

The Marketing Management of BAZNAS Subang to Increase Muzakki

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ABSTRACT

Zakat is one part of the pillars of Islam, which is one of the pillars in building the people's economy. Thus, one of the alternative pillars in solving the problem of getting out of poverty is through optimizing the management of zakat funds that are trustworthy and comprehensive as a form of community funds for the benefit and benefit of mankind. The Amil Zakat Agency formed by the government aims to manage Zakat, infaq, shadaqah. The management of zakat is not solely carried out individually, from muzakki it is handed over directly to mustahiq, but is carried out by an institution that specifically handles zakat, infaq and shadaqah. With the various obstacles faced by the Subang Regency National Amil Zakat Agency, it is necessary to have a management for marketing, because if the marketing is not good, then everything will not run smoothly and will not be able to increase the number of muzakki. This research is a case study research using a qualitative approach by collecting data through observation, interviews and documentation. Data analysis used with data reduction, data presentation and verification. In this study a conclusion can be drawn that the implementation of marketing management carried out by BAZNAS Subang Regency has not fully run in accordance with the provisions that have been implemented.

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INTRODUCTION

Zakat is one part of the pillars of Islam, which is one of the pillars in building the people's economy. Thus, one of the alternative pillars in solving the problem of getting out of poverty is through optimizing the trustworthy and comprehensive management of zakat funds as a form of community funds for the benefit and benefit of humanity. In line with the Islamic view above, zakat is an absolute requirement in Muslim society. Giving zakat is one of the reasons for giving authority to people who do good deeds to prosper the earth. The noble aim of zakat is so that the

position of humans is higher than that of wealth, or in other terms positions humans as masters of wealth, not vice versa slaves of wealth, therefore, the interests of the purpose of zakat for the giver (muzakki) are the same as the interests of the person who receives it (mustahiq).

BAZNAS Subang Regency is one of the zakat management institutions established by the central BAZNAS to collect, manage and empower zakat in the Subang regency area. Seeing the huge potential for zakat, here BAZNAS Subang Regency is trying to develop marketing management to be able to increase the number of obligatory zakat in Subang Regency. Because if the number of obligatory zakat (muzakki) in Subang district increases, then automatically the number of muzakki who distribute their zakat to amil zakat institutions will also increase. This will help the process of managing zakat and distributing zakat itself. If the number of obligatory zakat in Subang district is still far from the target or goal to be achieved, then as BAZNAS Subang district can be said to have not succeeded in maintaining itself as a social institution oriented towards religion and community welfare.

Through the explanation above, it can be seen that the importance of zakat marketing management is to increase the number of zakat obligators in Subang Regency. Through appropriate, effective and efficient management, a zakat institution will be able to increase the number of zakat obligators in its territory. However, if the marketing management that is owned is not able to attract the hearts of muzakki then the existence of zakat institutions is still in doubt. Because the sustainability of a zakat institution still depends on the number of muzakki who distribute their zakat to that institution.

With the various obstacles faced by the Subang Regency National Amil Zakat Agency, it is necessary to have management for marketing, because if marketing is

If it is not good, then everything will not run smoothly and will not be able to increase the number of muzakki. From this, how is the Subang Regency National Amil Zakat Agency able to increase the number of muzakki. This aroused the researcher's curiosity about the marketing management used by the National Amil Zakat Agency in Subang district, so that it was able to increase the number of muzakki in Subang district.

METHOD

In this research the author used several methods to solve the problem, including the research method used was a qualitative research method or often called a naturalistic method, because the assessment was carried out in natural conditions (Natural Setting). This qualitative research method is used because it is considered easier to adapt to the realities faced in the field. The qualitative approach is descriptive research in the form of words so it does not emphasize numbers. The qualitative approach views the object being studied as a unified whole. In its implementation, this research method emphasizes case study research to obtain information regarding the status of symptoms at the time the research was conducted. Case study research is an in-depth exploration of a bound system. It can also be activities, processes or individuals, based on extensive data collection. Bound means that the case is separated from similar cases in other places, times, and contexts.

The results of the data collection method required for data collection here use observation, interviews and documentation. In this research, the research informant is that the number of Muzzaki in BAZNAS Subang Regency fluctuates every year, the number of muzakki increasing and decreasing still has not reached the target expected by the institution. Seeing the large potential for zakat, here BAZNAS Subang Regency is trying to develop marketing management to be able to increase the number of zakat obligators in Subang Regency.

RESULTS AND DISCUSSION

Management comes from the word "to manage" which means to administer or administer. So management can be interpreted as how to organize, guide and lead all the people who are subordinates so that the business being carried out can achieve the goals that have been previously set. Marketing is related to the daily needs of most people. Through this process, products or services are developed and distributed to the community. In essence, marketing is a human activity directed at fulfilling needs and desires through exchange. Important concepts in marketing studies are needs, wants, demands, products, exchanges, transactions and markets.

Marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating activities) and supervise or control marketing activities in an organization in order to achieve organizational goals effectively and efficiently. In the marketing management function there are analytical activities, namely analysis carried out to understand the market and the marketing environment, so that we can obtain how big the opportunities are to seize the market and how big the threats that must be faced.

