so that they can operate the technology system optimally. In addition, the post office also pays attention to employee welfare by providing safe and comfortable facilities and work environments. Strict guidance and supervision are applied in the work environment to ensure that the rules use social media and digital applications. No less important, the data security and protection system continues to be improved to prevent privacy leaks that can potentially harm customers and the office.

By overcoming the obstacles faced in the digital transformation era, the Post Office will remain relevant and efficient in providing the best service to the community. With continuous efforts to improve service quality and operational efficiency, the Post Office will be able to compete with competitors in this digital era.

Based on previous research conducted by (Handayani & Fauzi, 2023) entitled Obstacles Faced by Digital Natives in Searching for Information states that in searching for information, students experience obstacles, namely in two things, both from within themselves, lack of mastery of information literacy such as how to access the information they need and also obstacles in managing the information they find. The second obstacle in other matters is the lack of understanding in formulating or analyzing the information they need, so they spend much time searching for information that does not match the information they need, which will also have an impact on the number of costs needed to purchase internet quotas for searching for information.

Conclusion

It can be concluded that It can be concluded that the digital transformation at the Lubuklinggau Post Office reflects adaptive efforts to the times while being in

line with the values of Maqashid Sharia. Through the use of technology, service improvement, and good communication with the community, the Post Office has implemented the principles of hifzhul maal (safeguarding property), hifzhun nafs (safeguarding the soul), and hifzhul aql (safeguarding reason).

Thus, this digitalization not only improves the performance of institutions, but also contributes to the benefit of the ummah in accordance with sharia goals. The digital transformation at the Lubuklinggau Post Office reflects adaptive efforts to the times while being in line with the values of Maqashid Syariah. Through the use of technology, service improvement, and good communication with the community.

The use of applications such as PosPay and PosAja shows the Lubuklinggau Post Office's commitment to facilitating public services through digital transformation. Performance evaluations that consider aspects of convenience, access to information, and service quality reflect the application of Maqashid Sharia values, However, challenges such as data security, false information, technology dependency, and health impacts show the need for a balanced approach so that digital transformation remains in the corridor of benefit of the people according to sharia principles.

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