

## ANALYSIS OF FUNDRAISING STRATEGIES AT AMIL ZAKAT INSTITUTIONS (LAZ) BAITUL MAAL HIDAYATULLAH (BMH) BENGKULU REPRESENTATIVE

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### Article history

**Received date** : 11-6-2023

**Revised date** : 12-6-2023

**Accepted date** : 25-7-2023

**Published date** : 15-8-2023

### To cite this document:

Natasya Citra, Aan Zulyanto, Amir Mukadar & Tita Melina. (2023). Analysis of fundraising strategies at Amil Zakat Institutions (LAZ) Baitul Maal Hidayatullah (BMH) Bengkulu representative. *Journal of islamic, social, economics and development (JISED)*, 8 (55), 536 – 539.

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**Abstract:** *Focus research is the performance of the LAZ BMH Bengkulu, the implementation and impact of implementing the fundraising strategy at the LAZ BMH Bengkulu, and the strategy to increase ZIS acceptance in future. it uses a qualitative method. The results showed that (1)the performance of LAZ BMH Bengkulu in 2022 experienced significant growth with a total of 3,498,356,116 funds collected from the previously determined target of 2,227,690,000 with a fixed number of donors reaching 500 people. (2)LAZ BMH Bengkulu representatives apply two fundraising strategies, namely direct fundraising through social media such as Instagram, Facebook, Twitter, Telegram and WhatsApp and the second strategy is indirect fundraising through collaboration with several zakat partners and attracting influential figures such as wawali. (3)Alternative strategies for its preservation, namely: Establishing good relations with the community, Increasing cooperation with zakat partners, Increasing socialization regarding the importance of zakat infak and shadaqah to the community.*

**Keywords:** *fundraising, strategy, direct fundraising, indirect fundraising*

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## Introduction

In general, zakat has the goal of managing a two-way relationship, namely a vertical relationship, namely *hablum minallah* (human relationship with God) meaning as a form of gratitude for the servant to God for the favor in the form of wealth that God has given him and aims to purify himself and the wealth obtained. The second relationship is to organize horizontal relationships, namely *hablum minannas* (human relations), which aims to practice a sense of social justice and compassion between fellow human beings.<sup>1</sup>

Strategy can be interpreted as an overall plan in achieving organizational goals that have been set. Not only to achieve goals but also strategies intended for the sustainability and development of the organization in the region.<sup>2</sup>

Fundraising can be interpreted as a fundraising activity. In the Big Indonesian Dictionary (KBBI) collection can also be interpreted as collection which is a process, method, act or activity of collecting.

## Literature Review

There are several forms of fundraising zakat infak and shadaqah (ZIS) carried out by *amil zakat* institutions (LAZ), namely collecting zakat funds directly, namely officers visiting prospective muzakki by visiting from house to house, then muzakki or the public come to existing zakat institutions and hand over a number of their assets to be distributed by the *amil zakat* institution to mustahik. Then another way is by cooperating with government and private agencies in collecting zakat infaq and shadaqah (ZIS) funds, usually done by deducting the salaries of employees working in government or private agencies every month, which then the funds collected are handed over to the institution. zakat to be distributed and utilized to mustahik. Next is to take advantage of digital developments, namely collecting zakat through online applications or transferring money to zakat institution accounts. The other model is by placing booths or zakata infak and shadaqah (ZIS) stands in shopping centers, offices or at exhibitions.<sup>3</sup>

The strategy implemented at LAZ BaitulMaalKuu is divided into two, namely directly (offline) and indirectly (online). Direct collection is carried out by means of fundraising campaigns, collecting zakat from door to door, and retail fundraising. Meanwhile, collection is indirectly carried out using the best friend channel, bank account, by utilizing social media and payroll.<sup>4</sup>

## Types of Research

In this study the authors used a type of field research using a qualitative descriptive approach. Where the author will describe the fundraising strategy at the Baitul Maal Hidayatullah (BMH) Amil Zakat Institute (LAZ) Bengkulu representative. This type of field research is the type of research in which the data is obtained from field results both from field surveys, interviews, and documentation presented in the form of descriptive words explaining the problem under study.

