

INTISARI

Laporan akhir ini bertujuan membahas profil Badan Amil Zakat Nasioal (BAZNAS) Kota Yogyakarta meliputi sejarah, visi, misi & prinsip, struktur organisasi, penghargaan, layanan dan program pungutan serta program pendistribusian & pemberdayaan. Selanjutnya penulis membahas peran hubungan masyarakat dalam mendukung kinerja sebuah organisasi nirlaba. Penulis mengumpulkan data dengan melaksanakan studi lapangan dan studi pustaka. Studi lapangan dilakukan melalui kegiatan partisipasi langsung saat penulis melaksanakan praktik kerja lapangan selama sepuluh pekan pada tanggal 7 Januari hingga 15 Maret 2019 di kantor BAZNAS Kota Yogyakarta serta mengadakan wawancara dengan staf pelaksana Bidang Pengumpulan. Dari studi lapangan, diperoleh data berupa profil perusahaan dan kegiatan harian di Bidang Pengumpulan. Sedangkan studi pustaka menggunakan jurnal, buku, peraturan perundang-undangan, berita daring didapatkan informasi pendukung untuk laporan akhir. Kemudian data dikelompokkan sesuai objektif dan disajikan secara detail menggunakan deskripsi Bahasa Inggris dengan dukungan gambar dan tabel. Berdasarkan observasi langsung, BAZNAS Kota Yogyakarta mempunyai lima bidang secara kelembagaan yaitu Pengumpulan, Pendistribusian & Pemberdayaan, Keuangan Perencanaan & Pelaporan, Administrasi Umum & SDM, dan Satuan Audit Internal. Peran hubungan masyarakat telah dilaksanakan oleh BAZNAS Kota Yogyakarta untuk mencapai sebuah organisasi nirlaba, meliputi akuntabilitas, komunikasi, penjangkauan masyarakat, kebijakan fiskal, penggalangan dana, dan peran strategis. Peran hubungan masyarakat dilaksanakan oleh pimpinan dan staf, khususnya Bidang Pengumpulan.

Kata Kunci: Peran Hubungan Masyarakat, Organisasi Nirlaba, Badan Amil Zakat Kota Yogyakarta

ABSTRACT

This Final Paper aims to discuss the profile of the Badan Amil Zakat (BAZNAS/ National Zakat Board) of Yogyakarta City covering history, vision, mission & principles, organizational structure, awards, service and fundraising programs, distribution & empowerment programs. Further, the writer discusses the role of public relations in supporting a non-profit organization's performance. The writer collected data by performing field study and literature studies. The field study was carried out through participant observation during her internship for ten weeks from 7 January to 15 March 2019 at the office of BAZNAS Kota Yogyakarta and conducted interviews with the staff of Fundraising Section. From the field study, the writer obtained the profile and daily activities of the Fundraising Section. While the literature study used journals, books, regulations, online news, achieve supporting information for the paper. Then, the data are grouped according to the objectives and presented in English descriptively with the support of several figures. Based on participant observation, the organizational structure of BAZNAS Kota Yogyakarta consists of five sections they are Fundraising, Distribution & Empowerment, Financial Plan & Report, General Administration & HR, and Internal Audit Unit. Public relations is already performed by BAZNAS to aid in five areas to reach a good level of a non-profit organization, covering accountability, communication, community outreach, fiscal governance, fundraising, and strategic plan. Public relations is performed by board members and staff, particularly the Fundraising Section.

Keywords: Public Relations, Nonprofit Organization, BAZNAS Kota Yogyakarta