

Management of the Zakat Collecting Unit (UPZ) in Tamalanrea District, Makassar City

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Abstract. This study aims to determine the potential of zakat at UPZ Masjid in Tamalanrea District, Makassar City and want to examine how the strategy of the manager of the Zakat Collecting Unit in maximizing the collection of funds from muzakki as potential zakat in Tamalanrea District, Makassar City. This type of research is a descriptive qualitative research that takes place in the Tamalanrea District, Makassar City, with a research focus on the potential of zakat in the UPZ mosque area as well as how the zakat collection strategy is based on the results of mapping the zakat potential obtained. Methods of data collection using documentation and interviews. While the analysis and data processing techniques used qualitative analysis techniques. From the research conducted, information was obtained that the efforts of UPZ in recognizing the Potential of Zakat contained in the UPZ of the Mosque in Tamalanrea District, Makassar City have been carried out. A number of UPZ Mosques have collected zakat maal in addition to zakat fitrah which is routinely managed every year. However, most UPZs have not managed zakat maal. The UPZ Mosque strategy in increasing zakat collection is carried out in the form of a) Determination of muzakki segmentation, b) Preparation of resources and operating systems, c) building a communication system and d) building a muzakki and mustahik service system, but it still needs to be maximized with the involvement of various parties. related.

Keyword: management, UPZ, tamalanrea, makassar.