

ABSTRAK

Penelitian ini dilatarbelakangi oleh masih tingginya tingkat kemiskinan di Kabupaten Bangkalan serta penyaluran zakat yang masih didominasi pola konsumtif sehingga belum mampu memberikan dampak jangka panjang bagi mustahik. Kondisi tersebut menunjukkan perlunya strategi pengelolaan zakat produktif yang efektif dalam mendukung pemberdayaan ekonomi mustahik. Sebagai upaya pemberdayaan ekonomi, mengembangkan program ZIS Mie melalui bantuan usaha kepada mustahik. Penelitian ini bertujuan untuk mengetahui strategi pengelolaan zakat produktif dalam pemberdayaan ekonomi mustahik melalui program ZIS Mie di BAZNAS Bangkalan serta kendala yang dihadapi dalam pelaksanaannya.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Data diperoleh melalui wawancara, observasi, dan dokumentasi terhadap pihak BAZNAS Kabupaten Bangkalan dan mustahik. Teknik analisis data dilakukan melalui proses reduksi data, penyajian data, dan penarikan kesimpulan untuk memperoleh pemahaman mendalam mengenai strategi pengelolaan zakat produktif dalam program ZIS Mie. Kebaruan penelitian ini terletak pada analisis strategi pengelolaan zakat produktif melalui Program ZIS Mie di BAZNAS Bangkalan sebagai upaya pemberdayaan ekonomi mustahik, sedangkan penelitian sebelumnya lebih banyak mengkaji tentang pengelolaan program secara umum dan efektivitas pemberdayaan mustahik.

Hasil penelitian menunjukkan bahwa strategi pengelolaan zakat produktif melalui program ZIS Mie di BAZNAS Kabupaten Bangkalan dilaksanakan melalui tahapan perencanaan, pengorganisasian, pelaksanaan, dan pengawasan. Program ini dilakukan dengan seleksi mustahik yang tepat sasaran, pembagian tugas yang jelas, pemberian pelatihan pembuatan mie ayam, serta bantuan usaha berupa alat dan bahan melalui sistem *in kind*. Pengawasan dilakukan melalui komunikasi berkala dan kerja sama dengan UPZ untuk memantau perkembangan usaha mustahik. Namun, dalam pelaksanaannya masih terdapat beberapa kendala seperti persaingan usaha, lokasi usaha yang kurang strategis, pemasaran online yang belum optimal, perubahan harga bahan baku serta kendala keterbatasan sumber daya manusia yang dimiliki BAZNAS Bangkalan.

Kata Kunci: Zakat Produktif, Strategi, ZIS Mie

ABSTRACT

This study was motivated by the persistently high poverty rate in Bangkalan Regency and the fact that zakat distribution is still dominated by a consumptive approach, which has not yet been able to provide long-term benefits for the mustahik. These conditions highlight the need for an effective productive zakat management strategy to support the economic empowerment of the mustahik. As an economic empowerment initiative, the ZIS Mie program was developed through business assistance for the mustahik. This study aims to identify strategies for productive zakat management in the economic empowerment of mustahik through the ZIS Mie program at BAZNAS Bangkalan, as well as the challenges encountered in its implementation.

This study uses a qualitative method with a case study approach. Data was obtained through interviews, observations, and documentation of the Bangkalan Regency BAZNAS and Mustahik. Data analysis techniques are carried out through the process of data reduction, data presentation, and conclusion drawing to gain an in-depth understanding of the productive zakat management strategy in the ZIS Mie program. The novelty of this research lies in the analysis of the strategy of productive zakat management through the ZIS Mie Program at BAZNAS Bangkalan as an effort to empower the mustahik economy, while the previous research examined more about program management in general and the effectiveness of mustahik empowerment.

The results of the study show that the strategy for managing productive zakat through the ZIS Mie program at BAZNAS Bangkalan Regency is carried out through the stages of planning, organizing, implementing, and supervising. This program is carried out with the selection of mustahik that is right on target, clear division of tasks, provision of training in making chicken noodles, and business assistance in the form of tools and materials through an in-kind system. Supervision is carried out through periodic communication and cooperation with UPZ to monitor the development of mustahik businesses. However, in its implementation, there are still several obstacles such as business competition, less strategic business locations, online marketing that is not optimal, changes in the price of raw materials and constraints on limited human resources owned by BAZNAS Bangkalan.

Keywords: *Productive Zakat, Strategy, ZIS Mie*