Branding The Role of The District Baznas in Madura Through Online-Based Digitalization In Efforts Of Community Economic Empowerment

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Abstract:
To optimize the duties and functions of BAZNAS nationally, the Government issued a Decree of the Director General of Islamic Community Guidance No DJ. II / 568 / the Year 2004. The strategy for procuring HR in the context of revitalizing Regency BAZNAS in Madura based on *e-commerce/* digitization of zakat online is carried out following existing regulations. This strategy is not yet fully accommodating to online digitization-based services. The promotion strategy for revitalizing the Regency BAZNAS in Madura based on *e-commerce/* online zakat digitalization is carried out directly and indirectly. In online digitization, promotions are carried out by uploading advertisements inviting people to make donations of zakat, infaq, and sadaqah at BAZNAS Regency in Madura through their *website* and *Facebook*. The potential application of *e-commerce/* digitization of zakat online in the context of revitalizing BAZNAS districts in Madura is not yet representative in serving the collection of zakat, infaq, and sadaqah funds through digitalization online. Empowerment of the Community's economy through online digitization at the Regency BAZNAS in Madura has not yet been carried out because the digital application owned by BAZNAS Regency in Madura is not representative. After all, it is still done directly/manually.
Keywords: *BAZNAS, Digitalization, Online.*

Abstrak:
Dalam rangka optimalisasi tugas dan fungsi BAZNAS secara nasioanal tersebut, Pemerintah mengeluarkan Keputusan Dirjen Bimas Islam No DJ. II / 568 / Th 2004. Strategi pengadaan SDI dalam rangka revitalisasi BAZNAS Kabupaten di Madura berbasis *e-commerce/*digitalisasi zakat online dilakukan sesuai dengan regulasi Strategi ini belum sepenuhnya akomodatif pada layanan berbasis digitalisasi online. Strategi promosi dalam rangka revitalisasi BAZNAS Kabupaten di Madura berbasis *e-commerce/* digitalisasi zakat online dilakukan dengan langsung dan tidak langsung. Dalam konteks di gitalisasi online promosi dilakukan dengan mengupload iklan ajakan untuk melakukan donasi zakat, infaq dan shadakah di BAZNAS Kabupaten di Madura melalui *website* dan *facebook* yang dimiliki. Potensi aplikasi *e-commerce/*digitalisasi zakat online dalam rangka revitalisasi BAZNAS Kabupaten di Madura belum representatif dalam melayani penghimpunan dana zakat, infaq dan shadaqoh secara digitalisasi online. Pemberdayaan ekonomi masyarakat melalui digitalisasi online pada BAZNAS Kabupaten di Madura belum bias dilakukan. Hal ini dikarenakan aplikasi digital yang dimiliki BAZNAS Kabupaten di Madura belum representative karena masih dilakukan secara langsung/manual.
Kata Kunci : *BAZNAS, Digitalisasi, Online*

INTRODUCTION

The Badan Amil Zakat Nasional (BAZNAS) is an independent institution the Government formed to manage national zakat activities. This government institution is non-structural in its duties and is separate and directly responsible to the President of the Republic of Indonesia through the Minister of Religion. The obligations and functions of BAZNAS are regulated in RI Law Number 23 of 2011 concerning zakat management: planning, implementing and controlling zakat collection, zakat distribution, and zakat utilization. In addition, the duties and functions of BAZNAS are to report and account for the implementation of zakat management. Therefore, to optimize the responsibilities and tasks of BAZNAS nationally, the Government issued the Director General of Islamic Community Guidance Decree No DJ. II / 568 / Th 2004. Based on this decision was born and formed BAZNAS Pamekasan, Bangkalan, Sampang, and Sumenep Regencies on Madura Island.

BAZNAS, according to its function, relates to poverty and people's welfare. Based on data from the Central Statistics Agency (BPS) for 2018, the percentage of poverty on a national scale is 9.82% of Indonesia's population of 265,015,300 people. Meanwhile, based on the East Java BPS website, the poverty percentage for East Java province is 10.98% of 39,458. 925 inhabitants. Meanwhile, the poverty rate on the island of Madura is 19.12% of the 3,873,184 inhabitants in the four districts on the island of Madura. This percentage shows that Madura has the highest poverty rate compared to the poverty rate in East Java and the National provinces.

