

Escalation of Zakat Infaq and Shadaqah Collection at Lazis Al-Irsyad Cilacap

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Abstract

One proof of the success of an amil zakat, infak and shadaqah (ZIS) is the escalation of ZIS collection every year. The escalation of ZIS collection is usually determined by the potential or opportunities that exist in the field. LAZIS Al-Irsyad Cilacap has the opportunity and potential of ZIS around 5 billion annually. However, this potential can only be achieved by around 2 billion each year. This data shows that there are problems or obstacles in collecting ZIS at LAZIS Al-Irsyad Cilacap. This study aims to determine the opportunities and problems of ZIS collection at LAZIS Al-Irsyad Cilacap in order to escalate ZIS collection every year. The method used in this study is a qualitative approach with data collection techniques through in-depth interviews. The results of this study indicate that the opportunities and potentials of zakat at LAZIS Al-Irsyad are: 1) The numbers of teachers, lecturers, employees, student guardians and sympathizers who can be a source of zakat, infaq and shadaqah; 2) The number of school, mosque, campus activities that can be a place for socialization and promotion of LAZIS; 3) There is a suggestion from the foundation to distribute zakat, infaq and shadaqah to LAZIS; and 4) There is support from students in carrying out activities at LAZIS. While the obstacles are: 1) Collection of ZIS from teachers, lecturers, employees, student guardians and sympathizers has not been maximized because they chose to distribute it elsewhere; 2) Lack of socialization and coordination with school committees, unit chairman (kindergarten, elementary, junior high, high school and Al-Irsyad Cilacap University) and employees; 3) There is still a lack of promotion through social media; and 4) There is no direct instruction from the foundation to distribute zakat to LAZIS. The results of this study are expected to become recommendations for LAZIS Al-Irsyad and its partners to escalate ZIS collection in their environment.

Keywords: escalation, ZIS collection, opportunity, obstacle

A. Introduction

Zakat, infaq and Shadaqah (ZIS) are a means to improve people's welfare (Rifdaningsi, 2020). ZIS is a Maaliyah worship ordered by Islam to its adherents. The order regarding paying ZIS is mentioned in many argument, either it is as obligatory or only as recommend (Ma'ruf, 2022). This argument is a motivation for a Muslim to collect and distribute ZIS in the context of ta'awun among others. With the collection and distribution,

it is expected that it can improve the welfare and economy of the community (Bastomi, 2018).

The collection of ZIS in Indonesia has not been maximized. The data shows that the national zakat potential is Rp. 233.8 trillion and what BAZNAS managed to collect was Rp. 4.3 trillion, namely 3.2%. (Baznas, 2020). This data shows that Muslims in Indonesia do not yet have a high awareness of paying zakat. There are factors that cause this low awareness that can be studied and used as a solution in increasing zakat collection in Indonesia.

The phenomenon of ineffective collection of zakat also occurs in ZIS amil institutions. One of them is the Al-Irsyad Cilacap Amil Zakat, Infaq and Alms Institution (LAZIS Al-Irsyad Cilacap). LAZIS Al-Irsyad Cilacap has the opportunity and potential of around 5 billion ZIS annually. However, this potential can only be achieved by around 2 billion each year (Wahyudin, 2023). This data shows that there are problems or obstacles in collecting ZIS at LAZIS Al-Irsyad Cilacap.

Based on the problems above, the purpose of this research is to find out the opportunities and constraints of collecting ZIS at LAZIS Al-Irsyad Cilacap. By knowing the opportunities and constraints something can solve existing problems (Irawansah, 2014). It is hoped that the results of this research can become input for LAZIS Al-Irsyad in order to escalate ZIS collection every year. ZIS amil institutions have an important role in collecting and distributing ZIS. One proof of the success of an amil zakat, infak and shadaqah (ZIS) institution is the escalation of ZIS collection every year. The escalation of ZIS collection is usually determined by the potential or opportunities that exist in the field.

