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**STRATEGY RAISING ZAKAT, INFAQ, AND SHADAQAH
FUNDS AT THE NATIONAL AMIL ZAKAT AGENCY
WEST KALIMANTAN PROVINCE IN THE PERSPECTIVE
OF DA'WAH MANAGEMENT**

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Abstract

The background of this study is the researcher's interest in describing the *fundraising* strategy in collecting zakat, infaq, and shadaqah funds in 2018. With the objectives in this study are to find out, 1) The method used by the National Amil Zakat Agency (BAZNAS) of West Kalimantan Province in carrying out the collection of zakat, infaq and shadaqah funds. 2) The obstacles faced by the National Amil Zakat Agency (BAZNAS) of West Kalimantan Province in collecting zakat, infaq and shadaqah funds. 3) Solutions made by the National Amil Zakat Agency (BAZNAS) of West Kalimantan Province in overcoming the problem of collecting zakat, infaq, and shadaqah funds. This research uses descriptive research methods with a qualitative approach. Data sources are divided into two, namely primary data and secondary data. The data collection techniques that researchers use are observation and in-depth interviews and documentation. The data collection tools used in this research are observation guidelines, interview guidelines, and documents. While the analysis techniques in this study are data reduction, data display and conclusion drawing. Based on the research that has been done, it can be concluded that: 1) the methods used by BAZNAS in collecting funds in direct methods are socialisation, cash deposits, and pick-up services. While indirect methods are print and electronic media, online media, and transfers. 2) the obstacles experienced by BAZNAS West Kalimantan Province are the lack of public awareness of the importance of zakat, the timing of activities that are less precise, and some agencies that directly pay zakat to the central BAZNAS in Jakarta. 3) The solution carried out by BAZNAS to solve the problems that occur is to form da'i-da'i in each province in West Kalimantan and continue to conduct socialisation and understanding to agencies that have not paid their zakat at BAZNAS West Kalimantan Province, as well as providing understanding in accordance with the Al-Qur'an and Hadith and Law no 23 of 2011. In determining the time of the activity, confirm and coordinate in advance with the relevant agencies so as not to clash the time of the activity.

Keywords: Strategy, collection, method, zakat

INTRODUCTION

Islam is the perfect religion revealed by Allah SWT on earth to be *rahmatan lil'alamin*. Islam is the only religion that provides a straightforward and dynamic view of life that is able to answer the various challenges of the times without timelessness. One of the problems in this life is the problem of wealth. Treasure can bring its owner to heaven, but it can also plunge its owner into hell. Allah will test people with the wealth they have, as Allah says in the Qur'an.

Surah Al Imran verse 186 which means :

"You will indeed be tested concerning your wealth and yourselves. And you will indeed hear from those who were given the Book before you, and from those who associate partners with Allah, many and painful harassments. If you are patient and fearful, then surely that is one of the most important matters (QS Al- Imaran(3): 186)

Islam is built on five pillars, one of which is zakat. Zakat is a *maliyah ijtimaiyyah* worship that has a very important, strategic and decisive position both in terms of Islamic teachings and in terms of the development of people's welfare. As a basic worship (*ibadah mahdah*), including one of the pillars (the third pillar) of the five pillars of Islam, as has been revealed by several hadiths of the Prophet SAW. According to Shalehuddin. (The position of zakat is the same as prayer, mandatory and a pillar of Islam. Ignoring this pillar means undermining the joints of Islam. The worship of zakat if fulfilled properly, it will improve the quality of faith, It cleanses and purifies the soul from miserliness, spite, and greed, as well as building up the weak, and making blessings on the wealth owned. Zakat is an activity that brings wisdom to Muslims. For Muslims who are economically strong, zakat can be a cleanser of their wealth. Meanwhile, for the poor, zakat can be a means to improve the welfare of the community. Zakat, Infaq, and Shadaqah (ZIS) should be empowered properly. Aware of the importance of zakat, there must be good management in it, in the management of zakat is not only done by individuals but also in the form of organisations so that later it has good management in the collection, management, and distribution of zakat, infaq, shadaqah funds. Therefore, many Islamic countries including Indonesia have formed zakat management organisations. Zakat management organisation in Indonesia

is divided into two elements, the first is the Amil Zakat Agency (abbreviated as BAZ) formed by the government under the auspices of the Ministry of Religious Affairs which consists of national, provincial and district levels. Then, the second element is the Amil Zakat Institution (abbreviated as LAZ) which is formed from community organisations engaged in social and religious fields.

