

## **ABSTRACT**

***Rahmanita, 2025. Thesis. Optimizing the Process of Raising Alms Funds in the Tasik Bersedekah Program at BAZNAS Tasikmalaya City. Faculty of Islamic Religion. Siliwangi University***

*Almsgiving is a form of Islamic philanthropy that plays a strategic role in helping to alleviate poverty and create social justice. This study was motivated by the fact that alms collection is still far from the target set. Low community participation, with only 1–5% of the total Muslim population in Tasikmalaya City contributing, is one of the main causes of the failure to achieve alms collection targets in the Tasik Bersedekah program. This study aims to determine the optimization efforts made by BAZNAS Tasikmalaya City in collecting alms for the Tasik Bersedekah program.*

*This study uses a qualitative research method with semi-structured interviews as the main instrument. Data was obtained from the Deputy Chair I for Fundraising of BAZNAS Tasikmalaya City, which was then analyzed to draw conclusions.*

*The results of this study show that optimizing the process of collecting alms in the Tasik Bersedekah program has shown positive results through various methods, both directly and indirectly. However, these efforts are not yet fully optimal because there is still potential that has not been fully utilized. This is evident from the inconsistent role of UPZ, limited outreach, and the need to strengthen the use of digital media and partnerships. Therefore, BAZNAS Kota Tasikmalaya needs to optimize the collection process, and further research is recommended using a quantitative approach or inter-institutional comparison.*

***Keywords:*** Optimization, Alms Fund Raising, Tasik Bersedekah Program