

The effectiveness of the Baitulmaal Imam Syafi'i strategy in attracting donors (Study on Bank Muamalat Central Sulawesi)

Fatimah Aljufri^{1*}, Abidin Abidin² & Muhammad Syarief Hidayatullah³

¹Faculty of Islamic Family Law Study Program, Universitas Islam Negeri Datokarama Palu, Indonesia

² Universitas Islam Negeri Datokarama Palu, Indonesia

³ Universitas Islam Negeri Datokarama Palu, Indonesia

Corresponding Author: Fatimah Aljufri E-mail: EmaaAljufri@gmail.com

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ABSTRAK

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This study aims to determine the effectiveness of the Baitulmaal Imam Syafi'i strategy in attracting donors using a qualitative descriptive approach, namely an analysis method using reference data in the form of both literature and related articles as well as describing what happened in the field by interviewing the Director of BMIS Central Sulawesi, Mr. Rustam. The Baitulmaal Imam Syafi'i (BMIS) strategy uses several schemes in fundraising & branding improvement to donors / representatives. Direct selling to Muhsinin through silaturahmi and online greeting, Soft marketing, and Shopping Charity. The results of the study show BMIS Central Sulawesi is very effective in terms of direct selling and soft marketing programs by sending da'wah posters to the Muhsinin, as well as reporting on da'wah and humanitarian actions carried out by the BMIS team. Shopping Charity (Shopping While Almsgiving), which is an invitation to MSMEs to set aside a part of the business profits to be donated to those in need through Baitulmaal Donation boxes, both at the At Taqwa mosque, and in other locations that are considered potential. Volunteer, Muhsinin Club, in the form of a study group for donors who regularly give alms to Baitulmaal. From the conclusions obtained, it is recommended that the Baitulmaal Imam Syafi'i institution be able to improve services, share programs, and consolidate philanthropy strengthening with partners.

1. Introduction

In Indonesia, there are many social institutions that manage people's donations in today's society. This indicates the greater the public's trust in an institution. According to The Great Indonesian Dictionary, "an institution is a body or organization whose purpose is to carry out a scientific investigation or business".

high especially in the social field, and so far the social fundraising that has been done is mostly for disaster relief or because values of the condition of society that are able to create a social structure that develops in a society will lead to economic growth that affects a society in underdeveloped countries, developing countries, and even developed countries.

¹ **Fatimah Aljufri** is a Student at Faculty of islami Family Law Study Program, Universitas Islam Negeri Datokarama Palu, Indonesia. This paper was presented at The 1st International Conference on Islamic and Interdisciplinary Studies (ICIIS) 2022 as a presenter held by the Postgraduate School Universitas Islam Negeri Datokarama Palu, Indonesia.

One of the reasons that also makes fundraising very potential in Indonesia is that the philanthropy of the community is still fairly high, especially in the social sector, and so far the social fundraising that has been carried out is mostly for disaster assistance or because it sees the values of community conditions that are able to give rise to an order of social structure that develops in a society will cause economic growth that affects a people in underdeveloped countries, developing countries, and even developed countries. That is where economic growth has a greater share of the progress of a society. A person who is lucky to get a certain amount of property in essence only receives an entrustment as a mandate to be distributed according to the will of the original owner, namely Allah swt.

The consequences of humans to whom the property is entrusted must fulfill God's rules both in its development and in its use, among others, there is an obligation imposed on the owner for the strategy to become an integrated part of a plan and the plan is the product of a plan. Careful planning is a strategy used to achieve the goals of an organization or program of activities. The activities carried out will not be achieved properly without the strategy and planning used. What and how strategies are used to achieve the desired goals or objectives.

Strategy is defined as an effort made in order to achieve the goals set. The definition of strategy according to experts is very diverse and varied, including: Nanang Fattah, defines strategy as the integration and coordination of a set of actions taken to exploit core competencies and strengthen competitive advantage. Baitulmaal Imam Syafi'i is a professional amil zakat institution under the auspices of Yayasan Amal Mutiara Insan that focuses on providing assistance to Muslims in terms of humanity and education. From this preliminary explanation, we can see how effective the Baitulmaal Imam Syafi'i (BMIS) strategy is to attract donors (Study at the Bank Muamalat Office), and what are the obstacles to Baitulmaal Imam Syafi'i in attracting donors (Study at the Bank Muamalat Office)?