The real support from the government includes the government legalising the management of zakat with Law (UU) number 38 1999 on Zakat Management. The law explicitly states the government's substantive role in the management of zakat. So that the management of zakat in Indonesia is regulated based on Law No. 38 of 1999 concerning Zakat Management is the activity of planning, implementation, supervision of the collection, distribution and utilisation of zakat on the Decree of the Minister of Religious Affairs (KMA) No. 581 of 1999 on the implementation of Law No. 38 of 1999 and Decree of the Director General of Islamic Community Guidance and Hajj Affairs No. D/291 of 2000 on Technical Guidelines for Zakat Management.

Badan Amil Zakat Nasional (BAZNAS) of West Kalimantan Province is an official institution established by the government and the community that has a special role as a professional, trustworthy, and responsible zakat management institution in managing and utilising zakat, infaq, and shadaqah funds. This institution has experienced advances in the management of zakat, which can be seen on 17 March 2011, the BAZNAS of West Kalimantan Province was designated as the best national level zakat manager in the aspect of utilization and distribution from the central BAZNAS and also received the *Zakat Award Trophy* which was handed over directly by the President of the Republic of Indonesia. Susilo Bambang Yudhoyono at the State Palace in Jakarta. (source: *BAZNAS West Kalimantan Bulletin* 2023) After researchers initial observations regarding *fundraising* at BAZNAS West Kalimantan Province, compared to other LAZ *fundraising* targets, it is considered superior as shown below:

Based on the table above, the target of fund collection in 2017 among the three institutions is greater than the National Amil Zakat Agency (BAZNAS) of West Kalimantan

Province which is the largest, namely Rp. 5,000,000,000 (five billion rupiah). This year's target also increases periodically because the collection target last year Baznas Prov Kal-Bar was Rp. 4,500,000,000 (four point five billion rupiah). From the target collection fund, it can be seen that the strategy carried out by the provincial Baznas is quite good. So that researchers are interested in researching at Baznas Kal-Bar Province.

METHOD

In conducting a study, various methods are used by researchers according to the problems, objectives and uses of the research they conduct, so that the research can be considered valid and can be accounted for scientifically. Based on the problems of the research above, this research can be classified as descriptive research with a qualitative approach. According to Sugiyono (2019: 34) Analysis and data collection using participant observation, interviews, and taking other documents. While analysing by collecting all the data obtained from interviews, further observation by selecting accurate data and then presenting the data to draw conclusions.

RESULT AND DISCUSSION

The method used by the National Amil Zakat Agency (BAZNAS) of West Kalimantan Province in collecting zakat, infaq and shadaqah funds.

Based on the results obtained from the data exposure above, it can be concluded that the methods used in collecting zakat, infaq and shadaqah funds are direct methods and indirect methods.

Direct method

According to Ahnad Juwani (2005: 5) *Direct Fundraising* method What is meant by this method is a method that is used to *fundraise*. using techniques methods that involve direct muzakki participation. That is, forms of *fundraising* where the process of interaction and accommodation to the muzakki response can be done immediately. For example: Direct Mail, Cash Deposit and Direct Presentation.