This poverty data is very ironic, considering that Madura is known as Veranda of Medina, which is a term to justify that Madura is predominantly Muslim and adheres to the sharia of its religion. This means that zakat for Madurese is an obligation that will not be abandoned, but the reality is that poverty remains high in Madura. Nationally poverty alleviation can be overcome by managing zakat with good management and management. The productive zakat method is the proper method of distributing and utilizing zakat to alleviate poverty. This method will support zakat recipients to carry out effective businesses to empower their economy. This activity is expected to make the *mustahik economically* empowered and overcome poverty. With the phenomenon of poverty data above and the large potential for zakat in Madura, it can be concluded that BAZNAS in Madura has not been able to carry out its mission in terms of optimizing zakat in reducing poverty and increasing people's welfare.

The majority of the population of Indonesia and Madura are Muslim; for this reason, BAZNAS, with all its roles as an institution in charge of zakat management, is vital for its citizens, supporting their existence as Muslims and in terms of economic empowerment and welfare. Indonesian President Joko Widodo at the time paying zakat in his remarks quoted by CNBC (*Consumer News and Business Channel*) Indonesia, May 16, 2019, that zakat has the potential to become a driving force for Indonesia's future economic growth. But this potential has not been maximized. Demanded the head of BAZNAS in 2018. The potential for zakat nationally was IDR 252 trillion, and IDR 8.1 trillion had just entered BAZNAS. [1]On a separate occasion, Indonesian Vice President Ma'ruf Amin stated at the World Zakat Forum in Bandung, as quoted in Geloranew, November 5, 2019, that Indonesia's zakat potential can only be managed at 3.5% (i.e., 8 trillion). According to him, all means and efforts are needed to improve the management of zakat, including utilizing digital-based information

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[1] Chandra Gian Asmara, "Potensi Zakat Rp 252 T, Masuk Baznas Cuma Rp 8,1 T," syariah, diakses 17 November 2019, https://www.cnbcindonesia.com/syariah/20190516152005-29-72968/potensi-zakat-rp-252-t-masuk-baznas-cuma-rp-81-t

technology. [2] The Vice President's statement regarding the solution for optimizing zakat aligns with BAZNAS' quality policy: building and developing an information technology digitalization system for zakat management nationally. [3]

RESEARCH METHODS

The design of this research is to use a type of field research, while the method used uses a qualitative approach. Research locations at the BAZNAS office and offices related to economic empowerment in Madura include Pamekasan, Bangkalan, Sampang, and Sumenep Regencies. Respondents who were the subject of this study were the leaders and daily administrators of BAZNAS for Pamekasan, Bangkalan, Sampang, and Sumenep Regencies. Data collection uses the guided interview method with honest answers, observation of data and facts owned, and *website* and *Facebook documentation* owned. The research data use interviews as primary data, observation, and documentation with prepared guidelines on BAZNAS management, digital data, *websites*, and other multimedia accounts as secondary data. The data analysis technique uses the stages *of editing* the collected data. The data is *organized* according to the type and focus of the research and then analyzed using SWOT *(Strengths, Weaknesses, Opportunities, Threats)*.

Strategies for Procurement of HR in the Context of Revitalizing District BAZNAS in Madura Based on *E-Commerce /* Online Zakat Digitalization.

The study results explain that the strategy for procuring human resources at BAZNAS Pamekasan Regency, which includes leadership and administration in recruitment, selection, training, and compensation, is good when viewed from BAZNAS regulations because all of these procurement activities have been regulated in BAZNAS Regulation Number 1 of 2019 concerning procedures for appointing and dismissing Provincial BAZNAS and Regency/Municipal BAZNAS leaders and BAZNAS Chair circular Letter No 3 of 2018 concerning the dissemination of BAZNAS chairman's decision number 24 of 2018 regarding guidelines for amil management Zakat Provincial BAZNAS and Regency/City BAZNAS.

The recruitment strategy for Pamekasan Regency BAZNAS leaders and administrators requires that they are generally pious and knowledgeable about religion, especially ZIS, a spirit of nationalism, obedience to law, and professionalism. Does not specifically require mastery and ability in the field of information technology. Opening participant registration, administrative selection, competency tests, interviews, and the selection announcement carry out the selection strategy. Does not specifically require mastery and ability in the field of information technology to pass the selection. The training strategy is carried out using *on-the-job* and *off-the-job methods* according to the functional needs and opportunities, including BAZNAS information technology training. The compensation strategy uses the existing regulatory approach, which the Central BAZNAS has regulated. Specifically, compensation for information technology officers is not handled.

Observational data on *websites* /blocks regarding the organizational structure of BAZNAS for the Pamekasan, Bangkalan, Sampang, and Sumenep districts have the same structure. Only in BAZNAS Sampang Regency has there been an additional innovative number and job specification for implementing staff and implementing volunteers, judging from their educational background, which tends to be innovative in online digitization.

