


Digital Fundraising Strategy Analysis In Increasing Baznas Income In Sampang District

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ABSTRACT

Sampang Regency has consistently recorded the highest poverty rate in East Java, reaching 22.47% in 2020 and rising to 23.72% in 2021. This condition underscores the urgent need for effective poverty alleviation strategies. Among various instruments, zakat is recognized as one of the pillars of Islamic social finance that plays a strategic role in supporting social welfare and addressing economic disparities. In the current digital era, the collection and management of zakat are experiencing significant transformation, with fundraising methods increasingly shifting towards technology-based systems. Digital fundraising is considered more efficient, transparent, and accessible, making it a potentially powerful tool for optimizing zakat management. This study seeks to analyze the implementation of digital fundraising strategies by BAZNAS (National Zakat Board) in Sampang Regency. Specifically, it examines the extent to which these strategies are effective and identifies both the supporting and inhibiting factors in their application. Using a qualitative approach, the research investigates the experiences and practices of BAZNAS in managing digital zakat fundraising. The findings reveal that while digital strategies have been introduced and hold promise for efficiency and accessibility, their effectiveness remains limited due to several challenges. These include inadequate digital infrastructure, low levels of digital literacy, and limited community readiness to adapt to new technological platforms. Nevertheless, supporting factors such as ease of use, broader reach, and improved accountability highlight the potential of digital fundraising to strengthen zakat management. Strengthening these mechanisms can significantly increase zakat collection, thereby enhancing poverty alleviation efforts and contributing to the overall welfare of communities in Sampang Regency.

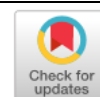
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INTRODUCTION

Zakat is a fundamental act of worship in Islam that carries both spiritual and social significance. As the third pillar of Islam, it is not only a religious obligation but also a decisive instrument for supporting community welfare. Zakat represents the mandatory distribution of wealth from zakat payers (muzakki) to rightful recipients (mustahik) in accordance with sharia provisions. It may be fulfilled directly by the muzakki or managed through amil, individuals or institutions entrusted with collection and distribution. Thus, zakat serves as both a manifestation of faith and a social mechanism for promoting justice and solidarity.

In the Indonesian context, zakat, infaq, and sadaqah (ZIS) hold strategic potential as mechanisms for income redistribution and social justice. With a population of 273.87 million, 86.93% of whom are Muslims, Indonesia has a strong demographic foundation for zakat mobilization. The deeply rooted cultural practice of zakat, along with voluntary giving, strengthens its role as both a religious duty and a social norm. In regions such as Sampang Regency, where more than 99% of the 860.35 thousand residents are Muslims, the potential for zakat collection is enormous.

Despite this potential, Sampang Regency has consistently recorded the highest poverty rate in East Java, with figures reaching 22.47% in 2020 and 23.72% in 2021. These statistics reveal a pressing socio-economic challenge that reflects an imbalance between the available

zakat potential and its actual optimization. The persistence of poverty indicates that zakat has not yet been fully maximized as a poverty alleviation instrument. This situation calls for stronger collaboration between government institutions, zakat organizations, and the wider community.

One of the most feasible instruments to address poverty in Sampang is the effective collection and distribution of ZIS funds. If managed efficiently, zakat can stimulate economic growth, create employment opportunities, and reduce social inequality. Beyond its religious function, zakat operates as a financial tool that redistributes wealth and empowers underprivileged groups, thus contributing directly to community development.

In the current era of digital transformation, societal behavior has shifted dramatically toward digital-based lifestyles and transactions. Similar to how banking and financial services have embraced digital platforms to facilitate instant transactions, the zakat sector has also begun adopting digital innovations. Zakat Management Organizations (OPZ), including BAZNAS, are increasingly implementing digital strategies to expand outreach, facilitate zakat payments, and optimize fundraising. Digitalization in zakat management is therefore not only a convenience but also a necessity in adapting to modern trends.

However, a gap still exists between the availability of digital innovations and their effectiveness in practice, especially in regions like Sampang Regency. Although digital platforms offer efficiency and accessibility, challenges remain in terms of technological infrastructure, digital literacy, public trust, and integration of systems. Without addressing these obstacles, the potential of digital fundraising in maximizing zakat collection cannot be fully realized.

This study identifies the urgent problem of how digital fundraising strategies can be effectively applied by zakat institutions to increase zakat collection and strengthen community participation. Exploring the factors that support or hinder implementation is essential to ensure that digital initiatives are not only introduced but also successfully adopted by local communities. By bridging the gap between innovation and application, zakat institutions can enhance their role in addressing poverty.

