

ABSTRAK

Indonesia sebagai negara dengan populasi Muslim terbesar memiliki potensi besar dalam pengembangan filantropi Islam, khususnya melalui instrumen wakaf saham. Wakaf saham memungkinkan saham syariah dikelola agar menghasilkan dividen atau capital gain yang kemudian disalurkan pada program sosial. Penelitian ini bertujuan menganalisis efektivitas pengelolaan wakaf saham digital melalui MotionTrade PT MNC Sekuritas, serta mengidentifikasi tantangan dan peluang dalam implementasinya. Metode penelitian yang digunakan bersifat kualitatif, dengan pendekatan lapangan untuk teknik pengumpulan data menggunakan teknik wawancara semi-terstruktur, observasi non-partisipan, dan dokumentasi di PT MNC Sekuritas Surabaya dan lembaga nazhir seperti BWI dan RZI. Hasil penelitian menunjukkan bahwa melalui aplikasi Motion Trade. Tercatat penyaluran donasi saham dan uang senilai Rp 21,4 juta untuk 107 paket pakaian Lebaran bagi anak yatim dhuafa di Cirebon, Yogyakarta, Surabaya, dan Jakarta pada Maret 2024, Penyaluran bantuan kemanusiaan untuk Gaza mencapai Rp 94,5 juta pada Desember 2023, Pada April 2024 donasi senilai Rp 21,4 juta kembali disalurkan via Rumah Zakat Indonesia untuk paket yatim dhuafa. Pada Juni 2025 PT MNC Sekuritas memberikan qurban senilai Rp 21 juta disalurkan kepada warga yang kurang mampu. Pengelolaan donasi dilakukan berdasar prinsip POAC (*Planning, Organizing, Actuating, Controlling*) dan syariah, dengan transparansi dan profesionalisme melalui fitur filantropi di MotionTrade. Kolaborasi dengan nazhir terpercaya seperti BWI, RZI, dan BAZNAS memastikan donasi digunakan tepat sasaran meliputi bantuan Gaza, anak yatim, layanan kesehatan, kurban, dan beasiswa. Meskipun demikian, masih terdapat tantangan seperti literasi digital, sumber daya, dan regulasi yang terus berkembang. Dengan pengelolaan yang baik dan dukungan lintas lembaga, wakaf saham dan donasi filantropi digital melalui MotionTrade berpotensi menjadi instrumen strategis peningkatan kesejahteraan umat di Indonesia.

Kata Kunci: *Pengelola, Wakaf Saham, Motion Trade*

ABSTRACT

Indonesia as a country with the largest Muslim population has great potential in developing Islamic philanthropy, especially through stock waqf instruments. Stock waqf allows sharia stocks to be managed to generate dividends or capital gains which are then distributed to social programs. This study aims to analyze the effectiveness of digital stock waqf management through MotionTrade PTMNC Sekuritas, as well as identify challenges and opportunities in its implementation. The research method used is qualitative, with a field approach for data collection techniques using semi-structured interviews, non-participant observation, and documentation at PT MNC Sekuritas Surabaya and nazhir institutions such as BWI and RZI. The results of the study show that through the Motion Trade application. It was recorded that the distribution of stock and cash donations worth IDR 21.4 million for 107 Eid clothing packages for orphans in Cirebon, Yogyakarta, Surabaya, and Jakarta in March 2024, The distribution of humanitarian aid for Gaza reached IDR 94.5 million in December 2023, In April 2024, donations worth IDR 21.4 million were again distributed via Rumah Zakat Indonesia for orphan and dhuafa packages. In June 2025, PT MNC Sekuritas provided qurban worth IDR 21 million distributed to underprivileged residents. Donation management is carried out based on the principles of POAC (Planning, Organizing, Actuating, Controlling) and sharia, with transparency and professionalism through the philanthropy feature in MotionTrade. Collaboration with trusted nazhirs such as BWI, RZI, and BAZNAS ensures that donations are used appropriately for Gaza assistance, orphans, health services, qurban, and scholarships. However, there are still challenges such as digital literacy, resources, and regulations that continue to develop. With good management and cross-institutional support, stock waqf and digital philanthropic donations through MotionTrade have the potential to become strategic instruments for improving the welfare of the people in Indonesia.

Keywords: Manager, Stock Waqf, Motion Trade