

ABSTRAK

Perkembangan teknologi digital di Indonesia telah mendorong perubahan dalam berbagai sektor, termasuk dalam pengelolaan zakat, infak, dan sedekah (ZIS). Digitalisasi menjadi salah satu strategi penting yang digunakan lembaga amil zakat untuk meningkatkan efektivitas penghimpunan dan pendistribusian dana ZIS di tengah meningkatnya penggunaan media digital oleh masyarakat. Potensi dana ZIS yang besar perlu didukung dengan strategi digital marketing yang efektif agar penghimpunan dan penyaluran dana dapat berjalan secara optimal. Penelitian ini bertujuan untuk menganalisis strategi digital marketing yang diterapkan oleh LMI Bangkalan dalam meningkatkan penghimpunan dan pendistribusian dana ZIS.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Data yang diperoleh kemudian dianalisis melalui proses reduksi data, penyajian data, dan penarikan kesimpulan. Pendekatan tersebut digunakan untuk memperoleh gambaran secara mendalam mengenai implementasi strategi digital marketing dalam pengelolaan dana ZIS di LMI Bangkalan. Karena pada akhirnya, bahkan aktivitas filantropi pun sekarang harus berdampingan dengan media sosial, QRIS, dan manusia yang lebih cepat membuka notifikasi dibanding membaca pengumuman resmi.

Hasil penelitian menunjukkan bahwa strategi digital marketing yang diterapkan oleh LMI Bangkalan dilakukan melalui pemanfaatan media sosial, WhatsApp, website, serta platform pembayaran digital seperti transfer bank dan QRIS. Strategi tersebut memberikan dampak positif terhadap peningkatan akses informasi, kemudahan transaksi, transparansi pengelolaan dana, serta peningkatan partisipasi masyarakat dalam penghimpunan dana ZIS. Selain itu, penggunaan media digital membantu memperluas jangkauan donatur dan mempermudah proses pendistribusian bantuan kepada mustahik secara lebih tepat sasaran. Implementasi strategi digital marketing masih menghadapi beberapa kendala, seperti keterbatasan sumber daya manusia, rendahnya literasi digital masyarakat, dan belum optimalnya pengelolaan konten digital yang interaktif. Penelitian ini menyimpulkan bahwa strategi digital marketing memiliki peran penting dalam meningkatkan efektivitas penghimpunan dan pendistribusian dana ZIS sehingga diperlukan inovasi digital dan penguatan strategi komunikasi yang lebih efektif.

Kata Kunci: Penghimpunan, pendistribusian, digital marketing

ABSTRACT

The development of digital technology in Indonesia has encouraged changes in various sectors, including the management of zakat, infaq, and sadaqah (ZIS). Digitalization has become one of the important strategies used by zakat institutions to improve the effectiveness of collecting and distributing ZIS funds amid the increasing use of digital media by society. The large potential of ZIS funds needs to be supported by effective digital marketing strategies so that the collection and distribution of funds can run optimally. This study aims to analyze the digital marketing strategies implemented by LMI Bangkalan in improving the collection and distribution of ZIS funds.

This study uses a qualitative approach with a descriptive method. Data collection techniques were carried out through interviews, observations, and documentation. The data obtained were then analyzed through the processes of data reduction, data presentation, and conclusion drawing. This approach was used to obtain an in-depth overview of the implementation of digital marketing strategies in the management of ZIS funds at LMI Bangkalan. Because in the end, even philanthropic activities now have to coexist with social media, QRIS, and people who are quicker to open notifications than read official announcements. Humanity truly built an entire civilization around glowing rectangles.

The results of the study indicate that the digital marketing strategy implemented by LMI Bangkalan is carried out through the utilization of social media, WhatsApp, websites, and digital payment platforms such as bank transfers and QRIS. This strategy has a positive impact on increasing access to information, transaction convenience, transparency in fund management, and increasing public participation in the collection of ZIS funds. In addition, the use of digital media helps expand the reach of donors and facilitates the process of distributing assistance to mustahik more accurately. However, the implementation of digital marketing strategies still faces several obstacles, such as limited human resources, low digital literacy among the community, and the not yet optimal management of interactive digital content. This study concludes that digital marketing strategies have an important role in improving the effectiveness of collecting and distributing ZIS funds, so digital innovation and strengthening more effective communication strategies are needed.

Keywords: Fundraising, distribution, digital marketing