

Digitization of Zakat and Charity BAZNAS Tangerang City through Crowdfunding Platform tangerangsedekah.id

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ABSTRACT

This study aims to analyze the effectiveness of crowdfunding platforms in increasing zakat and charity collection in BAZNAS Tangerang City. Digitization of zakat and charity is one way of paying zakat and charity without knowing time and location restrictions. Tangerangstedekah.id is an online crowdfunding platform provided by BAZNAS Tangerang City as one of the effective, efficient, and transparent steps in collecting zakat and charity funds. This study used qualitative descriptive methods with in-depth interviews with BAZNAS Tangerang City staff and tangerangstedekah.id platform users. The results showed that digitizing zakat and charity through crowdfunding platforms can increase the efficiency and effectiveness of collecting zakat and alms funds. This platform is also able to increase transparency in the management of zakat and alms funds. However, efforts are needed to expand the reach of this platform so that more people are involved in collecting zakat and alms funds so that funds are collected through tangerangstedekah.id platform can be more optimal.

Keyword: digitalization; Zakat; Charity; crowdfunding; BAZNAS

INTRODUCTION

The development of zakat in Indonesia has made significant progress over the past few years. The development of zakat in Indonesia has experienced positive growth. People are increasingly aware and involved in the practice of zakat, while the government and zakat institutions continue to improve zakat management to be more effective and have a greater impact on poverty alleviation and social development. Zakat is managed through the process of planning, organizing the implementation of activities of accumulating, distributing, and utilizing zakat funds effectively and efficiently (Friantoro & Zaki, 2018). The distribution of zakat is part of zakat management which is very meaningful because it can be a medium for evaluating the performance of BAZNAS which has an impact on the high level of confidence of Muzakki in entrusting their zakat funds (Suprayitno et al., 2017). Zakat is expected to minimize social inequality. Not only that, zakat is expected to be able to improve the economy of citizens. Zakat has two measures of benefit, namely as an effort to worship Allah SWT and as an effort to care for social with fellow humans.

BAZNAS is a government institution tasked with collecting, distributing, and utilizing zakat funds for residents who become zakat Mustahik (Wibisono, 2015). To manage zakat efficiently and effectively, the Ministry of Religious Affairs divides BAZNAS consisting of Central BAZNAS, Provincial BAZNAS, and District/City BAZNAS. This is done to make it easier to collect and distribute zakat, and alms from Muzakki to Mustahik in need through various distribution and utilization programs that are right on target. The distribution of zakat funds can be done with a program to utilize zakat funds to Mustahik (zakat recipients) (Hafidhuddin, 2019).

The National Amil Zakat Agency (BAZNAS) noted that the realization of zakat fund collection in Indonesia reached IDR 14 trillion in 2021. This amount is only about 4.28 percent of the projected potential zakat in the country reaching Rp327 trillion. This means that globally, the zakat obtained by BAZNAS is still not optimal (<https://www.cnnindonesia.com/>, 2021). However, this value has increased in terms of zakat fitrah and zakat for sacrificial animals. Several factors affect the low acquisition of zakat funds carried out by BAZNAS. One of them is the issue of collecting and distributing zakat funds to zakat Mustahik. Problems often arise in the collection and distribution of zakat. Many zakat collecting institutions face challenges in collecting zakat efficiently and ensuring that the funds reach those entitled to receive it promptly. Problems of corruption or non-transparency in the management of zakat funds can also occur.

The issue of corruption that occurs in zakat institutions is the next factor that has influenced the trust of Muzakki in providing zakat funds through BAZNAS. The issue of corruption arose because of a case that occurred in the ACT that carried out corrupt practices carried out by the management. The Financial Transaction Reporting and Audit Center (PPATK) found that ACT official, Ahyuddin misappropriated aid funds for victims of the crash of Lion Air plane, Boeing JT610 to hundreds of billions. Helfi Assegaf, Wadir Tipideksus Bareskrim Polri Kombes said that the misappropriation of funds for victims amounted to Rp 34 billion out of a total fund of Rp 138 billion (<https://news.detik.com/>).