B. Research Method

This research is qualitative research with data collection techniques through in-depth interviews (Irawansah, 2021). Qualitative research is a method used to understand a phenomenon based on a different point of view from each informant (Sugiyono, 2013). Collecting data in this study is by in-depth interviews in the form of semi-structural interviews. The interview focused on the topic of opportunities and obstacles to collecting

ZIS at LAZIS Al-Irsyad Cilacap. The questions have been prepared according to the needs of the interview and can be developed if needed while remaining focused on the topics studied in this study. Furthermore, the results of the interviews that have been obtained by the author, are then well selected and analyzed in relation to the focus of this study. The data that is appropriate to the topic is further studied and compared with one another. These data are then used as a reference which is explained descriptively by the author as scientific support in accordance with the topic being studied (Irawansah, 2023).

C. Results and Discussion

Result

1. The Opportunities and Potentials of ZIS at LAZIS Al-Irsyad Cilacap

LAZIS Al-Irsyad Cilacap is one of the institutions under the supports of the Al-Irsyad Cilacap Social Foundation. This institution was established on July 3 2017. The establishment of this institution aims to facilitate residents within the Al-Irsyad Cilacap Social Foundation to distribute ZIS. Apart from that, it is also hoped that this institution can help the Al-Irsyad Cilacap Social Foundation to take part in the welfare of the community within the Foundation and around Cilacap, Central Java.

Since LAZIS was established, there are opportunities and potentials that can be exploited to collect ZIS in quite a large number. Based on the results of our interview with the Director of LAZIS Al-Irsyad Cilacap, namely SW, the opportunities and potential of ZIS in the LAZIS Al-Irsyad Cilacap environment are around 5 billion each year. This potential is known based on the number of residents in the Al-Irsyad Cilacap Social Foundation environments such as lecturers, teachers, employees, students, student guardians and others (Wahyudin, 2023). Details of the potential and opportunities for ZIS collection at LAZIS Al-Irsyad Cilacap can be detailed as follows:

a. The large number of teachers, lecturers, employees, student guardians and sympathizers who can be a source of zakat, infaq and alms

There are a large number of teachers, lecturers, staff, guardians of students, alumni and sympathizers within the Al-Irsyad Social Foundation. There are around 5,000

people who can become muzaki based on data on the number of residents in the Al-Irsyad Cilacap Social Foundation (Wahyudin, 2023). This amount is quite large if the amount of zakat collection can be optimized (Danial, 2018). The more muzaki, the greater the potential for escalation of zakat collection in an institution (Bastomi, 2018).

This opportunity and potential has been utilized by LAZIS Al-Irsyad Cilacap. Based on data, 85% of the results of ZIS collection at LAZIS Al-Irsyad Cilacap come from muzaki who are in the Foundation's environment (Wahyudin, 2023). These muzaki are teachers, lecturers, employees, guardians of students, alumni, and sympathizers. This opportunity and potential needs to be optimized so that the collection of ZIS at LAZIS Al-Irsyad Cilacap escalates every year.

b. There are many school, mosque, campus activities that can be a place for socialization and promotion of LAZIS

There are many programs or activities in the Al-Irsyad Cilacap Social Foundation. The units under the supports of the Al-Irsyad Cilacap Social Foundation consist of Playgroups, Kindergartens, Elementary Schools, Middle Schools, High Schools, and Universities. Each unit has quite a lot of activities and programs. These programs and activities can be utilized by LAZIS Al-Irsyad Cilacap in the context of collecting and distributing ZIS. Such as social programs, community service, distribution of groceries and so on. Usually, these units are facilitated to collect ZIS to LAZIS, then LAZIS distributes it to places or areas where there are mustahik who are entitled to receive ZIS and according to the request of each Unit or in accordance with the activities programmed (Cilacap, 2023).

