

ABSTRACT

Syifa Fadil Munawar 2022. Analysis of the Effectiveness of the Infaq Coupon Program of the National Amil Zakat Agency of Tasikmalaya Regency. Sharia Economics Study Program, Faculty of Islamic Religion. Siliwangi University.

Indonesia has a large potential for ziswaf funds. It is recorded that in 2021, the potential for ziswaf in Indonesia will reach Rp. 500 trillion. BAZNAS has a role in how to absorb this potential. Tasikmalaya Regency has a potential infaq of around Rp. 2.5 billion, to collect this potential, BAZNAS Tasikmalaya Regency has an infaq coupon program.

The purpose of this study was to analyze the effectiveness of the infaq coupon program. Through analysis with the theory put forward by Ulber Silalahi, by comparing the input, process and output it will be known whether the infaq coupon program is effective or not. There are five indicators used, namely; accuracy in determining time, accuracy in determining costs, accuracy in determining goals, accuracy in determining methods and accuracy in using measurements.

This type of research uses a qualitative descriptive method using primary and secondary data. Data collection techniques were carried out by observation, interviews and documentation. In testing the credibility of the data, the researchers used source triangulation. Meanwhile, the data analysis technique uses three stages, namely: data reduction, data presentation and data verification.

The results show that comparing the input, process and output of the infaq coupon program with the five indicators used, the results are as follows; accuracy in determining the time, the time required for this program is 6-8 months; the accuracy of determining costs, the costs incurred for the infaq coupon program are around Rp. 45-46 million/year; accuracy in determining goals; evidenced by the existence of strategic documents such as rules, in this case the infaq coupon program has guidelines, namely technical instructions that become a reference for implementation; the accuracy of determining the method, the methods used are socialization, service and program control; the accuracy of determining the measurement, as stated in the BAZNAS targets that are more achieved, such as the results of socialization, the results of services and the results of gatherings that are in accordance with potential.

Keywords: Effectiveness, Infaq Coupon, BAZNAS Tasikmalaya Regency.