

ABSTRAK

Skripsi dengan judul “Optimalisasi *Fundraising* Dana Zakat, Infaq Sedekah pada Pegawai Negeri Sipil dan Pengusaha di Badan Amil Zakat Nasional Kabupaten Tulungagung” ini ditulis oleh Wasi’atul Karimah, NIM. 17103153012, pembimbing Ahmad Budiman.S.HI,.M.SI.

Penelitian dilatarbelakangi oleh pengoptimalan *Fundraising* dana ZIS pada PNS dan Pengusaha di BAZNAS Tulungagung yang diatur dalam pasal 7, dalam hal ini meskipun BAZNAS sudah melakukan pengoptimalan *fundraising* sesuai dengan undang-undang tetapi nyatanya perolehan dana ZIS pada PNS dan pengusaha setiap tahunnya tidak sesuai dengan jumlah PNS dan pengusaha yang berada di Tulungagung.

Rumusan masalah dalam penelitian ini yaitu : 1) bagaimana optimalisasi *fundraising* dana Zakat Infaq Sedekah pada Pegawai Negri Sipil dan Pengusaha di BAZNAS Tulungagung.? 2) Apa Kendala dan Solusi *fundraising* dana Zakat Infaq Sedekah pada PNS dan Pengusaha di BAZNAS Tulungagung?

Penelitian ini merupakan penelitian lapangan dengan pendekatan kualitatif, dimana peneliti akan menganalisa pengoptimalan *fundraising* dana ZIS pada PNS dan Pengusaha di BAZNAS Tulungagung, data dari penelitian ini diperoleh dari hasil observasi, dokumentasi dan wawancara langsung daari informan.

Hasil penelitian ini menunjukkan bahwa : 1) pengoptimalan *Fundraising* dana ZIS pada PNS dan pengusaha BAZNAS Tulungagung melakukan kegiatan sesuai pasal 7 *fundraising* berupa sosialisasi kepada instansi, melakukan pengumpulan dengan sistem langsung dan online serta pendistribusian dana ZIS secara produktif dan konsumtif. 2) dari kendala *fundraising* dana ZIS untuk PNS yaitu dari peran pemerintah masih sekedar menghimbau belum mengintruksikan kepada para PNS untuk berzakat di BAZNAS. Dikarenakan masalah politik.

Kata kunci : *Fundraising*, zakat infaq shodakoh, Pegawai Negri Sipil, Pengusaha.

ABSTRACT

A thesis entitled “Optimizing The Fundraising Purse of *Zakah, Infaq* and *Shadaqa* (Charity) for Government Employees and The Entrepreneurs on *Badan Amil Zakat Nasional* (National *Amil Zakah* Agency) in Tulungagung is written by **Wasi’atul Karimah**, Registered Number 17103153012, Advisor: **Ahmad Budiman.S.HI.,M.SI.**

This study was begun by the action of BAZNAS on optimizing the fundraising in shot to government employee and the entrepreneurs exist in Tulungagung by the reason there are a huge amount of their presence, however the gaining result of the *zakah* is inverse for each year.

There are some research questions on this study: 1) How are the planning of fundraising the purse of *Zakah, Infaq and Shadaqa* (Charity) of the government employees and the entrepreneur on *Badan Amil Zakat Nasional* (National *Amil Zakah* Agency) in Tulungagung? 2) How are the execution of fundraising the purse of *Zakah, Infaq and Shadaqa* (Charity) of the government employees and the entrepreneur on *Badan Amil Zakat Nasional* (National *Amil Zakah* Agency) in Tulungagung.

A field research is conducted on this research, using qualitative approach. The researcher attempts to analyze the optimizing of fundraising the purse of *Zakah, Infaq and Shadaqa* (Charity) of the government employees and the entrepreneur on *Badan Amil Zakat Nasional* (National *Amil Zakah* Agency) in Tulungagung. To collect the data, the researcher implements observation, documentation and interview.

The result of the study shows that: 1) The planning of fundraising the purse of *Zakah, Infaq and Shadaqa* (Charity) of the government employees and the entrepreneur on *Badan Amil Zakat Nasional* (National *Amil Zakah* Agency) in Tulungagung has reached on the socialization. First, it has been applied for Entrepreneur Paguyuban in Tulungagung; second it has been socialized for Indonesian Army and Police. 2) The execution of fundraising the purse of *Zakah,*

Infaq and Shadaqa (Charity) of the government employees and the entrepreneur on *Badan Amil Zakat Nasional* (National *Amil Zakah* Agency) in Tulungagung has touched on socialization of RAKERDA (The District Work Meeting). Each year, it invites UPZ and institutions which are exist in Tulungagung. Besides, it also spreads the information among social media and press media.

Key Words: Fundraising, *Zakah*, *Infaq and Shadaqa* (Charity), Government Employee, Entrepreneurs.