

Intisari

Penelitian ini bertujuan untuk mendiskripsikan strategi *fundraising* dan perannya di masa pandemi *Covid-19*. Penelitian ini juga menganalisis kinerja penghimpunan zakat di saat pandemi menggunakan analisis *balance scorecard*. Metode yang digunakan adalah kualitatif deskriptif dengan pendekatan studi kasus. Penelitian dilakukan pada LAZ Dompot Dhuafa Yogyakarta. Pengumpulan data dilakukan dengan studi lapangan melalui wawancara dan inspeksi dokumen. Hasil penelitian menunjukkan bahwa pandemi berdampak terhadap strategi *fundraising* DD Yogyakarta, namun DD cepat tanggap dalam melakukan perubahan dan percepatan strategi. Strategi yang dilakukan adalah *reengineering process* seperti peralihan dari kegiatan *offline* ke *online*, menggunakan kanal *digital*, *landing pages*, pembayaran secara *transfer*, mengelola muzakki secara *online* dan melakukan promosi melalui media sosial. DD Yogyakarta juga melakukan penghematan biaya dan pendayagunaan di masa pandemi lebih diarahkan ke program karitas daripada pemberdayaan. Penilaian kinerja melalui *Balance Scorecard*: 1). Aspek *mission*: DD Yogyakarta sudah baik dalam memberikan dampak sosial kepada mustahik dan masyarakat di masa pandemi dengan memberi bantuan berupa pangan, kesehatan dan pendidikan. 2). Aspek *support*: DD Yogyakarta telah memiliki sumber daya yang baik seperti SDM, sumber dana, muzakki yang loyal, *brand* yang kuat, tapi harus tetap ditingkatkan lagi *fundraising*-nya. 3). Aspek *process*: DD Yogyakarta sudah optimal dalam pengelolaan *intangible* aset, memiliki transparansi dan akuntabilitas yang baik namun masih perlu ditingkatkan 4). Aspek *learning and growth*: DD Yogyakarta sudah memiliki karyawan yang kompeten dan telah menyediakan program pengembangan diri bagi karyawannya. 5). Aspek *financial*: DD Yogyakarta sudah baik, hal tersebut dibuktikan dengan adanya peningkatan presentase penerimaan dana zakat selama 5 tahun terakhir bahkan di saat pandemi.

Kata Kunci: Strategi *Fundraising*, Penghimpunan Zakat, Kinerja, Pandemi *Covid-19*

Abstract

This study aims to describe the fundraising strategy and its role during the Covid-19 pandemic. This study also assessed the performance of zakat collection during a pandemic using Balance Scorecard analysis. The method used is descriptive qualitative with a case study approach. This research was conducted at LAZ Dompot Dhuafa Yogyakarta. Data collection was carried out by field studies through interviews and document inspections. The results showed that the pandemic had an impact on DD Yogyakarta's fundraising strategy, but DD Yogyakarta was responsive by making changes and accelerating strategies. The strategy implemented is reengineering process, such as switching from offline to online activities, using digital channels, landing pages, transfer payments, managing muzakki online and promoting through social media. DD Yogyakarta also makes cost savings and prioritizes the utilization of charity programs rather than empowerment in pandemic. Performance assessment through the Balanced Scorecard: 1) Mission aspect: DD Yogyakarta has been good in providing social impacts to mustahik and the community during the pandemic by providing assistance in the form of food, health and education. 2) Support aspect: DD Yogyakarta already has good resources such as human resources, funding sources, loyal muzakki, strong brand, but fundraising must be improved. 3) The process aspect: DD Yogyakarta is optimal in managing intangible assets, has good transparency and accountability but still needs to be improved. 4) Learning and growth aspects: DD Yogyakarta already has competent employees and has provided self-development programs for its employees. 5) The financial aspect of DD Yogyakarta is good, this is evidenced by the increase in the percentage of zakat receipts over the last 5 years even during the pandemic.

Keywords: Fundraising Strategy, Zakat Collection, Performance, Covid-19 Pandemic