

ABSTRAK

Asep Wildan. (2025). “Strategi Penghimpunan Zakat Perusahaan di BAZNAS Kabupaten Tasikmalaya”. Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Siliwangi.

Kabupaten Tasikmalaya merupakan salah satu Kabupaten yang memiliki tingkat kemiskinan di angka 10,23 %. Salah satu upaya pengentasan kemiskinan menurut Yusuf Qordhowi adalah melalui pengelolaan zakat. BAZNAS Kabupaten Tasikmalaya salah satu OPZ yang dilindungi Undang-Undang No. 23 Tahun 2011 untuk menjalankan peran dan fungsi nya dalam mengelola dana zakat di Kabupaten Tasikmalaya termasuk zakat perusahaan, dikarenakan Kabupaten Tasikmalaya memiliki sekitar 1.082 Perusahaan dan yang sudah membayar zakat hanya 7 perusahaan. Maka dari itu, diperlukan strategi penghimpunan zakat perusahaan di BAZNAS Kabupaten Tasikmalaya.

Metode yang digunakan dalam penelitian ini yaitu Deskriptif Kualitatif dengan menggunakan data primer dan sekunder. Teknik pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi. Dalam melakukan uji kredibilitas data peneliti menggunakan triangulasi teknik. Kemudian dianalisis menggunakan pendekatan SOAR Analisis (*Strength, Opportunities, Aspiration, Results*).

Berdasarkan hasil Analisis SOAR strategi dalam meningkatkan penghimpunan dana zakat perusahaan di BAZNAS Kabupaten Tasikmalaya terdiri dari Strategi SA, Strategi OA, Strategi SR , dan Strategi OR dengan implementasi strategi jangka pendek, strategi jangka menengah, dan strategi jangka panjang yang disesuaikan dengan periodisasi fungsionaris BAZNAS yaitu dua periode.

Strategi yang dapat dilakukan tersebut meliputi pembentukan relawan amil, melibatkan perusahaan dalam pendistribusian, memperkuat infrastruktur TIK, melaksanakan sosialisasi membuka rekrutmen amil, sertifikasi kompetensi amil, kolaborasi dan kemitraan dengan asosiasi perusahaan Kadin atau HIPMI, membuat draft usulan peraturan daerah, membuat program kerja bersama muzakki, implementasi penggunaan AI, dan meningkatkan kualitas layanan.

Kata Kunci: Strategi Penghimpunan, Zakat Perusahaan, BAZNAS, Analisis SOAR

ABSTRACT

Asep Wildan. (2025). "Fundraising Corporate Zakat Strategy at BAZNAS Tasikmalaya Regency." Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.

Here is a highly academic English version of your paragraph: > Tasikmalaya Regency is one of the regions in Indonesia that experiences a relatively high poverty rate, recorded at 10.23%. According to Yusuf Qardhawi, one of the strategic approaches to poverty alleviation is through the effective management of zakat. The National Zakat Agency (BAZNAS) of Tasikmalaya Regency, as an officially authorized zakat management institution under Law No. 23 of 2011, plays a pivotal role in the administration and distribution of zakat funds within the region, including corporate zakat. Despite the existence of approximately 1,082 companies operating in Tasikmalaya Regency, only 7 of them currently contribute zakat. This discrepancy highlights the urgent need for a comprehensive and strategic framework to optimize the collection of corporate zakat by BAZNAS Tasikmalaya.

This study employs a descriptive qualitative method, utilizing both primary and secondary data sources. Data collection techniques include observation, interviews, and documentation. To ensure data credibility, the researcher applied methodological triangulation. The data were then analyzed using the SOAR analysis approach, which focuses on Strengths, Opportunities, Aspirations, and Results.

Based on the results of the SOAR analysis, the strategies for enhancing corporate zakat collection at BAZNAS Tasikmalaya Regency consist of SA (Strengths-Aspirations) strategies, OA (Opportunities-Aspirations) strategies, SR (Strengths-Results) strategies, and OR (Opportunities-Results) strategies. These strategies are implemented through short-term, medium-term, and long-term action plans, aligned with the two-term periodization of BAZNAS functionaries.

The proposed strategies include the establishment of zakat volunteer units, engaging corporations in the distribution process, strengthening ICT infrastructure, conducting outreach and recruitment campaigns for zakat officers (amil), implementing competency certification for amil, fostering collaboration and partnerships with business associations such as KADIN or HIPMI, drafting proposals for regional regulations, developing joint work programs with muzakki (zakat payers), implementing the use of artificial intelligence (AI), and enhancing the overall quality of services.

Keyword : Fundraising Strategy, Corporate Zakat, BAZNAS, SOAR Analysis