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[2] Purwanto, "Wapres Maruf Amin: Potensi Zakat Di Indonesia Capai Rp230 Triliun," Tempo, 17 November 2019, https://nasional.tempo.co/read/1268479/wapres-maruf-amin-potensi-zakat-di-indonesia-capai-rp230-triliun.

[3] TN, "Profil Baznas," diakses 17 November 2019, https://baznas.go.id/profil.

From the findings of the Human Resources (SDI) procurement strategy in the context of revitalizing District BAZNAS in Madura based on *e-commerce/* online zakat digitalization above, the SWOT analysis conclusion can be drawn as follows: STRENGTH, The strength of District BAZNAS in Madura lies in the organization, namely because it is owned the Government, has regional and national based regulations including obtaining resource support from the Government itself; WEAKNESSES, Weaknesses of BAZNAS Regency in Madura in job description, namely leaders and administrators have not been professionally certified by BAZNAS while their information technology capabilities are in the less category so that it has an impact on the organizational structure which is less accommodating and less up-to-date; OPPOTURNITIES, Opportunities for BAZNAS Districts in Madura apart from the community and government support factors, the number of Muslim communities continues to increase, including public awareness of the existence of Zakat Infaq and Sadakah (ZIS) continues to grow, then other opportunities due to full support from the regional and central Government; THREATS, the challenge of BAZNAS Regency in Madura lies in the all-digital era of globalization including the increasing number of Amil Zakat Institutions (LAZ) while the Community's demands for services want easy, cheap and fast online-based services.

Procurement of HR, which begins with recruitment, is the process of a number of qualified employees to occupy a position or job in a company. Therefore, to find the needs of employees, the company can expand massive to attract many applicants. [4]

In recruiting leaders and administrators of the Regency BAZNAS in Madura, it is required that at least they must be strong and trustworthy. [5] *First*, This power includes strong aqidah (*quatul aqidah*), intelligent (*quatul fikr*), insight into the future (*tsaqofah*), intelligent conscience (*quatul ruhiyah*), And Work professional (*itqon*). An employee whose own strength aqidah can already be confirmed will be embedded in himself and feel monitored (*muroqobah*) by The Creator. With embedded feelings observed in Work, so will give birth to a dynamic and tenacious personality working fine. There is his boss in solitude because carry out the task as a personal obligation, namely by carrying out the charge And function given to her; *second,* Trust. Firmness to the principle of Trust is very needed as real contribution creates Government Which clean (*good governance*). Trust society does regardless of to what extent para servant of the State can operate the task he carries through honest, disciplined, and responsible Work.

Part of the procurement that is no less important than the Regency BAZNAS must carry out in Madura is to conduct training for all of its administrators. Training is a systematic process of changing employees' behavior to increase efforts to achieve organizational goals. Training is related to the skills and abilities of employees in carrying out this Work. It has an orientation to assist employees in attaining certain skills and abilities to carry out their Work successfully. [6]

Because BAZNAS is an Islamic-based institution, it must at least use sharia management-based training principles. In sharia training management, in addition to *soft skills* and *hard skills,* one important factor must be maintained and developed, namely *sharia skills* which can also be understood as a competency needed for employees in the sharia industry. In practice, this is realized as a series of training programs and *workshops* on Tauhid (aqidah), Sharia, and muamalah as a unit, ZISWAK management (Zakat, sadaqah, Infaq, and Waqf), and ZIS Management.

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[4] Veithzal Rivai Zainal, *Islamic Human Capital Management. Manajemen Sumber Daya Insani*, h. 147

[5] Abdul Hakim, *Dinamika Manajemen Sumber Daya Manusia Dalam Organisasi (Pendekatan Konvensional dan Nilai-Nilai Islami)*, (Semarang: EF Press Digimedia, 2014), h.51-52

[6] Meldono, *Manajemen Sumber Daya Manusia Perspektif Integratif,* h. 232

The objectives of implementing the training at BASNAS Regency in Madura include at least: 1) Improving the performance of employees Which Work with those who are unsatisfactory due to a lack of skills, then participating in training can enable them to improve their performance; 2) Updating the skills of employees in line with technological advances; 3) Reducing learning time for new employees to become competent in their Work; 4) Increase stimulation so that employees can perform optimally; 5) Avoid Obsolescence managerial. Many are found to be failures in following new processes and methods. Changes in the technical and social environment that quickly affect employee performance; 6) Solve organizational problems. In every organization, many conflicts can be resolved in various ways. Training and development provide skills to employees to resolve existing disputes.

The promotion strategy for revitalizing the Regency BAZNAS in Madura is based on *e-commerce/* online zakat digitalization.