To increase public trust in the amil zakat institution (LAZ), BAZNAS innovates in collecting zakat and alms funds digitally, such as using QRIS, E-Wallet, E-Commerce, Website, and so on. Pertiwi Utami et al in their article The Effect of Digitalization Zakat Payment Against Potential of Zakat Acceptance in National Amil Zakat Agency stated that between the theory and practice of digital zakat, it was revealed that the challenge in efforts to increase the potential for digital zakat acceptance in Indonesia is that internet access is still weak and uneven in Indonesian territory, building an 'attachment' relationship between Mustahik, Muzakki, and BAZNAS, as well as the application of sharia principles in zakat management (Utami et al., 2020).

Sri Yuyu Ninglasari in her article Zakat Digitalization: Effectiveness of Zakat Management During the Covid-19 Pandemic stated that digital platforms have weaknesses and threats both for zakat institutions and Muzakki and Mustahik. To overcome these threats and weaknesses, zakat institutions can carry out various strategies by utilizing existing strengths and opportunities. This strategy is carried out so that the collection and distribution of zakat funds can be optimized appropriately and have a tremendous impact on community welfare, especially for the poor affected

by Covid-19 (Ninglasari & Muhammad, 2021). This means that digital zakat needs to get room to continue to be developed because it can be better optimized.

The development of information and communication technology has had a positive impact on zakat management in Indonesia. Applications and digital platforms have been developed to make it easier for people to calculate, pay, and distribute zakat. Digitalization of zakat and alms is an effort to utilize information and communication technology to facilitate the process of collecting, managing, and distributing zakat and alms. Here are some aspects of digitization that occur in zakat and alms. Digitalization of zakat and alms brings many benefits, including simplifying the payment process, increasing transparency, expanding the reach of fund collection, and increasing public participation. Nevertheless, digitalization does not replace the values and principles of zakat and alms itself, but only facilitates and increases efficiency in its implementation.

Various applications and digital platforms have been developed to make it easier for people to pay zakat and alms. The digitization of zakat and alms allows people to make payments electronically through bank transfers, e-wallets, or other online payments. This simplifies the payment process, reduces delays, and increases transparency in the collection and distribution of zakat and alms funds. BAZNAS Tangerang City innovates in collecting zakat and alms through <https://tangerangsedekah.id/> website. This platform makes it easy for people to be able to pay zakat and alms digitally.

This research is important to analyze the effectiveness of crowdfunding platforms in increasing zakat and alms collection at BAZNAS Tangerang City through <https://tangerangsedekah.id/> website. The platform makes it easy for people to pay zakat and alms. The platform also provides information transparently and openly so that the public can see and assess the acquisition of zakat and alms funds carried out by BAZNAS Tangerang City. Digitization of zakat and alms is one of the effective, efficient, and transparent steps in collecting zakat and alms funds.

METHODOLOGY

This study used qualitative descriptive research. Descriptive is a problem formulation that combines research to explore or photograph social situations that will be examined thoroughly, broadly, and deeply. This research focuses on collecting zakat and alms funds through tangerangsedekah.id conducted by BAZNAS Tangerang City. The primary data sources in this study were in-depth observations and interviews of BAZNAS staff in Tangerang City and communities who had paid zakat and alms through tangerangsedekah.id. The core informants in this study amounted to 10 people consisting of 7 men and 3 women who had distributed zakat, and alms through BAZNAS Tangerang City. The secondary data sources are from various scientific works, journals, articles, press news, and so on that are relevant to the topic of discussion, namely related to digital zakat through tangerangsedekah.id website.

RESULT AND DISCUSSION

Zakat Fund Management Strategy in Indonesia

National zakat has enormous potential. In 2020, the potential of national zakat is Rp. 327.6 trillion (<https://www.puskasbaznas.com/>). This is based on a study conducted by Puskas BAZNAS. The huge potential of zakat must certainly be accompanied by professional, accountable, fair, and transparent management (Srinovita et al., 2019). Zakat fund management is an activity that includes designing, conducting, and coordinating in collecting, distributing, and utilizing zakat. Of course, in the management of zakat funds that have been collected and collected, transparency and accountability in their management are guaranteed so that the objectives in the essence of zakat can be achieved properly (Saad et al., 2020). According to Wahbah Zuhaili, one of the obligatory wisdom of zakat is to help the poor. Through Zakat, they can be encouraged to work harder to achieve a more decent life (Priatmoko & Putri, 2021).

