

ABSTRAK

Muhammad Abdul Basith, 1224030074, *Implementasi Strategi Program BAZNAS dalam Upaya Peningkatan Kualitas Penerima Manfaat (Studi Kasus Program ATM Beras BAZNAS Kota Bandung di Masjid Al-Hikmah Kecamatan Batununggal).*

Kemiskinan masih menjadi permasalahan sosial yang berdampak pada pemenuhan kebutuhan dasar masyarakat, khususnya kebutuhan pangan. Dalam perspektif Islam, zakat, infak, sedekah, dan wakaf (ZISWAF) berperan sebagai instrumen sosial-ekonomi untuk meningkatkan Kualitas umat. Salah satu bentuk implementasi strateginya adalah Program ATM Beras yang dikelola oleh BAZNAS Kota Bandung bersama DKM Masjid Al-Hikmah Kecamatan Batununggal sebagai inovasi pendistribusian bantuan pangan berbasis teknologi yang dipadukan dengan pembinaan keagamaan.

Penelitian ini bertujuan untuk menganalisis implementasi Strategi Program ATM Beras yang meliputi pengembangan program, penganggaran dan alokasi sumber daya, penyusunan prosedur operasional, serta pengorganisasian dan pembagian peran dalam upaya meningkatkan Kualitas penerima manfaat di Masjid Al-Hikmah Kecamatan Batununggal.

Penelitian ini menggunakan kerangka teori implementasi strategi Wheelen dan Hunger yang meliputi pengembangan program, penganggaran, prosedur operasional, dan struktur organisasi, serta teori Kualitas Hidup WHOQOL yang menekankan pemenuhan kebutuhan dasar dan peningkatan kualitas hidup. Teori tersebut digunakan untuk menganalisis implementasi strategi Program ATM Beras dalam meningkatkan Kualitas penerima manfaat.

Metodologi penelitian yang digunakan adalah pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi dengan pihak BAZNAS Kota Bandung, serta pengelola Program ATM Beras, donatur, dan penerima manfaat.

Hasil penelitian menunjukkan bahwa implementasi strategi Program ATM Beras di Masjid Al-Hikmah Kecamatan Batununggal telah berjalan dengan baik. Pengembangan program dilakukan secara berkelanjutan melalui kerja sama antara BAZNAS, DKM, dan donatur. Penganggaran program bersumber dari dana zakat, infak, sedekah, serta dukungan donatur yang dikelola untuk menunjang keberlangsungan program. Prosedur pelaksanaan program telah diterapkan secara terstruktur mulai dari pendataan penerima manfaat, pelaksanaan pengajian, hingga pendistribusian beras. Selain itu, struktur organisasi dan pembagian peran yang jelas mendukung efektivitas pelaksanaan program. Implementasi program ini memberikan manfaat berupa terpenuhinya kebutuhan pangan, berkurangnya beban ekonomi, serta meningkatnya Kualitas penerima manfaat.

Kata Kunci: Implementasi Strategi, Kualitas, ATM Beras, BAZNAS

ABSTRACT

Muhammad Abdul Basith, 1224030074, Implementation of BAZNAS Program Strategy in Efforts to Improve the Quality of Beneficiaries (A Case Study of the BAZNAS Bandung City Rice ATM Program at Al-Hikmah Mosque, Batununggal District).

Poverty remains a social issue that affects the fulfillment of people's basic needs, particularly food security. From an Islamic perspective, zakat, infaq, sadaqah, and waqf (ZISWAF) function as socio-economic instruments to improve community quality. One form of strategic implementation is the Rice ATM Program managed by BAZNAS Bandung City in collaboration with the management of Al-Hikmah Mosque, Batununggal District, as an innovation in technology-based food assistance distribution integrated with religious guidance activities.

This study aims to analyze the implementation of the Rice ATM Program strategy, which includes program development, budgeting and resource allocation, operational procedure formulation, and organizational structuring and role distribution in efforts to improve the quality of beneficiaries at Al-Hikmah Mosque, Batununggal District.

This research employs the strategic implementation theory of Wheelen and Hunger, which encompasses program development, budgeting, operational procedures, and organizational structure, as well as WHOQOL beneficiaries' quality of life theory, which emphasizes the fulfillment of basic needs and the improvement of quality of life. These theories are used to analyze the implementation of the Rice ATM Program strategy in enhancing the quality of beneficiaries.

The research uses a qualitative approach with a case study method. Data were collected through observation, in-depth interviews, and documentation involving BAZNAS Bandung City, Rice ATM Program administrators, donors, and beneficiaries.

The findings indicate that the implementation of the Rice ATM Program strategy at Al-Hikmah Mosque, Batununggal District, has been carried out effectively. Program development is conducted continuously through collaboration among BAZNAS, mosque administrators, and donors. Program budgeting is financed through zakat, infaq, sadaqah funds, and donor contributions, which are managed to support the sustainability of the program. The program implementation procedures have been structured systematically, starting from beneficiary registration, religious study sessions, to rice distribution. Furthermore, a clear organizational structure and role distribution support the effectiveness of program implementation. The program has provided benefits in the form of fulfilling food needs, reducing economic burdens, and improving the quality of beneficiaries.

Keywords: Strategy Implementation, Quality, Rice ATM, BAZNAS