

Abstrak

Strategi fundraising merupakan pendekatan untuk mencapai tujuan dan berguna untuk membedakan aktivitas penggalangan dana dari organisasi pelayanan social lainnya. Analisis strategi fundraising dapat dilakukan dengan cara mengklasifikasi strategi yang digunakan ke dalam jenis-jenis strategi fundraising lembaga social yang meliputi: *dialogue fundraising, corporate fundraising, multichannel fundraising, retention and development donor*. Baznas Jatim merupakan lembaga pemerintahan non-struktural yang berwenang melakukan pengelolaan zakat nasional. Pendayagunaan juga dilakukan disamping kegiatan fundraising. Pendayagunaan merupakan upaya pengelolaan dana ZIS agar dapat memberikan manfaat bagi penerimanya. Terdapat 4 pola pendayagunaan, yaitu: konsumtif tradisional, konsumtif kreatif, produktif tradisional, dan produktif kreatif. Adanya pandemic covid-19 menyebabkan lumpuhnya aktivitas diberbagai sector, dalam hal ini Baznas Jatim merupakan salah satu lembaga dari sector ekonomi-sosial yang juga terdampak pandemic covid-19. Penelitian ini bertujuan untuk mendeskripsikan bagaimana strategi fundraising dan pendayagunaan pada saat pandemic covid-19.

Penelitian ini menggunakan metode penelitian kualitatif deskriptif yang menggambarkan fenomena yang terjadi dalam masyarakat. Dalam pengumpulan data peneliti menggunakan metode wawancara semi struktur selain itu peneliti juga melakukan observasi dan dokumentasi di Baznas Provinsi Jawa Timur.

Hasil penelitian dari analisis strategi fundraising dan pendayagunaan dana Zakat, Infak dan Sedekah pada saat Pandemi Covid-19 di Baznas Provinsi Jawa Timur menunjukkan bahwa strategi fundraising yang digunakan pada saat pandemic covid-19 adalah *multichannel fundraising*. Pendayagunaan dana ZIS yang dilakukan oleh Baznas Provinsi Jawa Timur adalah konsumtif tradisional melalui program Jawa Timur Peduli, Konsumtif Kreatif Melalui program Jawa Timur Cerdas dan Jawa Timur Sehat, Produktif Kreatif melalui program Jawa Timur Makmur.

Kata kunci: *Fundraising, Pendayagunaan, Covid-19*

ABSTRACT

A fundraising strategy is an approach to achieving goals and is useful for distinguishing fundraising activities from other social service organizations. Fundraising strategy analysis can be done by classifying the strategies used into types of fundraising strategies for social institutions which include: dialogue fundraising, corporate fundraising, multichannel fundraising, donor retention and development. East Java Baznas is a non-structural government agency authorized to manage national zakat. Utilization is also carried out in addition to fundraising activities. Utilization is an effort to manage ZIS funds in order to provide benefits for the recipients. There are 4 patterns of empowerment, namely: traditional consumptive, creative consumptive, traditional productive, and creative productive. The existence of the covid-19 pandemic has caused the paralysis of activities in various sectors, in this case the East Java Baznas is one of the institutions from the social-economic sector that is also affected by the covid-19 pandemic. This study aims to describe how fundraising and utilization strategies are during the covid-19 pandemic.

This study uses descriptive qualitative research methods that describe phenomena that occur in society. In collecting data, researchers used semi-structured interviews, besides that researchers also conducted observations and documentation at the National Baznas of East Java Province.

The results of the analysis of the fundraising strategy and the utilization of Zakat, Infaq and Alms funds during the Covid-19 Pandemic in Baznas, East Java Province, showed that the fundraising strategy used during the Covid-19 pandemic was multichannel fundraising. The utilization of ZIS funds carried out by the Baznas of East Java Province is traditional consumptive through the East Java Care program, Creative Consumption through the Smart East Java program and the Healthy East Java, Creative Productive through the Prosperous East Java program.

Keyword : Fundraising, Utilization, Covid-19