

BAZNAS EFFORTS IN IMPROVING ECONOMY OF THE ISLAMIC COMMUNITIES IN SOUTH SULAWESI PROVINCE (DAKWAH PERSPEKTIVE)

Muhammad Ishaq Samad¹, Muhammad Khidri Alwi², Irfan Sanusi Baco³, Kamaruddin⁴, Abd.Aziz Bennu⁵.

Universitas Muslim Indonesia, Badan Amil Zakat Nasional Provinsi Sulawesi Selatan.
Email: mishaq@umi.ac.id

BACKGROUND

Zakat distribution have a positive and significant effect on economic growth, investment and consumption (Suprayitno 2019; Alam et al. 2023). Zakat institutions in most countries still need to have structured arrangements and flow mechanisms developed from the zakat money that has been collected (Islamy and Hannase 2021). Malaysia is a country that regulates zakat and has advantages in zakat collection (Wira 2019). According Siswanto et al (2022) found that Malaysian Muslims only focus on income zakat and not on maal zakat. Meanwhile zakat in Indonesia not only functions as a redistribution of wealth, but also as a means of reducing social and economic disparities in society. According to Yusuf Qardhawi (2000), the Islamic economic system is built on two elements, freedom from the usury system and actualization of the potential of zakat. However, BAZNAS South Sulawesi has been active in helping Islamic communities improving their economy through various distributions and economic empowerment programs in South Sulawesi, such as Zmart, ZChicken, ZBox, and so on.

Therefore, the authors want to examine through dakwah perspective the efforts of the South Sulawesi National Amil Zakat Agency (BAZNAS) in improving Islamic economy.

METHODE

The type of research used a qualitative method. The research sample consisted of representatives from Baznas leaders from Makassar City, Maros Regency, Barru Regency and Bulukumba Regency consist of 20 people, 20 people from Muzakki and 30 mustahik. The data used primary data and secondary data with data collection techniques using observation, interviews and documentation techniques. Data analysis uses data presentation and conclusions.

RESULT AND DISCUSSION

The research results showed in dakwah perspective the efforts of BAZNAS South Sulawesi Province through the establishment of UPZ (Zakat Collection Units) both in Government Agencies and the private sector. Apart from that, through retail mechanisms, digital fundraising such as through social media, such as Instagram, Facebook, which really helps improve the economy on Islamic communities. Especially in the current digital era, people often use social media to search for information. Apart from that, Baznas also involves CSR or Corporate Social Responsibility, including Baznas conducting zakat training activities or seminars to the community which really helps provide information to the people about the National Amil Zakat Agency (BAZNAS) programs. Furthermore the fundraising efforts carried out by the National Zakat Agency (BAZNAS) of South Sulawesi Province are using direct and indirect methods, the direct model is carried out by conducting outreach to the people. Meanwhile, indirect efforts involve sharing flayers via social media. Zakat Infaq Sadaqah funds collected during 2023 in South Sulawesi amount to 680 billion. Meanwhile, in 2024 BAZNAS throughout South Sulawesi has set an Annual Budget Work Plan with a target of collecting IDR 863 billion.

CONCLUTIONS

1. In Dakwah perspective the efforts of BAZNAS South Sulawesi Province through the establishment of UPZ (Zakat Collection Units) both in Government Agencies and the private sector.
2. Dakwah bil hal of Baznas involves CSR or corporate social responsibility, including Baznas conducting zakat training activities or seminars to the community which really helps provide information to the people about the National Amil Zakat Agency (BAZNAS) programs. Fundraising efforts carried out by the National Zakat Agency (BAZNAS) of South Sulawesi Province are using direct and indirect methods, the direct model is carried out by conducting outreach to the people. Meanwhile, indirect efforts involve sharing flayers via social media.

Keywords: Baznas Efforts - Improving Islamic Economy-Dakwah