Ultimately, zakat, with its dual role as a spiritual obligation and economic instrument, has the potential to transform communities if managed effectively. Leveraging digital technologies provides a means to strengthen the connection between muzakki and mustahik, ensuring that zakat fulfills its intended social and economic functions. This research therefore examines the role and effectiveness of digital fundraising strategies in optimizing zakat collection and supporting poverty alleviation in Sampang Regency.

METHOD

This study employed a qualitative research design to explore and understand the meaning of individual and group behavior in relation to social and humanitarian problems. Qualitative research allows researchers to describe phenomena comprehensively and holistically, focusing on meaning rather than generalization. In this design, the researcher acts as the main instrument, directly engaging with the research context to capture authentic data.

The sampling technique used in this study was purposive sampling, in which participants were deliberately selected based on their relevance to the research objectives. This ensured that the sources of information were those most capable of providing in-depth insights into the social situation under investigation.

For the data collection methods, researchers relied on multiple techniques, including observation, in-depth interviews, and documentation. These approaches were chosen to capture the complexity of the research setting, particularly in terms of place, sources of information, and activities that interact synergistically. All data obtained were validated through triangulation to ensure credibility and reliability.

The data analysis approach followed an interactive model consisting of data reduction, data display, and conclusion drawing/verification. Data were analyzed continuously throughout the research process, with patterns, themes, and categories emerging inductively.

from the field. This allowed the findings to be determined as a whole by considering the broader social context, rather than being restricted to variables alone.

FINDINGS AND DISCUSSION

Digital fundraising strategy at BAZNAS Sampang Regency.

Fundraising is a way to convey an idea or concept through a product or program offered by educating, socializing, promoting or transferring information to create awareness of potential donors. In other words, fundraising can be interpreted as raising funds. While digital is a change from analog to internet-based and easily accessible from anywhere via electronic devices such as computers or smartphones. So digital fundraising is a way to convey an idea or concept from a product or program offered with the aim of creating awareness and attracting the interest of potential donors by utilizing internet-based media that can be accessed via computers or other electronic devices.

BAZNAS Sampang Regency as an amil collects zakat from both individuals and other institutions, by visiting or advertising digitally with the content created, digital fundraising is one of the effective methods to attract public interest in paying zakat obligations.

Digital fundraising is a way to convey an idea or concept of a product or program offered with the aim of creating awareness and attracting potential donors by utilizing internet-based media that can be accessed via electronic devices. BAZNAS Sampang Regency implements digital fundraising as a way to attract donors, communication media and branding media by utilizing various existing digital platforms.

Reasons for implementing a digital fundraising strategy at BAZNAS Sampang Regency

BAZNAS Sampang Regency implements a digital fundraising strategy because in this digital era, compared to the previous conventional era, digital media is an important platform in an organization and provides convenience in its use.

Digital media is currently the main platform for humans, organizations, companies and governments in communicating. Media is used to communicate personally and commercially because media can also be used for digital marketing. The use of digital media is currently increasing very rapidly and has not stopped along with the development of information technology that accompanies it.

So BAZNAS Sampang Regency in implementing digital fundraising is as a means of branding, communication media and to facilitate muzakki or donors and maintain transparency so that muzakki or donors trust and donate to BAZNAS Sampang Regency.

Platforms used by BAZNAS Sampang Regency

There are several platforms used by BAZNAS Sampang Regency to raise funds from the public. The platforms used include.

Personal website used to inform all activities carried out, both collection and distribution, as a means of branding, communication and publication media and for donation transaction channels. Plus online zakat payment features and zakat calculators to make it easier for the public to calculate the amount of zakat that must be paid.

Social media is used to interact with the public, provide reports and campaign media related to planned and implemented programs.

QRIS or QR Code to make it easier for the public to channel their donations cashless.

Crowdfunding kitabisa.com which is used to create a fundraising campaign and to reach more people to donate.

Tactical Steps Taken by BAZNAS Sampang Regency in Implementing

The first thing in conducting digital fundraising, BAZNAS Sampang Regency chooses a platform to be used as a promotional media. Although all types of platforms can be used, BAZNAS Sampang Regency chooses a platform that suits the needs and objectives of the institution.

After choosing a platform to use, BAZNAS Sampang Regency creates content to be uploaded on its social media, to convince the public to be willing to donate. In creating content

to be uploaded, in addition to having to be interesting, the aspects that are of concern are that it does not conflict with Islamic aspects, is ethical and does not harm other parties.

