

ABSTRAK

Skripsi dengan judul “Strategi Optimalisasi Kinerja Unit Pengumpul Zakat (UPZ) Dalam *Fundraising* Zakat Infaq Shodaqoh (ZIS) di BAZNAS Tulungagung” yang ditulis oleh Koirul Rojikin, NIM 17103153034, pembimbing Dr. Kutbuddin Aibak, S.Ag., M.H.I.

Penelitian ini dilatarbelakangi oleh kurang maksimalnya kinerja Unit Pengumpul Zakat (UPZ) yang ada di BAZNAS Tulungagung dalam *fundraising* ZIS di wilayah Tulungagung sehingga perolehan kurang memenuhi target. Dengan strategi pengoptimalan kinerja para UPZ yang ada di instansi pemerintah, pendidikan ataupun agama diharapkan mampu membantu kerja BAZNAS Tulungagung dalam menambah perolehan dana ZIS dan mampu menangani permasalahan pengangguran dan kemiskinan yang ada di wilayah Tulungagung.

Rumusan masalah dalam penelitian ini yakni: 1) bagaimana strategi optimalisasi *fundraising* dana ZIS di BAZNAS Tulungagung melalui kinerja UPZ?; 2) bagaimana kendala dalam pelaksanaan strategi optimalisasi *fundraising* dana ZIS di BAZNAS Tulungagung melalui kinerja UPZ?; 3) Bagaimana solusi BAZNAS Tulungagung untuk optimalisasi kinerja UPZ dalam *fundraising* ZIS.

Penelitian ini merupakan penelitian lapangan dengan pendekatan kalitatif, dimana peneliti akan mendeskripsikan strategi optimalisasi kinerja unit pengumpul zakat (UPZ) dalam *fundraising* zakat infaq shodaqoh (ZIS) dengan mengambil studi di Badan Amil Zakat Nasional (BAZNAS) Kabupaten Tulungagung. Data dalam penelitian diperoleh dari hasil observasi, dokumentasi dan wawancara mendalam dari informan. Data yang terkumpul akan dianalisis dengan model analisis interaktif Miles dan Huberman melalui tiga tahap, yaitu reduksi data, pemaparan data dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa: 1) strategi optimalisasi *fundraising* dana ZIS di BAZNAS Tulungagung melalui kinerja UPZ meliputi kampanye, kerjasama program, sosialisasi dan pemanfaatan rekening bank. 2) kendala BAZNAS Tulungagung dalam *fundraising* ZIS yang belum optimal, yang pertama adalah kesadaran masyarakat tentang zakat mal yang masih minim. Kedua, SDM (Sumber Daya Manusia) yang kurang. Ketiga, belum ada peran pemerintah dalam mengambil kebijakan peraturan pemungutan zakat. Terakhir, Keterbatasan gedung, keterbatasan transportasi, keterbatasan peralatan kantor BAZNAS Kabupaten Tulungagung. 3) solusi BAZNAS Tulungagung untuk optimalisasi kinerja UPZ dalam *fundraising* ZIS, terus menjalin kerjasama kepada seluruh UPZ, mendorong SDM amil agar kompeten, terus berkordinasi kepada pemerintah daerah dalam upaya realisasi regulasi wajib zakat profesi.

Kata kunci: Strategi, *fundraising*, zakat infaq dan shodaqoh, UPZ, Badan Amil Zakat Nasional Kabupaten Tulungagung.

ABSTRACT

The thesis “Unit Pengumpul Zakat (UPZ) performance optimization strategy in Zakat Infaq Shadaqah (ZIS) fundraising at BAZNAS Tulungagung” is written by Koirul Rojikin, NIM 17103153034, and adviserd by Dr. Kutbuddin Aibak, S.Ag., M.H.I.

This research is motivated by the lack of maximum performance of Unit Pengumpul Zakat (UPZ) in BAZNAS Tulungagung on ZIS fundraising in Tulungagung region with the result that the acquisition does not comply the target. With a strategy to optimize the performance of the substances in government agencies, education or religion expected to be able to support the work of BAZNAS Tulungagung for increasing the acquisition of ZIS funds and be able to handle the problems of unemployment and poverty on Tulungagung region.

The research problem are: 1) what is the strategy to optimize ZIS fundraising on BAZNAS Tulungagung through UPZ performance? ; 2) what are the obtacles in the implementation of the ZIS fundraising optimization strategy in the BAZNAS Tulungagung through UPZ performance?; 3) what is the BAZNAS Tulungagung solution for optimizing UPZ performance in ZIS fundraising?.

This research is a field research with a qualitative approach. Where the researcher will describe the strategy of optimizing UPZ performance in ZIS fundraising by taking a study at BAZNAS Tulungagung regency. The data in the study were obtained from the results of observation, documentation and deep interviews from informants. The collected data will be analyzed by the interactive analysis model of Miles and Huberman through three stages. There are data reduction, data exposure and conclusion.

The results of the study are: 1) strategy to optimize ZIS fundraising at BAZNAS Tulungagung through UPZ performance are following campaigns, program collaboration, socialization, and utilization of bank accounts.2) there are some obtacles of BAZNAS Tulungagung in ZIS fundraising which is not yet optimal. The first is public awareness about zakat mal which is still minimal, second is the lack of human resources, third is no role of the government in taking zakat collection policy, the last is limited building, limited transportation, limited BAZNAS office equipment in Tulungagung Regency. 3) there are some solution for BAZNAS Tulungagung to optimizing UPZ performance in ZIS fundraising which are continue cooperate with the entire UPZ, encourage human resources to be competent, and continue to coordinate with local governments in an effort to realize the mandatory regulation of profession zakat.

Keywords: strategy, fundraising, zakat infaq and shodaqoh, UPZ, BAZNAS Tulungagung Regency.