

ABSTRAK

STRATEGI *FUNDRAISING* WAKAF DALAM PENINGKATAN JUMLAH DANA WAKAF DI LEMBAGA GLOBAL WAKAF AKSI CEPAT TANGGAP YOGYAKARTA PERSPEKTIF EKONOMI ISLAM

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Seluruh program pengentasan kemiskinan yang telah dilaksanakan oleh pemerintah masih belum memperlihatkan hasil yang signifikan di masyarakat. Dengan ini masih dibutuhkan dukungan sub sistem, salah satunya instrument wakaf. Wakaf yang masih terbatas pada pembangunan fisik mengakibatkan kurangnya kontribusi ekonomi yang signifikan. Karena itu munculah terobosan baru untuk mengembangkan perwakafan, salah satunya melalui wakaf uang. Wakaf potensial ini belum dieksplorasi semaksimal mungkin. Karena itu, institusi wakaf sangat penting untuk dikembangkan dengan beragam strategi.

Pertanyaan penelitian dalam tesis ini ialah, bagaimana strategi *fundraising* dana wakaf di Lembaga Global Wakaf Yogyakarta Perspektif Ekonomi Islam dan bagaimana efektivitas strategi *fundraising* dana wakaf tersebut. Penelitian ini menggunakan metode kualitatif dengan pendekatan sosiologis dan normative. Teknik penentuan informan yang digunakan ialah mengacu pada teknik *purpose sampling*. Teknik pengumpulan data yang dilakukan dalam penelitian ini ialah observasi, wawancara dan dokumen. Kemudian analisis data dilakukan dengan: *data collection*, *data condensation*, *data display* dan *conclusion*.

Hasil penelitian menunjukkan bahwa strategi *fundraising* dengan membentuk beberapa tim yaitu *Pertama*, ada tim Implementasi atau program implementasi, *Kedua*, adalah tim *awareness*, dan *Ketiga*, adalah filantropi. Dari semua strategi *fundraising* menunjukkan adanya keselarasan dalam nilai-nilai ekonomi Islam berdasarkan praktik penghimpunan yang diajarkan Nabi Muhammad SAW. Dan efektivitas terlihat dari pencapaian yang telah memenuhi target yang ditetapkan, kemudahan akses bagi masyarakat, kepuasan kerja, adanya briefing dan evaluasi dalam setiap kegiatan *fundraising*.

Kata Kunci: *Strategi fundraising, Efektivitas, Wakaf Uang, Perspektif Ekonomi Islam.*

ABSTRACT

WAQF FUNDRAISING STRATEGY IN INCREASING THE AMOUNT WAQF FUND AT THE GLOBAL WAQF INSTITUTION OF *AKSI CEPAT* *TANGGAP* YOGYAKARTA IN THE ISLAMIC ECONOMIC PERSPECTIVE

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All poverty alleviation programs implemented by government have not shown any significant results for community yet. It then requires a number of sub-system supports, one of which is waqf instrument. Waqf seems to be still limited to the physical development that lacks of the significant economic contribution. To respond this, a new breakthrough has emerged for waqf development; one is through money endowment. This potential waqf has not been explored as maximal as possible. Therefore, waqf institution plays a very important role to be developed with various strategies.

The research questions in this thesis included how the fundraising strategy of waqf funds at the Global Waqf Institution in Yogyakarta based upon Islamic Economic Perspective and how the effectiveness of the waqf fundraising strategy is. This study used a qualitative method with sociological-normative approach. The purpose sampling technique was used to determine the informants and the data were collected through observation, interviews and documents. The data analysis was conducted through data collection, data condensation, data display and conclusion.

The results showed that the fundraising strategy was conducted by forming a number of teams. First, it was the implementation team or implementation program, second, it was the awareness team, and the last one was philanthropy. All fundraising strategies showed a harmony in Islamic economic values based upon the collection practices as taught by the Prophet Muhammad. Meanwhile, the effectiveness can be seen from the achievements that have met the targets determined, easy access for the community, job satisfaction, briefing and evaluation in each fundraising activity.

Keywords: *Fundraising strategy, Effectiveness, Cash Waqf, Islamic Economic Perspective*

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