Furthermore, ensure donors to donate through any device, by utilizing the platform owned by BAZNAS Sampang Regency. Then carry out a series of fundraising cycles continuously, consistently and continuously with an easy process.

Everyone currently wants convenience, someone may not donate just because they experience difficulties when making the donation process. Don't let your target donors not donate because they are not supported by easy donation services.

The effectiveness of digital fundraising strategies at BAZNAS Sampang Regency

Measuring the level of effectiveness of a program is not a simple matter, because the level of effectiveness can be studied from various perspectives and depends on who presents it. The assessment of the level of effectiveness is based on realistic and inseparable results, such as production levels, resource searches and profit-making capabilities. The measurement of the level of effectiveness in general is the success of activities or programs implemented, activities that are right on target and based on quality (implementation and acceptance feel satisfaction with activities or programs).

The level of effectiveness of digital fundraising at BAZNAS Sampang Regency, although the target is small from the RKAT (annual work plan and budget), so far it has not been as expected, because the Sampang community has not been fully educated and tends to give donations or ZIS (zakat, infaq and sedekah) directly without going through institutions. So far, digital collection has been in the field of collecting funds and finances, for the target of digital collection activities of 25 to 50 million from the RKAT BAZNAS Sampang Regency of 2.5 billion rupiah.

As explained above, it is said to be effective if it achieves its objectives, and the measurement of the level of effectiveness is the success of the activities or programs implemented, the activities are right on target and based on quality. The level of effectiveness can be measured from the perspective of productivity (quality and quantity), and also by comparing the predetermined plan with the actual results realized, if the efforts or results of work and actions taken are inadequate so that the objectives are not achieved or are not as expected, then it is described as ineffective. Although BAZNAS Sampang Regency has implemented a digital fundraising strategy, it has not been optimal in its implementation. This is because the Sampang community has not been educated and tends to give donations without going through an institution, which results in the BAZNAS Sampang Regency collection target of 25 to 50 million being less than achieved, and feeling satisfied with the activities or programs both in terms of implementation and acceptance.

Supporting and inhibiting factors for digital fundraising at BAZNAS Sampang Regency

Every organization or institution in carrying out a program must have obstacles that become inhibiting factors that can prevent it from being implemented properly, and there is potential that can make the program a success as a supporting factor. The following are supporting and inhibiting factors for digital fundraising at BAZNAS Sampang Regency.

Supporting Factors for Digital Fundraising at BAZNAS Sampang Regency

There are several supporting factors for digital fundraising that can make BAZNAS Sampang Regency successful in increasing revenue, namely.

Ease of use of available digital media can be easily utilized such as websites, social media and various other platforms. Allows institutions to have more donors.

Minimizing operations such as transportation costs for fundraising, digital fundraising is more efficient than conventional fundraising.

The majority of Sampang residents are Muslim, around 860.35 thousand people or more than 99% of the population.

There is an instruction from the Regent of Sampang (No.1/INST/2020) regarding the optimization of ZIS (zakat, infaq and sedekah) collection in regional apparatus organizations, vertical agencies and regional-owned

The following are some inhibiting factors that are obstacles in the implementation of digital fundraising at BAZNAS Sampang Regency, including.

There is no special field that focuses on the digital field, so far digital fundraising has been in the financial sector as an admin and assisted by volunteers.

The Sampang community chooses to provide their ZIS funds (zakat, infaq and sedekah) not through amil zakat.

The Sampang community does not know much about digital fundraising, this can limit efforts to increase income.

Trust in institutions to be transparent in the management of zakat, infaq and alms funds.

CONCLUSIONS

This study concludes that digital fundraising at BAZNAS Sampang Regency plays multiple roles, including strengthening institutional branding, serving as a communication medium, enhancing transparency, and facilitating muzakki participation, driven by the shift from conventional to more efficient digital systems. To support these efforts, BAZNAS utilizes various platforms such as its official website with online payment features and a zakat calculator, social media for campaigns, QRIS for cashless transactions, and the crowdfunding platform Kitabisa.com to expand outreach. The fundraising process involves selecting suitable platforms, creating engaging content, encouraging donations, and completing collections. However, despite these initiatives, results remain suboptimal due to limited public education and the community's preference for direct giving over formal institutions, which has hindered program effectiveness. Supporting factors include the simplicity and cost-efficiency of digital media, Sampang's predominantly Muslim population, and the Regent's Instruction No. 1/INST/2020 mandating ZIS optimization, while inhibiting factors consist of the lack of a dedicated digital division within BAZNAS, low community awareness of digital fundraising, reluctance to channel donations through institutions, and ongoing concerns about transparency.

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