It can be understood that direct *fundraising* methods are methods that use techniques or

ways that involve direct muzakki participation. That is, forms of fundraising where the process of interaction and accommodation to the muzakki response can be done directly. With this method, if a muzakki's desire to make a donation arises, it can be done easily and all the information needed because it can directly meet and meet face to face with the amil zakat. Based on the results of interviews obtained from amil and muzakki BAZNAS West Kalimantan province, it can be seen that the methods carried out directly include:

The method used by BAZNAS West Kalimantan Province directly is the first to conduct socialisation in collecting zakat, infaq and shadaqah funds either individually or in groups. Socialisation is usually done when there are big events such as seminars that invite famous ustad from Jakarta. Ultimate goal of zakat socialisation is to create a society that has a high awareness of zakat awareness as well as realising the building pillars of Islam as a living dimension in people's lives.

Therefore, if socialisation is delivered with interesting methods, it will add its own appeal to the community. Socialisation needs to be carried out systematically, organised, directed and right on target. Such socialisation needs to set the target and the final goal of the socialisation of zakat. This means that socialisation is not just about releasing the obligation, but at the same time releasing the obligation as well as striving for change and attraction for the community to practice the teachings of zakat.

The strategy carried out in this case the BAZNAS of West Kalimantan Province forms da'i in each district or city in the West Kalimantan region, which later these da'i will explain the obligation of zakat and how important zakat is and also these da'i besides teaching about zakat also teach other things about Islam. Where these da'i da'i are paid by the local BAZNAS.

Also, BAZNAS of West Kalimantan Province conducts socialisation once a few months to government agencies, for example the West Kalimantan Governor's office, offering programs both collection and distribution that have been carried out for a year. Hoping to attract donors to give zakat, infaq and shadaqah to BAZNAS West Kalimantan Province. The steps taken before going to the field to invite potential donors to donate are determining the target first. Prospective donors who will be targeted are the affluent people of pontianak,

government agencies and state and private banks.

Donors or muzakki will come directly to BAZNAS and will immediately be served by amil who are duty, asked about their needs, calculated zakat, and after paying zakat, infaq and shadaqah donors will be given proof of zakat deposit that has been signed by amil and the donor. Afterwards, the donor will be prayed for by the amil so that what is given is blessed and usually the donor will be given a souvenir in the form of a BAZNAS pen of West Kalimantan Province.

Pick-up Service This method is also one that is carried out by BAZNAS West Kalimantan Prov, namely picking up infaq at home, office, or a place that has been agreed upon by the donor. The method is almost the same as cash deposit, only the place is different. To support this donation pick-up programme, BAZNAS West Kalimantan province also has complete facilities. Baznas has a car for transportation that is used for the utilisation of zakat such as the pick-up service.

Indirect Method

Indirect methods are methods that use techniques or ways that do not involve direct muzakki participation. That is, forms of fundraising which are not carried out by providing direct accommodation power to the immediate muzakki response. This method, for example, is carried out by promotional methods that lead to the formation of a strong institutional image, without being directed to transactions at that time.

The indirect methods implemented by BAZNAS West Kalimantan Province are as follows media comes from the Latin *medius* which literally means intermediary, middle, or introduction. In English media is the plural form of *medium* which means middle, between, and average. From this understanding, communication experts interpret media as a tool that connects communication messages conveyed by communicators to communicators / message recipients (Ali Aziz, 2009: 403).

The National Amil Zakat Agency (BAZNAS) of West Kalimantan Province in carrying out the collection also utilises print media such as newspapers, banners, brochures, and bulletins/magazines. Because it is easier to design and not difficult to understand by the

Muslim community. Newspaper as one of the collection methods in the form of incidental newspapers. That is, the BAZNAS of West Kalimantan Province conducts zakat socialisation when newspaper journalists cover activities carried out by the BAZNAS.

Also for BAZNAS magazine which is published once a year, namely during the month of Ramadan. Due to the month of Ramadan, the most people give zakat and infaq in BAZNAS West Kalimantan Province, and the distribution of zakat infak and shdaqah funds is also greater in the month of Ramadan. Electronic media used are television and radio. BAZNAS West Kalimantan Province often uses mujahidin television and TVRI. This is very effective because people can see live broadcasts through television. Also BAZNAS of West Kalimantan Province uses mujahidin radio in carrying out the promotion of zakat, infaq and shadaqah.