There are programs and unit activities that can be an opportunity for LAZIS to deliver ZIS programs and collections. These programs and activities include regular meetings of school committees, student guardians, recitations, halaqoh, charity bazaars, and so on. These programs and activities really help LAZIS in socializing the ZIS collection and distribution program. Employees, parents of students and others respond well to socialization. There were even those who immediately collected their ZIS when

they learned that at the Al-Irsyad Cilacap Social Foundation there was LAZIS which facilitated them to collect and distribute ZIS (Wahyudin, 2023).

c. There is a suggestion from the foundation to distribute zakat, infaq and shadaqah to LAZIS

One of the potentials and opportunities that LAZIS Al-Irsyad has in order to escalate ZIS collection is the support from the Al-Irsyad Social Foundation. The Foundation advises all Units and residents within the Foundation to distribute ZIS to LAZIS Al-Irsyad Cilacap. The existence of recommendations from the Foundation makes it easier for LAZIS to gain the trust of all Units and residents within the Foundation.

LAZIS Al-Irsyad Cilacap almost every year experiences an escalation in ZIS collection. The escalation of ZIS collection cannot be separated from the existence of trust from the community to collect their ZIS to LAZIS. So this trust continues to be maintained in various ways including working with the Foundation to always deliver LAZIS programs. The Foundation is also expected to advise all Units and residents within the Foundation to collect ZIS to LAZIS Al-Irsyad Cilacap.

d. There is support from students and students in carrying out activities at LAZIS

There are around 4,000 students in the Al-Irsyad Cilacap Social Foundation (Wahyono, 2023). Students and students have an important role in the implementation of existing programs at LAZIS. Information on programs and activities at LAZIS is usually conveyed to parents or guardians of students through students and students. In addition, students also assist LAZIS in carrying out various activities such as distributing groceries, breaking the fast together, teaching youth/children, free medical examinations and so on.

This opportunity and potential have been exploited by LAZIS Al-Irsyad in the context of escalating ZIS collection. Many activities that involve students and students become promotions for programs and collection of zakat at LAZIS Al-Irsyad Cilacap. Among the activities that involve students in socializing the LAZIS program are recitation events accompanied by free health checks, free medical treatment, and

distribution of necessities. Usually, these activities are carried out by LAZIS in collaboration with students, Al-Irsyad polyclinic, teachers, and lecturers. The event involved many parties so that it was attended by many visitors or worshipers. At the beginning or at the end of the LAZIS event socialize the programs. Information about this program makes LAZIS known to the public and muzakis have more confidence in collecting ZIS at LAZIS Al-Irsyad Cilacap. From this, it can be seen that LAZIS is able to cooperate with all parties and distribute ZIS according to the target.

2. Obstacles in collecting ZIS at LAZIS Al-Irsyad Cilacap

An institution that implements a program or activity will encounter obstacles. A good institution is an institution that seeks solutions to every obstacle it finds. Even the obstacles found can be used as an opportunity and potential in implementing a program or activity (Fajrina, Alifah Nur; Putra, Farhan Rafi; Sisillia, 2020). LAZIS Al-Irsyad also encountered problems in ZIS collection programs and activities. Based on the results of interviews with the Director of LAZIS Al-Irsyad Cilacap, several obstacles were found in collecting ZIS, including:

a. Collection of ZIS from teachers, lecturers, employees, student guardians and sympathizers has not been maximized because they chose to distribute it elsewhere

Residents (teachers, lecturers, employees, guardians of students or others) within the Al-Irsyad Cilacap Social Foundation come from different backgrounds. The background in question is the area of origin, ethnicity, age, occupation, place of residence, organization and so on. This different background means that not all teachers, lecturers, employees, guardians of students or others collect ZIS at LAZIS Al-Irsyad Cilacap. Some collect it in their area of origin, place of work, organization or other (Wahyudin, 2023).