Zakat management must always be linked to the agenda of improving community welfare and poverty reduction (Srinovita et al., 2019). Therefore, a good zakat fund management strategy is needed to create trust in the community so that the community will be encouraged to channel their funds to the Amil Zakat Agency (BAZ) rather than distributing them directly to zakat Mustahik (Utami et al., 2020). Many strategies have been carried out by BAZNAS in managing zakat funds in Indonesia, including forming a digital platform for online zakat and alms payments, forming poverty alleviation-based programs, and improving the welfare of zakat Mustahik, increasing public awareness of zakat by continuing to socialize and educate BAZNAS programs so that fostering the desire and obligation of zakat (Afrilda, 2018).

Digital Zakat and Alms Payment Application

In distributing zakat productively, it can be done with several things, namely by providing zakat funds directly to Mustahik to be developed (Friantoro & Zaki, 2018). Zakat funds belong to all Mustahik. This form of distribution is also commonly referred to as non-investment productive zakat distribution. The distribution in this form consists of two models; (1) Zakat is given in the form of money to be used as business capital, and (2) Zakat is given in the form of goods that can be developed or used as business tools (Afrilda, 2018).

M. Aulia Rachman and Annisa Nur Salam in their research *The Reinforcement of Zakat Management through Financial Technology Systems* stated that an integrated zakat management system has been developed and needs innovation to be developed; Some amil zakat institutions have utilized fintech as a more optimal service tool in zakat management. This means that fintech-based zakat management will continue to grow and develop well, both from the market and consumer sides (especially for the demand aspect), so regulation, standardization, and efforts are needed to ensure zakat management using fintech. media. This paper will offer the concept of innovation, strengthening, strategy, and legality of a technology-based zakat management system, funded by the government or related authorities (Rachman & Salam, 2018).

Digital zakat and alms are evolving concepts in Muslim societies to face challenges and changes in the world of digital finance. In this context, digital zakat refers to the payment of zakat through digital platforms and technologies. It allows people to pay zakat online or use digital payment apps and platforms to set aside and distribute their zakat. Online Zakat payments allow individuals to pay zakat online via electronic bank transfer, e-wallet, QRIS, or other payment platforms. This provides convenience and comfort for individuals in fulfilling their zakat obligations quickly and efficiently (Utami et al., 2020).

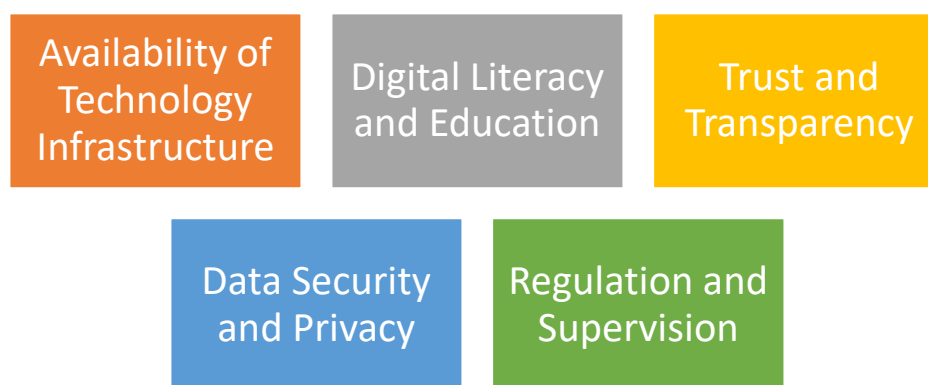
Several zakat institutions and amil zakat organizations have developed special applications and platforms called "digital zakat wallets." These wallets allow individuals to collect, manage, and distribute their zakat more easily. The digital zakat wallet can also track the amount of zakat that has been paid, choose the programs they want to donate, and track the use of zakat funds transparently (Suprayitno et al., 2017). One of the advantages of digital zakat is increased transparency and security in the collection and distribution of zakat. With the digital system, information regarding the collection and expenditure of zakat funds can be accessed openly, thus ensuring higher accountability and reducing the risk of misuse (Saad et al., 2020).