The study results show that BAZNAS Pamekasan Regency does not carry out all promotion strategies. This is due to limited personnel and online applications that are owned. *Sales promotion* and *personal selling* strategies cannot be carried out because BAZNAS Pamekasan Regency has limited personnel.

BAZNAS Pamekasan Regency carries out the advertising and public relations strategy. The *advertising* strategy is carried out by placing billboards, banners in public facilities, advertisements on websites/blocks, and Facebook media, Pamekasan Regency BAZNAS. At the same time, the *public relations strategy* is carried out by installing or placing billboards and banners in the Integrated Service Units service area within the Pamekasan Regency Government. Apart from that, advertising is also placed on *the website* of the Integrated Service Units within the Pamekasan Regency Government.

Observational data on Websites/Blocks and Facebook regarding promotion and advertising at BAZNAS Pamekasan, Bangkalan, Sampang, and Sumenep Regencies have the same promotional information by both presenting news of activities carried out. Only in Sampang Regency BAZNAS offers more interesting and innovative solicitations and advertisements by providing more interesting service information via WhatsApp or email. Services are also facilitated by providing solutions by scanning QR barcodes.

From the findings of the promotion strategy in the context of revitalizing district BAZNAS in Madura based on *e-commerce/* online zakat digitalization above, the SWOT analysis conclusions can be drawn as follows: STRENGTH, The strength of district BAZNAS in Madura lies in its organization which is a government organization, so it has a network and broad authority, has its own media including having strong resources; WEAKNESSES, the weakness of the regency BAZNAS in Madura lies in the job description, namely because the management and administrators do not understand information technology, the media owned is not active and supported by the media held, it is not competitive; OPPOTURNITIES, the opportunity for district BAZNAS in Madura lies in the Community and Government, namely the factor of the availability of people who are experts in the field of IT besides being supported by the availability of financial support coming from the regional and central Government; THREATS, the challenge of district BAZNAS in Madura lies in the era of globalization and the proliferation of Amil Zakat Institutions (LAZ) so that Community demands for easy, cheap and fast online-based services are a challenge in itself.

Promotion is an activity that seeks to inform the target market about the right product. Promotion includes face-to-face selling (personal selling), mass selling (mass selling), and sales promotion (sales promotion). [7]

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[7] McCarthy dan Perreault, *Intisari Pemasaran...,* h. 55.

Promotion or marketing communication BAZNAS Regency in Madura seeks to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. In essence, promotion or marketing communications represent the "voice" of the company and its brand and are a means by which companies can establish dialogue and build relationships with consumers.

Promotion is a variable in the marketing mix that is very important for companies to market their services. Promotional activities not only function as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs. [8]

It is undeniable that all community service institutions, including the Regency BAZNAS in Madura, need this promotional activity. This is important to do to increase the existence of its services. Moreover, the power possessed by the Regency BAZNAS in Madura is quite high, and the current opportunities support this strength.

Promotion or marketing communication is a means by which companies try to inform, persuade and remind consumers, directly or indirectly, about the products and brands being sold. In essence, promotion or marketing communications represent the "voice" of the company and its brand and are a means by which companies can establish dialogue and build relationships with consumers. [9]

Promotion is one of the variables in the marketing mix that is very important for companies to market their services. Promotional activities not only function as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing activities or using services according to their wishes and needs[10].

Promotion is one of the marketing mix variables used by companies to communicate with their market. Promotion is also often said to be a "continuous process" because it can lead to the next series of activities from the company. Therefore, promotion is seen as a one-way flow of information or persuasion to direct a person or organization to action that creates exchange in marketing. [11]

The promotion strategy is an activity planned to persuade and stimulate consumers to buy the company's products so that the goal of increasing sales is expected to be achieved. [12]

Communicating a product is necessary to formulate a strategy, often referred to as the promotion mix strategy (Promotion-Mix), which consists of four main components: advertising (advertising). Advertising is a promotional tool that companies often use to inform, attract and influence potential customers. The use of promotions with advertisements can be done with various media; Second, Sales Promotion (sales promotion). Sales promotion consists of a collection of short-term incentives designed to encourage quicker and greater purchase of a particular product/service by that consumer or customer; Third, Public Relations (public relations). Public relations (public relations-PR) is another marketing tactic. Companies must not only relate constructively with customers, suppliers, and dealers, but they must also engage with a large public interest pool; Fourth, Individual Sales (personal

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[8] Rambat Lupiyoadi, *Manajemen Pemasan Jasa Berbasis Kompetensi,* Jakarta:Salemba Empat,Edisi 3, 2013, h. 178.

[9] Philip Kotler dan Kevin Lane Keller, *Manajemen...,* h. 172.