Based on data on the number of teachers, lecturers, staff, student guardians and sympathizers, the potential for collecting ZIS at LAZIS Al-Irsyad amounts to around 5 billion. This potential can only be achieved around 2 billion (Wahyudin, 2023). One of the obstacles is that not all residents in the Al-Irsyad Cilacap Social Foundation collect ZIS at LAZIS Al-Irsyad Cilacap. Among the reasons is preferring to distribute to other

places according to their respective backgrounds. And another reason is their emotional closeness to an institution that suits their background.

b. Lack of socialization and coordination with school committees, unit heads (kindergarten, elementary, junior high, high school and Al-Irsyad Cilacap University) and employees

Socialization and coordination with school committee unit heads (kindergarten, elementary, junior high, high school, and Al-Irsyad Cilacap University) and employees have been carried out. However, socialization and coordination have not been carried out optimally by LAZIS Al-Irsyad. Among the causes are the lack of information obtained from all Units and the lack of human resources responsible for the implementation of socialization and coordination programs. This obstacle has been discovered by LAZIS Al-Irsyad since the founding of the institution, but has not been responded to quickly and the right solution has not been found.

c. There is still a lack of promotion through social media

The most effective promotion or socialization of a program is through social media. The power of promotion through social media is relatively large because it is easy and quickly known by others. However, pay attention to the way and momentum in promoting a program through social media.

LAZIS Al-Irsyad Cilacap has not used social media actively. Many missed moments in promoting a program. LAZIS Al-Irsyad also does not routinely upload news about programs or outreach about activities that will be carried out. Information on the results of activities has also not been shared regularly, for example every day, every week, or every month (Wahyudin, 2023).

The use of social media that is less active and not routine is caused by several things, including the absence of a special program for managing LAZIS Al-Irsyad Cilacap social media accounts, the absence of a special person in charge, and the lack of supervision from leaders in utilizing social media.

d. There has been no direct instruction from the foundation to distribute zakat to LAZIS

There has not been found any direct letter or instruction from the Foundation to all residents within the Al-Irsyad Social Foundation to collect ZIS to LAZIS Al-Irsyad Cilacap. Among the reasons is that the Foundation does not want to burden the people within the Foundation's environment so that it gives them the freedom to distribute ZIS according to their individual wishes. So far, the Al-Irsyad Cilacap Social Foundation has only recommended collecting ZIS to LAZIS without coercion or being obligatory. This caused not all residents in the Al-Irsyad Cilacap Social Foundation to collect ZIS at LAZIS Al-Irsyad Cilacap.

Discussion

LAZIS Al-Irsyad Cilacap has quite a big opportunity in collecting and distributing ZIS. These opportunities and potentials can actually be optimized as long as the Directors and employees take advantage of these opportunities and potentials. For example, the potential number of residents (teachers, lecturers, staff, student guardians, and sympathizers) at the Al-Irsyad Cilacap Social Foundation which is quite large can be optimized as best as possible. Foundations can set a rule that all residents in the Foundation's environment collect ZIS at least 5% or 10% to LAZIS Al-Irsyad Cilacap of the total ZIS they issue and this is mandatory. So, every citizen has a stake in advancing LAZIS Al-Irsyad Cilacap and the Al-Irsyad Cilacap Social Foundation. Apart from that, they still have the freedom to distribute ZIS which is around 90% or 95% to other institutions they want. This method is one of the solutions to escalate the number of ZIS collections at LAZIS Al-Irsyad and provides an opportunity for other institutions to be able to receive ZIS from residents within the Cilacap Social Foundation.

LAZIS Al-Irsyad Cilacap also needs to pay attention to other opportunities and potentials. These opportunities and potentials are exploited one by one in accordance with LAZIS capabilities. Among them are the Directors and Employees of LAZIS who can discuss and find the best way to optimize all the opportunities and potential that exist. Furthermore, the results of the agreement can be directly implemented in accordance with

their respective responsibilities. If obstacles are found, it is necessary to find a solution together (Huda, 2014).

One way that can be used to take advantage of the opportunities and potential of ZIS is to give rewards to muzaki. Giving rewards is one way to change a person's behavior (Ratna, Sulistami D; Erlinda, 2018). In Islamic teachings also apply reward and punishment techniques in a problem. This is to motivate Muslims to implement or avoid a provision in Islamic law. In Islamic history the Prophet also applied this to motivate his companions to do good and avoid evil. (Arif, 2013).

