

ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya peran lembaga filantropi Islam dalam meningkatkan kesejahteraan masyarakat melalui pengelolaan dana sedekah yang efektif dan berkelanjutan. Salah satu upaya yang dilakukan adalah melalui Program Gerakan Sedekah Subuh yang diselenggarakan oleh Baitul Maal Hidayatullah Kabupaten Bangkalan. Berdasarkan hasil observasi, program tersebut dilaksanakan secara rutin setelah salat subuh berjamaah melalui pengumpulan sedekah secara langsung di masjid maupun secara digital. Penelitian ini bertujuan untuk mengetahui strategi BMH Kabupaten Bangkalan dalam mengelola Program Gerakan Sedekah Subuh serta proses pelaksanaannya dalam meningkatkan kesejahteraan masyarakat.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari koordinator BMH, staf penghimpunan dan keuangan, donatur, serta masyarakat penerima manfaat Program Gerakan Sedekah Subuh. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa strategi yang diterapkan oleh BMH Kabupaten Bangkalan meliputi edukasi rutin kepada masyarakat, digital campaign berbasis content marketing, pemanfaatan influencer dan tokoh digital, serta penerapan sistem donasi digital yang instan. Strategi tersebut mampu meningkatkan kesadaran, kepercayaan, dan partisipasi masyarakat dalam kegiatan sedekah subuh. Adapun proses pelaksanaan program dilakukan melalui tahapan penghimpunan, pengelolaan, dan penyaluran dana secara terstruktur dan transparan kepada masyarakat yang membutuhkan. Program Gerakan Sedekah Subuh memberikan manfaat dalam membantu meringankan beban ekonomi masyarakat, meningkatkan kepedulian sosial, serta mendukung peningkatan kesejahteraan masyarakat di Kabupaten Bangkalan.

Kata Kunci: BMH Kabupaten Bangkalan, Gerakan Sedekah Subuh, Kesejahteraan Masyarakat, Strategi.

ABSTRACT

This research is motivated by the important role of Islamic philanthropic institutions in improving community welfare through the effective and sustainable management of charitable donations. One of the initiatives undertaken is the dawn alms movement. Program organized by Baitul Maal Hidayatullah Bangkalan Regency. Based on the results of observations, the program is carried out regularly after the dawn prayer (Subuh) through direct collection of donations at mosques as well as through digital payment platforms. This study aims to analyze the strategies employed by BMH Bangkalan Regency in managing the dawn alms movement Program and its implementation in improving community welfare.

This study uses a qualitative research method with a descriptive approach. Data was obtained through interviews, observations, and documentation. The research informants consisted of the BMH coordinator, fundraising and finance staff, donors, as well as the community beneficiaries of the Subuh Charity Movement Program. Data analysis was conducted through data reduction, data presentation, and drawing conclusions, while the validity of the data was tested using source triangulation.

The research results show that the strategy implemented by BMH Bangkalan Regency includes regular education for the community, a digital campaign based on content marketing, the utilization of influencers and digital figures, as well as the implementation of an instant digital donation system. These strategies are able to increase awareness, trust, and community participation in the Subuh charity activities. The program implementation process is carried out through the stages of fundraising, management, and structured and transparent distribution of funds to the communities in need. The Subuh Charity Movement program provides benefits in helping alleviate the economic burden of the community, increasing social awareness, and supporting the improvement of community welfare in Bangkalan Regency.

Keywords: *BMH Bangkalan Regency, Community Welfare, Subuh Charity Movement, Strategy.*