[10] Rambat Lupiyoadi, *Manajemen Pemasan Jasa Berbasis Kompetensi,* Jakarta:Salemba Empat, Edisi 3, 2013, h. 178.

[11] Basu Swastha dan Ibnu Sukotjo, *Pengantar Bisnis Modern (Pengantar Ekonomi Perusahaan Modern),* Yogyakarta:Liberty, Edisi 3, 1988, h. 222.

[12] Lidya Mongi, L. Mananeke, A. Repi, *"Kualitas Produk, Strategi Promosi dan Harga Pengaruhnya Terhadap Keputusan pembelian Kartu Simpati Telkomsel di Kota Manado".* EMBA. Vol 1 No.4, 2013, h. 2338

selling). Management of the sales force (salespeople) is an analysis, planning, implementation and control of salespeople's activities. This includes setting goals, sales force strategy, recruiting, selecting, training, supervising and evaluating the company's sales force. [13]

Picture 1: Example of an Online Zakat Advertisement[14]

Potential Application of *E-Commerce* / Digitalization of Zakat Online in revitalizing BAZNAS districts in Madura

The study results show that the amount of zakat, infaq, and sadaqah funds from year to year continues to increase, indicating that BAZNAS Pamekasan Regency owns the productivity of digitalization. Even though all of that is not necessarily the result of productivity from digitizing the Pamekasan Regency BAZNAS. However, public awareness of the need for zakat, infaq, and almsgiving is increasing.

Meanwhile, the adaptability of digitalization of Pamekasan Regency BAZNAS is relatively lacking. Because until now BAZNAS Pamekasan Regency. It only has a block-shaped website and Facebook, which only function for activity publications. This impacts job satisfaction. The non-optimal and nonadaptive digitalization of BAZNAS Pamekasan Regency hurts job satisfaction, regardless of the number of funds raised. This phenomenon certainly affects the development orientation of the Pamekasan Regency BAZNAS digitalization. This is a necessity that will be carried out to optimize the role of the Pamekasan Regency BAZNAS.

Observational data on *Websites* /Blocks and Facebook regarding the potential of online applications owned by BAZNAS Pamekasan, Bangkalan, Sampang, and Sumenep Regencies have not yet provided services for collecting and distributing zakat, infaq, and sadaqah funds online. All BAZNAS districts in Madura still use manual services in collecting and distributing zakat, infaq, and sadaqah funds. The condition of the website/block is that BAZNAS of Sampang Regency is alive and active in providing information and promotion services, while the other BAZNAS is not active.

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[13] Husein Umar, *Studi Kelayakan…,* h. 73-74.

[14] Nur Jamaludin, *Efektifitas Digitalisasi Penghimpunan Dana Zakat pada Badan Amil Zakat Nasional (BAZNAS) Kota Tangerang.* http://jurnalfebi.uinsby.ac.id/index.php/MAZAWA/article/view/416

From the findings of the potential of e-commerce applications / online zakat digitalization in the context of revitalizing the Regency BAZNAS in Madura above, the SWOT analysis conclusions can be drawn as follows: STRENGTH, the strength of the Regency BAZNAS in Madura lies in its organization because it is a government organization, so it has a wide network and authority, has its own media including having strong resources; WEAKNESSES, the weakness of the Regency BAZNAS in Madura lies in job descriptions, namely the factor of management and managers not understanding information technology including media owned is inactive then added media owned is not competitive; OPPOTURNITIES, the opportunity for BAZNAS Regency in Madura lies in the Community and the Government, namely the factor of the availability of IT experts in the Community, the availability of financial support including full support from the regional and central Government; THREATS, the threat of BAZNAS Regency in Madura lies in its digitalization era, namely the factor of the increasing number of Amil Zakat Institutions (LAZ) demanding easy, cheap, fast and online-based services.

BAZNAS Regency in Madura is located in a public service-oriented institution. According to Sinambela in his book, the definition of public service is the fulfilment of the wishes and needs of the Community by state administrators. Then the ministry of home affairs stated that public service is a process of helping others in certain ways that require sensitivity and interpersonal relationships to create satisfaction and success. [15]

During public services according to the Decree of the Minister for Empowerment of the State Apparatus Number 63/2003 in Ratminto's book, public services are all forms of services carried out by Government agencies at the Central, Regional, and State-Owned Enterprises or Regional-Owned Enterprises in the form of goods and services. Both in an effort to meet the needs of the Community and in the framework of implementing the provisions of laws and regulations. [16]

Digital services, digital or better known as Information Technology. In this case, according to the Australian National Training Authority in Aji Suparianto's book, digital or information technology is the development of computer and other applications and communication-based technologies to process presentation and manage data and information that is relevant, accurate, timely, and used for personal purposes. , business, and Government. [17]

Then digital services can be summed up as services for disseminating or gathering information or others related to the resources available via the internet or websites. [18] By providing good services and supported by competent digitalization, the Regency BAZNAS in Madura will synergize and carry out activities according to what is in the law.