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<sup>1</sup>Ambok Pangiuk, *Pengelolaan Zakat Di Indonesia*, ed. A.A Miftah, 1st ed., vol. 5 (Forum Pemuda Aswaja, 2020).

<sup>2</sup>Widi Nopiardo, "Strategi Fundraising Dana Zakat Pada Baznas Kabupaten Tanah Datar," *Imara: JURNAL RISET EKONOMI ISLAM* 1, no. 1 (2018): 57, <https://doi.org/10.31958/imara.v1i1.991>

<sup>3</sup>Nilda Susilawati, "ANALISIS MODEL FUNDRAISING ZAKAT, INFAK DAN SEDEKAH DI LEMBAGA ZAKAT" 4, no. 1 (2018): 105–24.

<sup>4</sup>Arief Teguh Nugroho, Ali Nur Ahmad, and Wirjo Wijoyo, "ANALISIS STRATEGI FUNDRAISING ZAKATDALAM MENINGKATKAN JUMLAH MUZAKKI Studi Pada LAZ BaitulMaalKu Kabupaten Karawang" 06, no. 01 (2021): 77–86.

## Research Result

Based on the research theme studied, namely regarding the analysis of fundraising strategies at the Baitul Maal Hidayatullah (BMH) Representative of Bengkulu, the Baitul Maal Hidayatullah Institute (LAZ). The data in this study were obtained through observation, and data obtained from documentation during the field, as well as data obtained from interviews, while the data obtained were:

In 2022 the Baitul Maal Hidayatullah (BMH) Baitul Maal Hidayatullah Institute (LAZ) Bengkulu representative succeeded in raising funds of 3,498,356,116 of the previously determined target of 2,227,690,000 with more than 500 donors consisting of permanent donors and incidental donors .

Based on the results of observations and interviews with the Baitul Maal Hidayatullah (BMH) Baitul Maal Hidayatullah Institute and interviews, Bengkulu representatives used two fundraising strategies, namely direct fundraising and indirect fundraising. The method of distributing zakat infaq and shadaqah that can be carried out by muzakki at the Baitul Maal Hidayatullah (BMH) Representative of Bengkulu, namely in person or online.

Direct fundraising activities, namely fundraising that is carried out directly, such as approaching the community through online or social media, such as introducing yourself and adding friends on Facebook, Instagram, Telegram and WhatsApp. The Amil Zakat Institute (LAZ) Baitul Maal Hidayatullah (BMH) Bengkulu representatives themselves are active in various social media such as Facebook with the user account name @BMH Bengkulu, as well as Instagram with the username @bmbengkulu which has been followed by 12.5RB followers. This social media is utilized by LAZ Baitul Maal Hidayatullah (BMH) Bengkulu representative as a promotional medium and as a medium for approaching the community.

Indirect fundraising Namely fundraising activities carried out indirectly, based on interview results it was found that the direct fundraising method applied was by cooperating with several zakat partners and hooking community leaders who have influence such as wawali.

## Conclusion

Based on the findings in the results of research that has been carried out through observation, interviews and documentation regarding the analysis of fundraising strategies at the Baitul Maal Hidayatullah Amil Zakat Institute (LAZ) Representative of Bengkulu, it can be concluded that:

1. The performance of the Amil Zakat Institute (LAZ) Baitul Maal Hidayatullah (BMH) Bengkulu representative in 2022 experienced significant growth, namely being able to achieve the specified fundraising target, as for the funds that were successfully collected by the Baitul Maal Hidayatullah (BMH) Amil Zakat Institution (LAZ) Bengkulu representatives in 2022, namely reaching 3,498,356,116 from the previously determined target of 2,227,690,000 with the number of donors still reaching 500 people.
2. The fundraising strategy at the Baitul Maal Hidayatullah (BMH) Baitul Maal Hidayatullah Institute (LAZ) from Bengkulu representatives applies two fundraising strategies, namely direct fundraising (direct fundraising), namely promoting and approaching the community through social media such as Instagram, Facebook, Twitter, telegram and whatsapp and the second strategy implemented is indirect fundraising, namely through collaboration with several zakat partners and hooking influential figures such as the Deputy Mayor.

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