

ABSTRAK

Penelitian ini dilatarbelakangi oleh masih terbatasnya akses pendidikan bagi masyarakat kurang mampu di Kabupaten Sampang. Untuk membantu mengatasi permasalahan tersebut, BAZNAS Kabupaten Sampang melaksanakan Program Satu Keluarga Satu Sarjana (SKSS) melalui pendistribusian dana infak dan sedekah. Penelitian ini bertujuan untuk menganalisis efektivitas pelaksanaan program SKSS dalam meningkatkan akses pendidikan dan membantu kesejahteraan penerima manfaat. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi. Data dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan, serta diuji menggunakan triangulasi sumber dan metode. Hasil penelitian menunjukkan bahwa Program SKSS di BAZNAS Kabupaten Sampang telah berjalan cukup efektif. Sosialisasi program dilakukan melalui website dan Instagram resmi BAZNAS sehingga informasi dapat diakses dengan mudah. Proses seleksi penerima manfaat dilaksanakan berdasarkan kriteria keluarga kurang mampu dan belum memiliki anggota keluarga sarjana sehingga bantuan dinilai tepat sasaran. Bantuan pendidikan yang diberikan dimanfaatkan untuk pembayaran UKT dan membantu meringankan beban biaya kuliah penerima manfaat. Selain itu, monitoring program dilakukan secara berkala melalui evaluasi akademik dan pembinaan. Meskipun demikian, pelaksanaan program masih menghadapi kendala berupa keterbatasan anggaran dan jumlah donatur yang tidak tetap.

Kata Kunci: Efektivitas, Program SKSS, Pendidikan.

ABSTRAC

This study is motivated by the limited access to education among underprivileged communities in Sampang Regency. To address this issue, BAZNAS of Sampang Regency implements the One Family One Graduate (SKSS) Program through the distribution of infaq and sadaqah funds. This research aims to analyze the effectiveness of the SKSS Program in improving access to education and supporting the welfare of its beneficiaries. This study employed a descriptive qualitative approach. Data were collected through interviews, observations, and documentation. The data analysis process involved data reduction, data presentation, and conclusion drawing, while data validity was examined through source and method triangulation. The findings indicate that the SKSS Program implemented by BAZNAS of Sampang Regency has been fairly effective. Program dissemination was carried out through the official BAZNAS website and Instagram account, enabling information to be accessed easily by the public. The selection process for beneficiaries was conducted based on criteria targeting economically disadvantaged families who did not yet have a university graduate within the family, indicating that the assistance was appropriately targeted. The educational assistance provided was mainly used to pay tuition fees (UKT) and helped reduce the financial burden of higher education costs for the beneficiaries. In addition, program monitoring was conducted regularly through academic evaluations and guidance activities. However, the implementation of the program still faced several obstacles, particularly limited funding and fluctuating numbers of donors.

Keywords: Effectiveness, SKSS Program, Education.