

## ABSTRAK

Skripsi dengan judul “Analisis Penghimpunan Zakat, Infak, Shadaqah (ZIS) Melalui Kader Penggerak Koin (KPK) Dalam Meningkatkan Perolehan Dana Zakat, Infak dan Shadaqah (Studi Kasus Pada NU Care-LAZISNU Tulungagung) ini ditulis oleh Siti Istifadatun Nurin N., NIM. 126404203079, Pembimbing Dr. Ahmad Supriyadi, M.Pd.I

Penelitian ini dilatarbelakangi oleh potensi besar penghimpunan ZIS di Indonesia yang belum optimal. Menurut data penelitian dari Pusat Kajian Strategis (PUSKAS) BAZNAS pada tahun 2020 potensi zakat nasional mencapai Rp. 326,7 Triliun tetapi realisasi penghimpunan zakat hingga tahun 2023 yang berhasil dihimpun dan dikelola hanya dibawah 10% dari potensinya. NU Care-LAZISNU Tulungagung telah mengimplementasikan program Kader Penggerak Koin (KPK) yang menunjukkan peningkatan signifikan dalam perolehan dana ZIS dari Rp 93,6 juta pada 2022 menjadi Rp 185,3 juta pada 2023. Fokus penelitian ini adalah: 1) Bagaimana strategi penghimpunan ZIS melalui Kader Penggerak Koin (KPK), 2) Bagaimana dampak penghimpunan ZIS melalui Kader Penggerak Koin (KPK) dalam peningkatan perolehan dana zakat, infaq, dan shadaqah di NU Care-LAZISNU Tulungagung, 3) Bagaimana hambatan penghimpunan ZIS melalui Kader Penggerak Koin (KPK). Penelitian bertujuan untuk menganalisis bagaimana implementasi KPK dapat meningkatkan partisipasi masyarakat dalam menyumbangkan zakat, infaq, dan shadaqah, serta melihat strategi, dampak dan hambatan terhadap perolehan dana ZIS.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi dari berbagai sumber, termasuk Ketua Pimpinan NU Care-LAZISNU Tulungagung, Sekretaris, Staf, bidang Koin NU infak shadaqah, anggota Kader Penggerak Koin serta Munfiq. Data dianalisis melalui proses kondensasi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji melalui triangulasi, penggunaan bahan referensi, dan member check.

Hasil dari penelitian ini menunjukkan: 1) Strategi penghimpunan ZIS melalui KPK berupa pembentukan koordinator wilayah, sosialisasi program, pendekatan door to door, pemberian kotak infak kepada masyarakat, pengumpulan koin setiap bulan, serta melakukan transparansi pengumpulan dan penggunaan dana 2) Dampak penghimpunan ZIS melalui KPK terlihat dari peningkatan signifikan perolehan dana yang kemudian disalurkan untuk program pemberdayaan masyarakat. 3) Hambatan dalam penghimpunan ZIS melalui KPK diantaranya kesulitan penyebaran kotak infak, kekurangan petugas, rendahnya kesadaran masyarakat, masalah operasional, dan komitmen kader menjadi tantangan yang harus diatasi.

Kata Kunci : Penghimpunan, ZIS, Kader Penggerak Koin, NU Care-LAZISNU

## **ABSTRACT**

*The thesis with the title "Analysis of the Collection of Zakat, Infaq, Shadaqah (ZIS) Through Coin Driving Cadres (KPK) in Increasing the Acquisition of Zakat, Infak and Shadaqah Funds (Case Study on NU Care-LAZISNU Tulungagung) was written by Siti Istifadatun Nurin N., NIM. 126404203079, Supervisor Dr. Ahmad Supriyadi, M.Pd.I*

*This research is motivated by the great potential for ZIS collection in Indonesia which is not optimal. According to research data from the Center for Strategic Studies (PUSKAS) BAZNAS in 2020, the national zakat potential reached Rp. 326.7 trillion, but the realization of zakat collection until 2023 that has been successfully collected and managed is only below 10% of its potential. NU Care-LAZISNU Tulungagung has implemented the Coin Driving Cadre (KPK) program which shows a significant increase in the acquisition of ZIS funds from IDR 93.6 million in 2022 to IDR 185.3 million in 2023. The focus of this research is: 1) What is the strategy for collecting ZIS through the Coin Driving Cadre (KPK), 2) What is the impact of collecting ZIS through the Coin Driving Cadre (KPK) in increasing the acquisition of zakat, infaq, and shadaqah funds at NU Care-LAZISNU Tulungagung, 3) What are the obstacles to collecting ZIS through the Coin Driving Cadre (KPK). The research aims to analyze how the implementation of the KPK can increase community participation in contributing zakat, infaq, and shadaqah, as well as look at strategies, impacts and obstacles to the acquisition of ZIS funds.*

*This study uses a descriptive qualitative approach with a case study method. Data was collected through observations, interviews, and documentation from various sources, including the Chairman of the NU Care-LAZISNU Tulungagung Leadership, Secretary, Staff, NU Infak shadaqah Coin field, members of the Coin Driving Cadre and Munfiq. The data is analyzed through the process of data condensation, data presentation, and drawing conclusions. The validity of the data is tested through triangulation, the use of reference materials, and member checks.*

*The results of this study show: 1) The strategy for collecting ZIS through the KPK is in the form of the formation of regional coordinators, program socialization, door to door approach, providing infak boxes to the community, collecting coins every month, and conducting transparency in the collection and use of funds 2) The impact of collecting ZIS through the KPK can be seen from the significant increase in the acquisition of funds which are then channeled to community empowerment programs. 3) Obstacles in the collection of ZIS through the KPK include difficulties in distributing infak boxes, lack of officers, low public awareness, operational problems, and cadre commitment are challenges that must be overcome.*

**Keywords :** *Gathering, ZIS, Coin Driving Cadre, NU Care-LAZISNU*