2. Literature Review

a. Definition of Strategy

Strategy in The Great Indonesian Dictionary is a careful plan regarding activities to achieve specific goals. Etymologically, it comes from the Greek Strategos which means leadership in the army, which means the art or science of becoming a general. This concept is relevant to the situation in ancient times which was often colored by war. 20 According to S. Sumarsono, strategy is the art and science of using and developing forces (ideology, politics, economics, socio-culture) to achieve predetermined goals.

Thompson defines strategy as a way to achieve a final outcome that concerns the goals and objectives of the organization. There is a broad strategy for the entire organization and a competitive strategy for each of the activities. While functional strategies drive directly competitive strategies.

b. Definition of Effectiveness

Effectiveness comes from the word effective which implies the achievement of success in achieving the goals that have been set. Effectiveness is always related to the relationship between the expected results and the results that have been achieved. Effectiveness can be seen from various points of view and can be assessed in various ways and has a close relationship with efficiency. As stated by Etzioni et al in his book modern organizations that define effectiveness, as follows: "As the level of organizational success in an effort to achieve goals and objectives" (Etzioni et al, 1985:98).

There are many formulations of effectiveness, in The Great Indonesian Dictionary (1992:219) it is stated that effective means that there is an effect (result, consequence, influence) effective or efficacious it can bring results. Still according to The Great Indonesian Dictionary, the definition of effectiveness is something that has an influence or effect, is effective, brings results and is the success of an effort or action.

Komaruddin (1994:294) reveals the definition of effectiveness. Effectiveness is a condition that shows the level of success of management in achieving the goals that have been set beforehand. Basically, in interpreting effectiveness, everyone can give different meanings according to their respective perspectives and interests.

c. Interest

In everyday life, people will always meet new environments, new people and even new situations. In these circumstances, the community is free to accept, allow or reject it. People responds receptively if they take an interest in the new

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environment they encounter. Similarly, when acting as a seller offering a product to buyers. People will easily see how the buyer respond to the products they sell. If the buyer is interested, he/she will respond well. In simple terms, interest can be interpreted as a tendency to pay attention and act to the person, activity or situation that is the object of such interest accompanied by feelings of pleasure.

d. Definition of Donation

Donation is taken from the English word, namely donation which comes from the Latin word, donum. Donation has the same meaning as the notion of contribution, namely participation, self-involvement, or contribution. Meaning, in this case, the contribution can be either material or action. Material things, for example, an individual or an institution that provides assistance to others for the common good. In the sense of an action, which is a tangible form carried out by individuals or institutions which then have positive or negative impact on other parties.

e. Promotion

Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing their products and services. Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing or using services according to their wants and needs. This is done using promotional tools. The following are the opinions of experts regarding promotions.

According to Muslichah, promotion is a marketing activity that seeks to disseminate information, influence, persuade, and or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

The expression of gratitude is very important as an award given to donors who are willing to join in to give or channeling their assistance both in the form of material and non-material. Fundraising methods can be divided into two types, including the following:

1) Direct Fundraising Method

The fundraising method or direct fundraising is a method that uses techniques that involve direct donor participation. Examples of this method are: Direct mail, direct advertising, telefundraising, or in-person presentations.