Ideally, the district BAZNAS digital services in Madura are located as follows, as is the case with competing applications.

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[15] Hariansyah, *Kualitas Pelayanan Publik…,* hlm.12

[16] Ratminto dan Atik Septi, *Manajemen Pelayanan…,* hlm.5

[17] Aji Supriyanto, *Pengantar Tekhnologi Informasi,* (Jakarta: Salemba Infotek, 2005), hlm.5

[18] Fitwi Luthfiyah, Manajemen Perpustakaan Dalam Meningkatkan Layanan Perpustakaan", *Jurnal El-Idare,* Vol 1, No. 2, (Desember 2015), hlm.198

Picture 2: Example of an online ZIS Service Application[19]
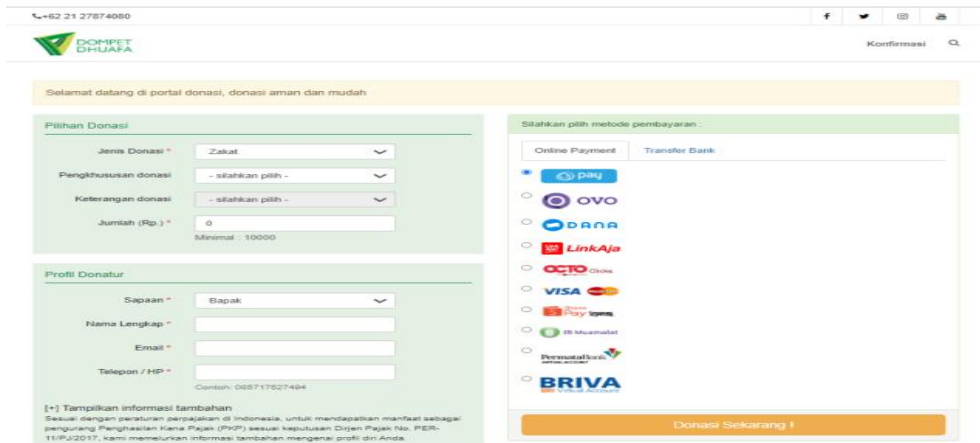
Picture 3: Digital Zakat Payment Flow[20]

[19] https://dompetdhuafa.org/

[20] Nur Jamaludin, *Efektifitas Digitalisasi Penghimpunan Dana Zakat pada Badan Amil Zakat Nasional (BAZNAS) Kota Tangerang.*

The BAZNAS digitalization system should be oriented towards service effectiveness and efficiency. Significance is very closely related to efficiency; Effectiveness can also be called efficiency, which emphasizes the effect of the results and pays little attention to the sacrifices needed to obtain the results. In contrast, efficiency refers to Effectiveness or the amount of gift in achieving results that must be considered. [21]

Effectiveness shows success or failure in achieving the goals of an activity where the measure of Effectiveness is a reflection of the output. So, Effectiveness is a measure to determine an organization's success level. [22] Effectiveness is the relationship between creation and goals. The greater the contribution (contribution) of the production from achieving goals, the more effective the organization, program, or activity will be.[23] According to Robbins, Effectiveness is the extent to which an organization or institution can realize its goals. [24]

Measuring Effectiveness can use the indicators described by James L. Gibson, namely:[25] First: Productivity. Productivity in terms of goals can be interpreted as a measure of the extent to which the goals set by the organization or institution can be realized properly. In this case, the achievement of goals is a process. Therefore, in order to ensure that the final destination is guaranteed, it is necessary to set intentions, be it slogans for parts of the organization or statements from the whole organization. At the Amil Zakat Infaq and Sadakah Institutions, productivity can be seen from the extent to which the implementation of zakat collection is in accordance with the collection target for the *muzzaki*.

Second: Adaptability. Adaptability is the ability of an organization to adapt to its environment. Regarding adaptability, what needs to be considered is that the organization or institution can respond to the internal and external changes the organization is facing. In this study, what is considered is whether, in the zakat fundraising program with digitalization, changes can be accepted and well received by the surrounding Community or not. For example, using technology according to the times makes it easy for people who want to channel funds through BAZNAS.

Third: Job Satisfaction. Job satisfaction is a positive feeling about one's Work that results from evaluating its characteristics, in other words. Satisfaction is a measure to indicate the level at which an organization can meet muzakki's needs. Job satisfaction can be measured from the response or evaluation of the *muzakki* on the performance or services provided by BAZNAS.