Challenges and Constraints of Digital Zakat Implementation in Indonesia

Digital life offers various benefits and conveniences (Nambisan et al., 2019). However, there are several challenges and problems including the equitable accessibility of technology throughout the Muslim community, concerns related to privacy and security of personal data must be well protected so as not to fall into the wrong hands (Shaikh & Ismail, 2017). Potential technical errors or system failures can occur. Therefore, it is important to develop appropriate regulations and ensure protection against abuse or fraud in the context of digital zakat. In addition, better education and understanding of digital zakat needs to be disseminated so that Muslim communities can utilize this technology effectively to fulfill zakat and alms obligations. Education about the benefits and how to use digital zakat needs to be provided so that people can understand and adopt this technology well (Ninglasari & Muhammad, 2021).

Trust is an important factor in the collection and management of zakat and alms. The public needs to have trust in platforms and institutions that provide digital zakat services (Yusfiarto et al., 2020). Transparency in the use of zakat and alms funds and effective monitoring are needed to ensure that zakat funds are used correctly. There are various amil zakat institutions (LAZ) that operate independently, so it is necessary to integrate these institutions into the digital zakat platform properly. Cooperation between these institutions is needed to ensure efficient and effective collection and distribution of zakat. Another challenge is data security and user privacy (Owoyemi, 2020).

Figure 1. Challenges and Constraints of Digital Zakat Implementation in Indonesia



Source: from various sources

BAZNAS Digital Zakat and Alms Platform Tangerang City

With the rapid advancement of the internet, BAZNAS Tangerang City applies digital technology in the form of a website in the Zakat collection system. BAZNAS presents a zakat payment page on its website <https://tangerangsedekah.id/>. BAZNAS Kota Tangerang collaborates with Paybill to facilitate payments so that Muzakki can easily make transactions. Payment can be made via m-banking, e-wallet, e-commerce, and QR code. BAZNAS Kota Tangerang provides zakat access from Shopee, Gopay, LinkAja, LinkAja Syariah, OVO, and Dana. It can indirectly remind Muzakki to give alms while checkout a shopping cart or ordering food online.

Online zakat payments in collaboration with several company platforms, not only donations can be paid online but zakat fitrah, zakat mal, and zakat income can be calculated automatically using a zakat calculator, where the amount of zakat to be paid by Muzakki will be automatically listed after writing down the amount of income owned (Hafidhuddin, 2019). In the platform, there are several programs related to zakat and alms created by BAZNAS Tangerang City. Paying zakat and being as close as digital provides convenience, speed, and convenience. Digital payment of zakat and alms also helps reduce the use of cash, increase transaction efficiency, and provide a clear record of payments. However, it is also important to pay attention to personal data security and privacy when using digital payment methods, as well as ensure that the payment platform used is trusted and secure.

The digital platform for zakat and alms provided by BAZNAS Tangerang City is one of the programs that has been planned by the mission of BAZNAS Tangerang City, namely the Modernization and digitalization of transparent and accountable ZIS-DSKL management in the Tangerang City Area. tangerangsedekah.id platform is the result of cooperation with <https://paybill.id/>. Paybill is a good form for collecting data. With Paybill, institutions, institutions, companies, and even communities can create ZISWAF programs, fundraising or billing faster, easier, and prouder because they are made with their brand.

Figure 2. Display of Digital Zakat and Alms Platform TangerangSedekah.id



Source: <https://tangerangsedekah.id/>

BAZNAS Kota Tangerang provides the convenience of zakat and alms with various service features available on tangerangsedekah.id website. The platform is a service to be able to energy and distribute zakat and alms. Muzakki funds are distributed to Mustahik located in the area of Tangerang City. People who pay zakat and alms will receive notification and confirmation from BAZNAS Tangerang City. The service on the platform is the existence of a treasure zakat calculator (mall). One of the digital zakat services available at BAZNAS Tangerang City is by using the National Payment Standard QR Code (QRIS).

Figure 3. QR Code Display for Digital Zakat and Alms



Source: <https://tangerangsedekah.id/>

The Effectiveness of Raising Zakat and Alms Funds Through TangerangSedekah.id

The digital platform of zakat and alms BAZNAS Kota Tangerang tangerangsedekah.id is a platform that displays attractive designs and comprehensive information. The platform tangerangsedekah.id display the amount of Muzakki, funds collected from each program, and the total of all funds that have been raised. Like the program, there is also an explanatory description that will be distributed to which areas the funds are. Clear and transparent information is provided by the platform tangerangsedekah.id to make it easier for users who have just accessed tangerangsedekah.id website.