In carrying out the promotion of further collection, BAZNAS West Kalimantan Province also utilises *online* media. *Online* media utilised by BAZNAS of West Kalimantan Province are *Facebook*, *WhatsApp*, and *Instagram*. The utilisation of this media is a guide to see about BAZNAS of West Kalimantan Province and also through this *online* media invites the Muslim community to give zakat, infaq and shadaqah at BAZNAS of West Kalimantan Province.

The obstacles faced by the National Zakat Agency (BAZNAS) of West Kalimantan Province in collecting zakat, infaq and shadaqah funds.

In carrying out this collection activity, BAZNAS West Kalimantan Province does not always run according to what is expected. Because there must be some obstacles that are often found when going directly to the field. Here are some of the obstacles found in carrying out collection activities.

Lack of public awareness of the importance of zakat

One of the obstacles felt by BAZNAS West Kalimantan Province is that the people are able or have been subject to the obligation to give zakat, but some of them are not aware of this obligation. People do not care about the blessings of zakat and do not realise that zakat is good for themselves, cleanses the soul and keeps us away from feelings of envy

(Khusana, 2014).

Timing of collection activities is very important, because without the right time, the target will not be achieved optimally. BAZNAS West Kalimantan Province has planned the timing of activities during the annual meeting. However, most of the time this implementation is determined conditionally. This means that the determination of the date and place of socialisation of the collection depends on the situation and conditions.

Solutions made by the National Amil Zakat Agency (BAZNAS) of West Kalimantan Province in overcoming the problem of collecting zakat, infaq, and shadaqah funds

In solving these problems, amil at BAZNAS West Kalimantan Province usually sit together and with a cool head find solutions or solutions to these problems.

The formation of da'i or preachers is certainly very beneficial for both BAZNAS, preachers and preaching partners. For da'wah partners, it can increase faith, for preachers it becomes a field of charity, and directly influences da'wah partners to give zakat to BAZNAS, as explained by Moh. Ali Aziz (2009: 244), between preachers and da'wah partners there is a patron-client relationship. This means that the preacher provides continuous guidance to the da'wah partners to stay on the path of Islam. By da'wah partners, preachers are considered leaders as well as teachers. The preacher's thoughts, attitudes, and behaviour become references for his da'wah partners. Life choices are often made based on the taushiyah and advice of preachers. Among Indonesian people, a charismatic ulama because of his knowledge and the height of character is respected by politicians, respected by state officials, loved by the people, and taken into account by various forces that try to block the movement of da'wah.

In carrying out the activities of collecting zakat funds, especially in the method of socialisation to companies and government agencies, the obstacle that usually occurs is the determination of the timing of the collection activities. Where usually activities that have been scheduled from the beginning with regularity will be hampered if one company suddenly cancels or changes the meeting schedule at another time. This will also have an impact on the management cycle and will hamper the fund distribution system. Then the thing

that can be done by BAZNAS West Kalimantan Province to solve the problem is to confirm and coordinate from the beginning to related parties in order to create comfort between the two institutions that work together.

CONCLUSION

Based on the research findings, the National Zakat Agency (BAZNAS) of West Kalimantan Province applies two methods for collecting zakat, infaq, and shadaqah funds—direct methods, including socialization, cash deposits, and pickup services, and indirect methods through print, electronic, online media, and transfers. The challenges encountered include low public awareness of the obligation to pay zakat, scheduling conflicts with other agencies' activities, and some institutions directly paying their zakat to the central BAZNAS in Jakarta. To address these issues, BAZNAS formed dai in each region to educate the public, maximize the use of mass media and social media, coordinate schedules with relevant parties from the start, and provide understanding to institutions that paying zakat to the central BAZNAS contradicts the Qur'an, Hadith, and Law No. 23 of 2011 on Zakat Management.

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