Fourth: Development. Development is a way or measure of an organization's ability to increase its capacity in dealing with *muzakki* tensions. Such as development, which consists of human resources, facilities, and infrastructure, greatly determines an organization's success in achieving its goals. With human resources with adequate abilities, skills, and knowledge, the activities of an institution can run well. Development can be measured from human resources, facilities, and infrastructure, as well as financing, which greatly determines the success of an institution or organization in achieving its goals.

By Permendagri No. 13 of 2006, Effectiveness is the achievement of predetermined target program results by comparing expenses with results (Output-Outcome). Outcomes can

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[21] Adrian Sutawijaya dan Etty Puji Lestari, "Efisiensi Teknik Perbankkan Indonesia Pasca Krisis Ekonomi", *Jurnal Ekonomi Pembangunan,* Vol 10, No.1,(Juni 2009), hlm.52

[22] Nordiawan dan Hetianti, *Akuntansi Sektor Publik,* (Jakarta: Salemba Empat, 2010), hlm.161

[23] Mahmudi, *Manajemen Kinerja Sektor Publik,* (Jakarta: UPP STIM YKPN, 2005), hlm.92

[24] Robbins, *Teori Organisasi dan Akuntansi,* (Jakarta: Selemba Humanika, 2009), hlm.92

[25] James L. Gibson, dkk. *Organisasi (Perilaku, Struktur dan proses)* terjemahan Agus Dharma, (Jakarta: Erlangga, 2001), hlm 27-30.

be interpreted as everything that reflects the functioning of activity outputs in the medium term. And Effectiveness refers to the ability of the organization to achieve its goals. Effectiveness can be explained based on an organization's capacity to obtain and utilize existing resources in achieving its goals.

Community Economic Empowerment through Online Digitalization at District BAZNAS in Madura.

The study results show that empowering *muzzaki* through the digitalization of BAZNAS in Pamekasan Regency cannot be carried out. Likewise, the empowerment *of mustahik* through the digitalization of the Pamekasan Regency BAZNAS cannot be carried out. BAZNAS Pamekasan Regency still uses the manual method to collect and distribute zakat, infaq, and sadaqah funds.

Reporting on the collection and distribution of zakat, infaq, and sadaqah funds at BAZNAS Pamekasan Regency has been done openly every year. However, it cannot be done through digital media, namely the website, because it is still being repaired and developed.

Observational data on Websites/Blocks and Facebook regarding online application-based community economic empowerment at BAZNAS Pamekasan, Bangkalan, Sampang, and Sumenep Regencies have not yet provided online zakat, infaq, and sadaqah fund distribution services. All BAZNAS districts in Madura still use manual services in collecting and distributing zakat, infaq, and sadaqah funds. Even the BAZNAS *website* for Bangkalan, Pamekasan, and Sumenep districts is not active. Only the website /block in BAZNAS for Sampang district is alive and active in providing information and promotion services. At the same time, the other BAZNAS is not active. Judging from the reporting, all BAZNAS *websites* for Pamekasan, Bangkalan, Sampang, and Sumenep Regencies have a Financial Report menu but don't have/no data.

From the findings of the potential of e-commerce applications / online zakat digitalization in the context of revitalizing the BAZNAS Regency in Madura above, the conclusion of the SWOT analysis can be drawn as follows: STRENGTH, the strength of BAZNAS Regency in Madura lies in an organization that the Government shelters so that it has a wide network and authority then has its media including having strong resources; WEAKNESSES, the weakness of the Regency BAZNAS in Madura lies in job descriptions, namely the existence of a manager and administrator who understands information technology and the media they have is not active and not competitive; OPPOTURNITIES, the opportunity for BAZNAS Regency in Madura lies with the Community and the Government, namely the availability of community workers who are experts in IT including the availability of financial support; Support from local and central Government. THREATS, the threat to the BAZNAS Regency in Madura lies in the era of digitalization, namely with the increasing number of Amil Zakat Institutions (LAZ). At the same time, the demands of Community want easy, cheap, and fast online-based services.

Empowerment is an effort that builds community power by encouraging, motivating, and raising awareness of potential which are owned and trying to develop it.[26] Empowerment in the realm of BAZNAS activities is community empowerment to make zakat, infaq (*muzzaki*), and sadaqah payments and use zakat, infaq, and sadaqah (*mustahik*) *funds* to empower themselves to be better and more productive.

