

ABSTRACT

Neoliberal is a political economic ideology with an emphasis on free markets, efficiency, and a limited role for the state that has the potential to influence the Islamic philanthropic institution sector which is traditionally rooted in the values of social justice and social solidarity. Rumah Zakat as one of the national zakat institutions in Indonesia has undergone a significant transformation in the period 2010-2020. Since the change from traditional corporate to professional corporate in 2006, Rumah Zakat transformed into a World Class Socio Religious NGO in 2010. Then in 2016, Rumah Zakat transformed into an Entrepreneurial Institution and changed into World Digital Philanthropy in 2020. Through a neoliberal approach, Rumah Zakat is run through empowerment practices, professional management, audits and accountability so as to form social capital in the public space.

The research method used is descriptive qualitative method with a case study approach. The determination of informants was carried out using purposive sampling and snowball sampling techniques. Data collection was carried out through interviews, observation, and documentation. The data used were sourced from primary data and secondary data with data validity testing using source triangulation.

The results of the study indicate that Rumah Zakat is run like a corporation and still has historical and cultural characteristics of its founder. Corporate-like management strengthens the opportunity for depoliticization of social activities, opens up opportunities for wider acceptance by the public, and creates a space for cultural penetration through capacity building programs such as pengajian, Subuh congregation, and Majelis Taklim. This process forms social capital, but the conversion of social capital to PKS electoral politics has proven to be non-linear. In one of the social activity intervention locations, PKS's votes were still lower than other parties even though Rumah Zakat played an active role in social activities. This finding shows that religious philanthropy that operates within a neoliberal framework is able to expand social influence but faces limitations in converting trust and networks into electoral political power. This shows the potential for moral hazard in the community that is built and the complexity of the relationship between institutional professionalism, social activities, and practical politics..

Keywords: Neoliberal Philanthropy, Rumah Zakat, Social Capital