BAZNAS Kota Tangerang offers as many as 21 zakat and alms programs on the tangerangsedekah.id platform, including; *Zakat Penghasilan, Sedekah Subuh, Berbagi Hidangan Berkah Ramadhan, Sedekah Sahur, Berbagi Paket Ramadhan Bahagia, Zakat Fitrah, Sedekah Jemput Lailatul Qadar, Sedekah Online Baznas, Solidaritas Bantu Mustahik, Bantu Renovasi Mushola, Dukung Pemberdayaan Ekonomi Mustahik, Dukung Pendidikan Anak Negeri, Bantu Mustahik Tetap Sehat, Beasiswa Anak Bangsa, Bantu Korban Bencana di Indonesia, Sedekah Al-Quran, Sedekah Untuk Muliakan Yatim, Sedekah Jumat, Zakat Maal, Tunaikan Fidyah*. The funds collected from some of the programs above can be known transparently and can be seen at any time. However, there are still some programs that have no financial income, such as Help School Renovation, Support Bangsa Children to Achieve Their Goals, Help Realize the National Child Scholarship.

Table 1. Program Data and Amount of Funds

NO	PROGRAM	FUNDS RAISED
1	Zakat Income	IDR 15.135.000,-
2	Dawn Alms	IDR 1.769.220,-
3	Sharing Ramadan Blessing Dishes	IDR 2.619.055,-
4	Al-Azhom Mosque Sahur Jamaah Itikaf	IDR 512.500,-
5	Share Happy Ramadhan Package	IDR 665.000,-
6	Zakat Fitrah	IDR 65.835.000,-
7	Alms Invite Lailatul Qadar Night	IDR 55.000,-
8	Alms Online Baznas	IDR 1.102.000,-
9	Solidarity Help Mustahik	IDR 12.000,-
10	Help Renovate Musholla	IDR 0,-
11	Support Mustahik Economic Empowerment Program	IDR 5000,-
12	Support the Nation's Children to Achieve Their Goals	IDR 0,-
13	Realizing Free Health Services for Mustahik	IDR 10.000,-
14	Help Make Anak Bangsa Scholarship a Reality	IDR 0,-
15	Help Disaster Victims in Indonesia	IDR 20.000,-
16	Al-Qur'an'an alms	IDR 100.000,-
17	Alms Glorify Orphans	IDR 20.000,-
18	Friday Alms	IDR 2.076.500,-
19	Cash-out Zakat Maal	IDR 4.950.000,-
20	Cash out Zakat Fidyah	IDR 60.000,-
21	Zakat Harta Maal (Property)	IDR 94.196.000,-
	TOTAL	IDR 104,962,275

Source: <https://tangerangsedekah.id/>

The total zakat and alms funds collected through the tangerangsedekah.id platform amounted to IDR 104,962,275,-. This fund collection is relatively small compared to the collection of zakat and alms funds through non-platform institutions so the effectiveness in raising these funds is still low. There needs to be socialization and promotion related to the tangerangsedekah.id platform as the BAZNAS website in Tangerang City so that people have the trust to be able to contribute to paying zakat and alms through the tangerangsedekah.id platform. In addition, efforts are needed to expand the reach of this platform so that more people are involved in collecting zakat and alms funds so that funds are collected through tangerangsedekah.id platform can be more optimal.

CONCLUSION

BAZNAS Kota Tangerang offers as many as 21 zakat and alms programs on the tangerangsedekah.id platform. However, there are still some programs that have no income so the collection of zakat and alms funds is not optimal. Even the collection of funds on tangerangsedekah.id platform is relatively small compared to the collection of zakat and alms funds through non-platform institutions. This illustrates that digital zakat and alms payments are not always successful without socialization and

promotion. Fundraising through digital platforms tangerangsedekah.id still relatively low. Socialization and promotion related to the tangerangsedekah.id platform as the BAZNAS website in Tangerang City need to be done better so that the public can know the digital platform for zakat and alms payments and have the trust to be able to contribute to paying zakat and alms through tangerangsedekah.id platform. In addition, efforts are needed to expand the reach of this platform so that more people are involved in collecting zakat and alms funds so that funds are collected through tangerangsedekah.id platform can be more optimal.

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