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[26] Daniel Sukalele, "Pemberdayaan Masyarakat Miskin di Era Otonomi Daerah", dalam wordpress.com/about/pemberdayaan-masyarakat-miskin-di-era-otonomi-daerah diakses tgl. 25 Juni 2014

Empowerment is directed at productively improving the Community's economy so as to be able to produce high-added value and higher income. Efforts to increase capacity to create added value must at least improve access to four things: access to resources, access to technology, access to markets, and access to demand.

The community economy is all economic activities and community efforts to fulfill their basic needs, namely clothing, food, shelter, health, and education. Thus it can be understood that community economic empowerment is an effort to increase the ability or potential of the Community in economic activities in order to meet the necessities of life and improve their welfare and can have potential in the process of national development. [27]

Two community economic empowerment activities that the Regency BAZNAS can carry out in Madura are ideally carried out with online digital content. It is hoped that *online digitization* of the collection and distribution of zakat, infaq, and sadaqah funds will make BAZNAS in the District of Madura more competitive and efficient for the Community.

Picture 4: ZIS Online Application

To increase the Community's standard of living, the right empowerment pattern is necessary. The right form provides opportunities for the poor to plan and implement the development programs they have determined. Besides that, society is also given the power to manage their funds, both from the Government and the amil zakat, which distinguishes between participation community and community empowerment. It is necessary to consider who it is community empowerment goals have the power to build; with this, *good governance* has been hailed as an approach that is seen as the most relevant, both in governance arrangements broadly and in carrying out development functions. *Good governance* is that good governance is a condition that establishes a process of well-being, equality, cohesion and balance of roles, and mutuality control which the component government conducts, people, and private entrepreneurs. [28]

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[27] Ibid

[28] Mardi Yatmo Hutomo, *Pemberdayaan Masyarakat dalam Bidang Ekonomi*, (Yogyakarta: Adiyana Press, 2000), hal 1-2

There are two efforts so that community economic empowerment can be carried out.; First, prepare people's personalities to become entrepreneurs because the first tip of Islam in overcoming the problem of poverty is to work. Training provisions will be very important when entering the world of Work.[29]

This coaching program to become an entrepreneur can be carried out through several stages of activity, including providing moral and motivational assistance. This form of moral motivation is in the form of information about human functions, rights, and obligations in their lives. In essence, humans are required to believe, worship, work, and strive with all their might while the final result is returned to the Creator. The forms of moral motivation are:

First, Business Training. Through this training, each participant understands the concepts of entrepreneurship with all kinds of the ins and outs of its problems. The purpose of this training is to provide a more thorough and actual insight to foster motivation in the Community besides being expected to know entrepreneurial techniques in various aspects. Training should be provided more authentically by testing the management of entrepreneurial life practices, either by those who are involved in the business world or by concrete examples that occur in business practice. Through this kind of training, it is hoped that they will be able to observe certain tips that they must carry out so that failures can be avoided in the development of their entrepreneurial activities as little as possible;

Second, Capital. Capital in the form of money is one of the important factors in the business world, but it is not the most important for obtaining financial support; banks and assistance funds are channeled through other business partnerships. Additional capital from financial institutions should be provided, not for initial capital, but for development capital, after the business has been initiated and shows good prospects. Banks often will not provide loans if the industry has not demonstrated good profit development.

Apart from giving moral assistance, another form of empowerment is education. Ignorance is the root of poverty. Therefore, in the long run, eradicating poverty is from the education sector because poverty is mostly hereditary. Where parents are poor, so they cannot afford to send their children to school, and this will add to the list of poverty figures later on the last day. [30]

CONCLUSION

The conclusions that can be drawn from the findings of the Human Resources (HR) procurement strategy in the context of revitalizing Regency BAZNAS in Madura based on *e-commerce/* online zakat digitalization above can be concluded that the strength of Regency BAZNAS in Madura lies in its organization, namely because the Government owns it, BAZNAS has regional and national based regulations including obtaining resource support from the Government itself. The weakness of BAZNAS for districts in Madura lies in their job descriptions, where leaders and administrators have not been professionally certified by BAZNAS plus, their information technology skills are still very minimal, which has an impact on the organizational structure, which is less accommodating and less up to date. The opportunity for BAZNAS in Madura is because of the Community and government support, especially since the number of Muslim communities continues to increase, including public awareness of the existence of ZIS, which continues to grow. There are other opportunities

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[29] Ibid
[30] *Ibid*., hal 38-39

because the regional and central government support is very good. THREATS, the challenge of the BAZNAS Regency in Madura lies in the all-digital era of globalization, including the growing proliferation of zakat institutions. At the same time, the Community demands for online-based services are felt to be very effective. Namely, they can be accessed easily, cheaply, and quickly.

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