

CHARITABLE RESPONSE ANALYSIS LAZ AL-AZHAR SURABAYA AND EFFORTS TO MAINTAIN THE MUZAKKI CONSISTENCY IN ZAKAT

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ABSTRACT

As an effort to improve the welfare of the Indonesian people through zakat funds, of course it is necessary to know more about zakat donors at the Al Azhar Amil Zakat Institute in Surabaya. The lack of awareness of the muzakki to consistently channel their funds through LAZ raises a gap between the potential and growth of zakat in Indonesia. By knowing the behavior of the donors, it will be easier for LAZ to organize strategies to collect more zakat funds consistently and how to distribute it properly and accountably. The purpose of this research is to be able to analyze the giving behavior of LAZ Al Azhar Surabaya donors in tithing and develop LAZ Al Azhar Surabaya strategies in inviting people who have become donors to always be consistent in distributing zakat through LAZ Al Azhar. This research is a descriptive qualitative research starting from asking questions to analyzing data which can be in the form of spoken or written words. This study took a sample consisting of two core managers of LAZ Al-Azhar Surabaya and eight muzakkinya. Muzakki consists of several students, self-employed workers and lecturers. LAZ Al-Azhar Surabaya also collaborates with the Islamic Economics department of UISI in terms of academic development in terms of zakat. Data collection was carried out by conducting direct interviews and also through online interviews with informants. In addition, researchers have also served as administrators at the LAZ Al Azhar laboratory at UISI. The results of this study indicate that each donor has the right to their own zakat and the majority of them still want zakat that is distributed directly to their mustahik. Apart from that, basically, the donation behavior is already owned by the donors, only the zakat funds are not always distributed to one zakat association. As a strategic step so that muzakki are more interested in giving zakat through LAZ is by providing complete and informative information on the website and on social media. Then create programs that build deeper muzakki empathy and provide direct experience to muzakki to participate in channeling their zakat funds.

Keywords: Awareness, Giving, Consistency, Strategy, Zaka