

ABSTRACT

Muhammad Ikhsan F 2019 “ANALYSIS OF WAQF FUNDRAISING STRATEGY BY CROWDFUNDING DONATION BASED ON SALMAN HOSPITAL COMPLEX WAQF PROGRAM AT THE SALMAN ITB WAQF BOARD”

In the waqf fundraising strategy with crowdfunding donation based investigated by the author, there is a target for raising waqf funds which was not reached, which was Rp. 569.692.267 (28%) within 1 years and 3 months while the target set was Rp. 2.000.000.000. The subject matter examined in this study is how the fundraising strategy with crowdfunding donation based on Salman Hospital Complex Waqf Program at the Salman ITB Waqf Board.

The research method uses descriptive methods with a qualitative approach. Data types and sources use primary data and secondary data. The technique of collecting data using observation, interviews, and documentation and the main instrument in this study are the author themselves. This Study uses the credibility test of source data and technique triangulation. Data analysis technique uses effectiveness ratio.

The result of the study indicate that (1) Waqf fundraising strategy The Salman Hospital Complex has met the objectives of waqf fundraising. (2) The crowdfunding strategy used is crowdfunding donation based. (3) In the crowdfunding donation based strategy there are 3 main principles, namely the Initiator Project (crowdfunders), Donors and Platforms. (4) Although the results of the collection of waqf funds through the Kitabisa.com platform are in the ineffective category and the number of waqf per month looks fluctuating, but nazhir's image before waqif is very good with a good level of satisfaction.

Keywords: Fundraising, Waqf, Crowdfunding.

ABSTRAK

Muhammad Ikhsan F 2019 “ANALISIS STRATEGI FUNDRAISING WAKAF DENGAN *CROWDFUNDING DONATION BASED* PADA PROGRAM WAKAF KOMPLEKS RS SALMAN HOSPITAL DI BADAN WAKAF SALMAN ITB”

Pada strategi fundraising dengan *crowdfunding donation based* yang diteliti penulis terdapat target penghimpunan dana wakaf yang tidak tercapai yaitu sebesar Rp569.692.267 (28,48%) dalam waktu 1 tahun 3 bulan (Mei 2018 – November 2019) sedangkan target yang ditetapkan sebesar Rp2.000.000.000 (100%). Adapun pokok permasalahan yang diteliti dalam penelitian ini adalah bagaimana strategi fundraising dengan *crowdfunding donation based* pada Program Wakaf Kompleks RS Salman Hospital di Badan Wakaf Salman ITB.

Metode penelitian menggunakan metode deskriptif dengan pendekatan Kualitatif. Jenis dan sumber data menggunakan data primer dan data sekunder. Teknik pengumpulan data menggunakan observasi, wawancara, dan dokumentasi serta instrument utama penelitian ini adalah peneliti sendiri. Dalam penelitian ini menggunakan uji kredibilitas data triangulasi sumber dan triangulasi teknik. Teknik analisis data menggunakan rasio efektivitas.

Hasil penelitian menunjukkan bahwa (1) Strategi fundraising program wakaf Kompleks RS Salman Hospital telah memenuhi tujuan dari fundraising wakaf. (2) Strategi *crowdfunding* yang digunakan adalah *crowdfunding donation based*. (3) Dalam strategi *crowdfunding donation based* terdapat 3 prinsip utama yaitu Projek Inisiator (*crowdfunders*), Donatur dan Platform. (4) Meskipun hasil penghimpunan dana wakaf melalui platform Kitabisa.com berada pada kategori tidak efektif dan jumlah wakif perbulan terlihat fluktuatif, akan tetapi citra nazhir dihadapan wakif sangat baik dengan tingkat kepuasan yang baik.

Kata kunci: Fundraising, Wakaf, Crowdfunding.