

FUNDRAISING STRATEGY OF LAZISMU GRESIK INCREASES THE POTENCY OF THE MUZAKKI'S DONATIONS

Name : Burhanudin Rafsanjani
Nim : 1031610005
Supervisor : Ahmad Hudaifah, S.E., M.Ec., AWP

ABSTRACT

Zakat is a compulsory worship for a Moslem. The majority of Indonesian's population is Moslem. Seeing the development of economy in 2019, the potency of zakat throughout Indonesia is estimated to reach 233.6 T. Zakat fundraising is an important part in the process of collecting zakat funds. Fundraising can be interpreted as fundraising / power will be carried out by marketing management review, motivation and relationships. This study raises how the LAZISMU Gresik fundraising strategy to increase the potency of donations to muzakki, and whether the LAZISMU fundraising strategy Gresik is able to increase the potency of donations to muzakki. The fundraising method or strategy used by zakat institutions is divided into two, namely direct fundraising and indirect fundraising.

The analytical method which is used in this study is a descriptive qualitative approach. That is by describing factual information obtained from the zakat managers in LAZISMU Gresik, which certainly relates to the application of fundraising strategies to raise existing muzakki zakat funds at LAZISMU Gresik.

The result of this study is the use of fundraising strategy methods in LAZISMU Gresik.

The implementation of the strategy which is carried out directly and indirectly, Direct fundraising includes Zakat Consultation Service, Zakat Pick Up Service, Zakat Outlet / Stand Open booth, Sunday Morning Recitation. then for indirect fundraising, namely using social media (Instagram, Facebook, website), Zakat Account and Infaq Account and Scan QR code, Using brochures, magazines and banners.

From the strategy applied, the acquisition of LAZISMU Gresik zakat funds from 2017 to 2018 experienced a growth of up to 0.9%. The TAM (Technology Acceptance Model) analysis of the LAZISMU Gresik indirect fundraising strategy shows that the donation system from the indirect fundraising strategy is really accepted by the muzakki of the digital.

Keyword : Zakat, Strategy, Fundraising, LAZISMU Gresik