LAZIS can also carry out outreach activities and regularly provide information to them about ZIS distribution activities that have been carried out. This information fosters trust from muzaki to LAZIS so that muzaki is increasingly motivated to collect ZIS to LAZIS Al-Irsyad. The higher the level of muzaki's trust in LAZIS, the more they will routinely choose LAZIS Al-Irsyad as a place to collect ZIS (Rofiq, 2007).

LAZIS Al-Irsyad needs to grow muzaki's trust through outreach. The large number of teachers, lecturers, employees, student guardians and sympathizers that can be a source of ZIS that can be utilized by LAZIS Al-Irsyad. The more information that prospective muzakis get, it will make them interested and collect zakat at LAZIS Al-Irsyad.

LAZIS Al-Irsyad can also foster the trust of prospective muzakis by supporting activities in the Foundation or units. This support can be a form of ta'awun (mutual help) which makes prospective muzakis have an emotional bond that makes them believe in LAZIS (Marsela, 2023).

In addition to opportunities and potential, in carrying out a program there must be constraints or obstacles. From the results of the study it was found that the obstacles faced by LAZIS Al-Irsyad in collecting ZIS were: 1) Collection of ZIS from teachers, lecturers, staff, student guardians and investigators had not been maximized because they chose to distribute it elsewhere; 2) Lack of socialization and coordination with school committees, unit heads (kindergarten, elementary, junior high, high school and Al-Irsyad Cilacap University) and employees; 3) There is still a lack of promotion through social media; and 4) There is no direct instruction from the foundation to distribute zakat to LAZIS.

Based on these constraints, LAZIS can make various efforts to find a solution. LAZIS can discuss, learn and ask for opinions from institutions that are more experienced in escalating ZIS collection. And the most important thing is the implementation or application of solutions to these constraints.

There are many factors that cause muzaki not to collect ZIS in one institution. For example, differences in background, emotional closeness, or others (Bastomi, 2018). One solution that can be done is to make approaches to prospective muzakis, either by visiting, offering programs, helping with activities in the muzaki environment or others (Rifdaningsi, 2020). LAZIS Al-Irsyad can approach the leadership of an institution or organization by collaborating in various fields. It is hoped that this approach will attract many muzaki who collect ZIS at Al-Irsyad.

Another solution that can be done is to optimize socialization using social or digital media. Socialization through social media has a very effective and efficient influence in implementing a program (Verdianti; Puja, 2023). The use of technology is also a benefit that can be used by individuals or an institution to help implement a program. The use of technology is also closely related to individual behavior in using the technology to implement a program. It is very important to pay attention to the factors that influence the use of information technology in order to be able to produce more effective and informative decisions, especially in outreach programs at LAZIS Al-Irsyad Cilacap (Firdaus, M Beik; Irawan, 2012)

D. Conclusion

The conclusions that can be drawn from the results of this study are that the opportunities and potentials of zakat at LAZIS Al-Irsyad are: 1) The large number of teachers, lecturers, staff, student guardians and sympathizers who can be a source of zakat, infaq and alms; 2) The number of school, mosque, campus activities that can be a place for socialization and promotion of LAZIS; 3) There is a suggestion from the foundation to distribute zakat, infaq and alms to LAZIS; and 4) There is support from students and students in carrying out activities at LAZIS.

In carrying out its program, LAZIS Al-Irsyad also experienced obstacles, namely: 1) Collection of ZIS from teachers, lecturers, employees, student guardians and sympathizers was not maximized because they chose to distribute it elsewhere; 2) Lack of socialization and coordination with school committees, unit heads (kindergarten, elementary, junior high, high school and Al-Irsyad Cilacap University) and employees; 3) There is still a lack of promotion through social media; and 4) There is no direct instruction from the foundation to distribute zakat to LAZIS.

Thank-You Note

The author would like to thank the Institute for Research and Community Service, University of Al-Irsyad Cilacap for carrying out this research. Hopefully the results of this research can provide a general contribution to the world of education and in particular to LAZIS Al-Irsyad Cilacap and ZIS institutions in Indonesia in an effort to escalate ZIS collection and distribution.

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