

ABSTRAK

Sri Nurhasanah: Implementasi Strategi Zakat Infaq Shadaqah dalam Mengoptimalkan Program Ekonomi Produktif (Studi Kasus di Rumah Yatim Arrohman Jawa Barat).

Penelitian ini dilatarbelakangi oleh persistensi permasalahan kemiskinan yang bersifat multidimensional di Provinsi Jawa Barat, kondisi ini mendorong Rumah Yatim Arrohman untuk menjalankan program ekonomi produktif sebagai strategi transformasi sosial ekonomi jangka panjang bagi mustahik. Namun di lapangan, program menghadapi kendala utama berupa rasio pendampingan yang belum memadai sehingga pembinaan mustahik belum optimal.

Penelitian ini bertujuan mendeskripsikan implementasi strategi ZIS berbasis program, anggaran, dan prosedur dalam mengoptimalkan program ekonomi produktif di Rumah Yatim Arrohman Area Jawa Barat.

Kerangka konseptual memadukan tiga konsep utama: implementasi strategi, Zakat Infaq Shadaqah (ZIS), dan optimalisasi program ekonomi produktif. Landasan teoritis menggunakan model manajemen strategis Wheelen dan Hunger (2003), difokuskan pada tahap implementasi yang mencakup elemen program, anggaran dan prosedur.

Penelitian ini menggunakan paradigma konstruktivisme yang memandang realitas sebagai konstruksi sosial yang bersifat lokal dan spesifik. Pendekatan yang digunakan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui observasi langsung, wawancara kepada informan utama dan pendukung, serta dan dokumentasi. Keabsahan data diuji melalui triangulasi sumber, teknik, dan waktu. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa pada aspek program telah berjalan melalui tiga pilar (UMKM, pertanian, peternakan) berbasis potensi wilayah. Sosialisasi dilakukan lewat jaringan kelembagaan dan kemitraan dengan Kemenag, serta ditemukan inovasi pinjaman motivasional, kendala utama yaitu rasio pendamping yang belum ideal. Pada aspek anggaran berjalan sesuai prinsip *value for money*: sejumlah mustahik telah bertransformasi menjadi muzaki melalui mekanisme dana bergulir. Pada aspek prosedur, program dijalankan melalui delapan tahapan SOP yang sistematis dengan pelaporan berjenjang yang akuntabel, meski laporan perkembangan usaha mustahik masih perlu ditingkatkan. Strategi ini tidak hanya berdampak ekonomi, tetapi juga memperkuat aspek sosial dan spiritual.

Kata Kunci: Implementasi strategi; ZIS (Zakat, Infaq, Shadaqah,); Ekonomi produktif; Optimalisasi; Pemberdayaan Mustahik.

ABSTRACT

Sri Nurhasanah: Implementation of the Zakat, Infaq, and Shadaqah Strategy in Optimizing Productive Economic Programs (A Case Study at Rumah Yatim Arrohman, West Java).

This study was motivated by the persistent, multidimensional nature of poverty in West Java Province; this situation prompted Rumah Yatim Arrohman to implement productive economic programs as a long term socio economic transformation strategy for beneficiaries. However, in practice, the program faces a major obstacle in the form of an inadequate mentor-to-beneficiary ratio, resulting in suboptimal beneficiary guidance.

This study aims to describe the implementation of ZIS strategies based on programs, budgets, and procedures in optimizing productive economic programs at Rumah Yatim Arrohman in West Java.

The conceptual framework integrates three main concepts: strategy implementation, Zakat, Infaq, and Shadaqah (ZIS), and the optimization of productive economic programs. The theoretical foundation draws on Wheelen and Hunger's (2003) strategic management model, focusing on the implementation stage, which encompasses program elements, budgets, and procedures.

This study employs a constructivist paradigm, which views reality as a social construction that is local and specific. The approach used is qualitative, employing a case study method. Data collection techniques include direct observation, interviews with key informants and supporting informants, and documentation. Data validity is tested through triangulation of sources, techniques, and time. Data analysis was conducted through data reduction, data presentation, and drawing conclusions.

Three pillars (UMKM agriculture, livestock) based on regional potential. Outreach is conducted through institutional networks and partnerships with the Ministry of Religious Affairs, and an innovative motivational loan program has been developed; the main challenge is the currently suboptimal mentor to beneficiary ratio. In terms of budgeting, operations adhere to the principle of value for money: a number of beneficiaries have transitioned into donors through a revolving fund mechanism. In terms of procedures, the program is implemented through eight systematic SOP stages with accountable tiered reporting, although progress reports on beneficiaries' businesses still need improvement. This strategy not only has an economic impact but also strengthens social and spiritual aspects.

Keywords: Strategy implementation; ZIS (Zakat, Infaq, Shadaqah); Productive economy; Optimization; Empowerment of beneficiaries.