

ABSTRAK

Skripsi dengan judul “**Optimalisasi Fundraising Dana Zakat Infak Sedekah Bagi Pengusaha Di Badan Amil Zakat Nasional Tulungagung**” ini ditulis oleh Abdul Azis Fikri, NIM. 17103163021, Jurusan Manajemen Zakat dan Wakaf, Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Negeri (IAIN) Tulungagung, pembimbing: Dr. Qomarul Huda, M.Ag

. Penelitian dilatarbelakangi oleh pengoptimalan Fundraising dana ZIS pada 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 pengusaha setiap tahunnya tidak sesuai dengan jumlah pengusaha yang berada di Tulungagung.

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

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

Hasil penelitian ini menunjukkan bahwa : 1) Optimalisasi Fundraising dana ZIS pada pengusaha BAZNAS Tulungagung melakukan kegiatan sesuai pasal 7 fundraising berupa sosialisasi kepada instansi, melakukan pengumpulan dengan sistem langsung dan online. 2) kendala Pengumpulan dana yang belum maksimal Sesuai dengan tujuan fundraising yaitu pengumpulan dana. Di lembaga BAZNAS pengumpulan dana di lembaga zakat ini masih sedikit cara yang digunakan, sehingga masih ada beberapa program yang sudah di rancang belum terlaksana dengan baik. Solusi silaturahmi dan sosialisasi secara intensif. Penyadaran ini juga bisa ditanamkan sejak dini dengan memberikan ilmu kepada pengusaha yang sudah mau ber zakat supaya kelak jika di kehidupan yang sejahtera dapat membantu masyarakat yang kurang mampu.

Kata Kunci: Fundraising, Zakat Infak Sedekah, Pengusaha.

ABSTRACT

A thesis entitled “Optimizing The Fundraising Purse of Zakah, Infaq and Shadaqa (Charity) The Entrepreneurs on Badan Amil Zakat Nasional (National Amil Zakah Agency) in Tulungagung is written by Abdul Azis Fikri, Registered Number 17103163021, Advisor: Dr. Qomarul Huda, M.Ag.

This study was begun by the action of BAZNAS on optimizing the fundraising in shot to 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 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 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 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 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) Constraints Fundraising that has not been maximized In accordance with the purpose of fundraising, namely fundraising. In the BAZNAS institution, the collection of funds at the zakat institution is still few ways that are used, so there are still some programs that have been designed that have not been implemented properly. Solution friendship and intensive socialization. This awareness can also be instilled from an early age by providing knowledge to entrepreneurs who are willing to pay zakat so that later in a prosperous life they can help the underprivileged.

Key Words: Fundraising, Zakah, Infaq and Sedekah (Charity), Entrepreneurs.