From a linguistic perspective, zakat comes from the word *زَكَرَ* (form of Masdhar), which means blessing, growing, holy and good. According to the term zakat means giving away a portion of (certain) assets that Allah SWT has obliged to give to people who are entitled to receive them, with a certain amount, haul and fulfilling the conditions and harmony. Zakat is a worship that has dual values, *hablum minallah* (vertical) and *hablum minannas* (horizontal), ritual and social dimensions. This means faith and devotion to Allah SWT and fostering a sense of social concern, as well as building social relationships.

Legal zakat is fardu 'ain for anyone who has fulfilled the obligatory requirements. His obligations have been determined based on the Al-Qur'an, As-Sunnah and ijmak. As for the Al-Qur'an, there are many verses that require and discuss zakat, to the point that it is equated with prayer in eighty-two verses.

QS. Al-Baqarah Verse 43:

وَأَقِيمُوا الصَّلَاةَ وَآتُوا الزَّكَاةَ وَارْكَعُوا مَعَ الرَّاكِعِينَ

Meaning: "And establish prayer, pay zakat and bow with those who bow."

Muzakki is a Muslim or an institution owned by Muslims who owns assets that are subject to zakat, whether they are adults or not, are intelligent or not. According to Law no. 39 of 1999 *muzakki* is a person or entity owned by a Muslim or business entity that is obliged to pay zakat.

Implementation of Marketing Management in Efforts to increase Muzakki at BAZNAS Subang Regency.

According to law no. 23 of 2011 states that the National Zakat Amil Agency has a very important role in increasing the effectiveness and efficiency of services in managing zakat and increasing the benefits of zakat to realize community welfare and reduce poverty. Zakat can be used for productive efforts in the context of handling

the poor and improving the quality of the people.

The success of collecting zakat funds and the increasing number of Muzakki cannot be separated from good marketing management in zakat collection. In this case, marketing management has an important role in planning, implementing and controlling marketing activities to achieve goals effectively and efficiently.

BAZNAS Subang Regency is a Zakat Amil Agency formed by the government to collect, manage and distribute zakat funds to parties entitled to receive zakat (*mustahik*). The large number of Muslim people in Subang district indicates that the potential for zakat that can be collected by BAZNAS in Subang district is quite large.

The impact of implementing Marketing Management in efforts to increase Muzakki at BAZNAS Subang Regency

From the marketing management carried out by BAZNAS Subang Regency, of course, apart from increasing muzakki, there is also an increase in ZIS funds that can be collected by BAZNAS. The increase in the number of muzakki and ZIS funds collected has had a good impact, at least it has had an impact on the quality of BAZNAS services in Subang district to the community. The impact resulting from increasing muzakki and zakat funds can be directly felt by *mustahik* and the community. The impacts directly felt by *mustahik* or the community include:

- a. In the social and humanitarian fields
- b. In the religious field
- c. In the economic field
- d. In the field of disaster response.

Supporting Factors and Inhibiting Factors in the Implementation of Marketing Management in Efforts to Increase Muzakki at BAZNAS Subang Regency

Supporting factors for implementing marketing management in increasing muzakki at the Subang Regency National Amil Zakat Agency include the following:

- a. BAZNAS has public figures who become donors
- b. BAZNAS Subang Regency has adequate human resources.
- c. BAZNAS Subang Regency has quite large zakat potential.

Apart from the supporting factors possessed by BAZNAS, there are also inhibiting factors in implementing marketing management in increasing muzakki at the Subang Regency National Amil Zakat Agency, namely:

- a. Human resources still do not understand their obligation to pay zakat.
- b. InfomCommunity awareness of BAZNAS is still very lacking.
- c. Lack of government support in developing BAZNAS.
- d. Not enough Mrsan IT system owned by BAZNAS Subang Regency to support marketing.

CONCLUSION

Based on the research results, it was found that the Marketing Management of the Subang Regency National Zakat Amil Agency in Efforts to Increase the Number of Muzakki is to form market segmentation which can facilitate the performance of BAZNAS Subang Regency in socializing the program and seeing the potential of which areas can produce zakat funds and large amounts of muzakki, apart from that BAZNAS Subang district also carries out marketing mix, marketing mix is a strategic step taken by BAZNAS to develop and improve the quality of product services to provide satisfaction to the market segmentation which is the target market to attract muzakki to make their ZIS payments to BAZNAS.

Marketing Management of the National Amil Zakat Agency of Subang Regency in Efforts to Increase the Number of Muzakki that the impact of implementing marketing management in an effort to increase muzakki in the National Amil Zakat Agency of Subang Regency has provided positive results that can be felt by the muzakki and BAZNAS of Subang Regency itself. The community itself can feel the impact of utilizing zakat in the educational, social, religious, economic and disaster response sectors. And for BAZNAS, Subang district itself has an impact by increasing the zakat funds that can be collected every year, even though the number of muzakki has not increased significantly. The supporting and inhibiting factors are the Marketing Management of the Subang Regency National Amil Zakat Agency in Efforts to Increase the Number of Muzakki which influence its implementation activities.

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