2) Indirect fundraising method

This method is a method that uses techniques that do not involve the direct participation of donors which are not done by providing immediate funds. For example, this method is carried out by means of a promotion method that leads to the formation of a strong image of the institution, without being directed to the current donation transaction. Examples of this method are: image campaigns, organizing events, through intermediaries, establishing relationships, through references, and mediating figures or influencers

3. Methodology

This type of research is descriptive qualitative, with the aim of determining the effectiveness of the Baitulmaal Imam Syafi'i (BMIS) strategy in attracting donors from the Central Sulawesi Branch. According to Punaji Setyosari, he explained that descriptive research is research that aims to explain or describe a state, event, object, person or thing related to variables that can be explained either by numbers or words, using observation techniques, interviews, documentation by asking directly to sources of information, interviewing parties who are considered to provide explanations related to the effectiveness of the Baitulmaal Imam Syafi'i strategy. The interviewee was the Director of BMIS Central Sulawesi, Mr. Rustam.

4. Results and Discussion

The strategy of baitulmal imam shafi'i BMIS uses several schemes in fundrising and increasing branding to donors / representatives. Direct selling to the Muhsinins through silaturahmi and online, Soft marketing by sending da'wah posters to the Muhsinins, as well as reporting da'wah and humanitarian actions carried out by the BMIS team, Shopping Charity (Shopping While Almsgiving, which is an invitation to MSME sellers to set aside some of the business profits to alms to the needy through Baitulmaal. Donation boxes, both at the At Taqwa mosque, and at other locations deemed potential. ,Volunteer, which is an invitation to collaborate on the collection of funds with volunteers from various communities. Muhsinin Club, in the form of a study group for regular donors who are committed to regular almsgiving to Baitulmaal, Promotion of Baitulmaal Imam Shafi'i. Promotional activities carried out by Baitulmaal Imam Syafi'i namely, Media both

printed and non-printed, Newspapers, magazines, social media, brochures, billboards, pamphlets, even television involving a number of public figures to attract donors, this is considered quite effective as a strategy to attract donors to channel their fund on Baitulmaal Imam Syafi'i. The results of the study showed that BMIS Central Sulawesi is very effective in terms of the Direct selling program to the Muhsinins through silaturahmi and online Soft marketing by sending da'wah posters to the Muhsinin, as well as reporting da'wah and humanitarian actions carried out by the BMIS team, Shopping Charity (Shopping While Almsgiving, which is an invitation to MSME sellers to set aside some business profits to be donated to those in need through Baitulmaal. Donation boxes, both at the At Taqwa mosque, and in other locations that are considered potential, Volunteer, which is an invitation for collaboration in the collection of funds with volunteers from various communities, Muhsinin Club, in the form of a study group for regular donors who are committed to giving alms regularly to Baitulmaal, in contrast to ineffective programs such as crowdfunding channels, Philanthropy Mover, Humanity Wallets, BAZ / LAZ Collaboration, and Even ,one of the factors that have not been implemented all these channels is because they do not have strong branding in the community, as well as a shortage of personnel /HR, there are several factors that hinder the program, namely; BMIS branding is not well known in the community, limited human resources, narrow program scope (around Tinggede and Palu city), does not yet have official legality as LAZNAS (still in progress).

5. Conclusion

As a result of interviews and observations, the author can conclude the results of the study, " The effectiveness of the Baitulmaal Imam Syafi'i (BMIS) strategy in attracting central Sulawesi donors " as follows:

1. Fundraising Strategies In carrying out fundraising activities, many strategies are used. The fundraising strategy can be in the form of a method or technique that can be used as a reference. The method in question is a form of activity carried out by an organization in order to collect funds from the community. The method here is divided into two types, namely direct fundraising and indirect fundraising.

2. BMIS branding is not well known in the community, human resources are still limited, program scope is still narrow (around Tinggede and Palu city), does not yet have official legality as LAZNAS (still in process), overcoming obstacles in attracting donors. As an institution we must provide Attractiveness, trust, and satisfaction to donors. Why satisfying donors is important, Because if donors are satisfied, then they will repeat donating their funds to an institution. Also when satisfied they will tell the institution to others in a positive way. Indirectly, satisfied donors will become natural fundraisers (unsolicited, not inducted and unpaid). On the other hand, if the donor is not satisfied, then he/she will stop the donation (not repeat it again) and tell others about the institution negatively. Because the function of fundraising activities is to interact more with donors, automatically fundraising activities must also aim to satisfy donors.

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