

Strategy for Zakat Collection and Distribution in the Sembako Distribution Program at The Covid-19 Pandemic Time at the National Amil Zakat Agency (BAZNAS) South Sumatra Province

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Abstract

This thesis discusses the strategy for the collection and distribution of zakat programs in distributing The Basic Food during the Covid-19 pandemic at the National Amil Zakat Agency (BAZNAS) of South Sumatra Province. This study aims to determine the strategy program for the collection and distribution of zakat programs in distributing The Basic Food during the Covid-19 pandemic at the National Amil Zakat Agency (BAZNAS) of South Sumatra Province. This research used a descriptive qualitative method. Data collection techniques used the method of observation, interviews, and documentation. Meanwhile, the data analysis technique used data reduction, data presentation, and conclusion drawing. The results of the research conducted indicated that (1) the collection strategies carried out by BAZNAS of South Sumatra Province were: socialization, collecting UPZ (Zakat Collection Unit), digital fundraising, and collaborating with banks. (2) The distribution of zakat in the food distribution program during the covid-19 pandemic at the National Zakat Amil Agency (BAZNAS) of South Sumatra Province, through the Smart Sumsel, Care Sumsel, Healthy Sumsel, Taqwa Sumsel, Prosperous Sumsel programs. (3) The food distribution program during the covid-19 pandemic at the National Zakat Amil Agency (BAZNAS) of South Sumatra Province followed the covid-19 handling protocol. Therefore, the distribution of The Basic Food was carried out without violating the covid-19 pandemic handling protocol.

Keywords: Collection Strategy, Distribution Strategy, Food Distribution Program.

Abstrak

Penelitian ini membahas strategi penghimpunan dan penyaluran zakat dalam Program Sebar Sembako Pada Masa Pandemi Covid-19 di Badan Amil Zakat Nasional (BAZNAS) Provinsi Sumatera Selatan. Penelitian bertujuan untuk mengetahui Strategi Penghimpunan dan Penyaluran Zakat Dalam Program Sebar Sembako Pada Masa Pandemi Covid-19 di Badan Amil Zakat Nasional (BAZNAS) Provinsi Sumatera Selatan. Metode penelitian ini dengan menggunakan metode kualitatif deskriptif. Teknik pengumpulan data menggunakan metode observasi, wawancara dan dokumentasi. Sedangkan teknik analisis data menggunakan reduksi data, penyajian data, penarikan kesimpulan. Hasil penelitian yang dilakukan menunjukkan bahwa (1) Strategi penghimpunan yang di lakukan BAZNAS Provinsi Sumatera Selatan yaitu: sosialisasi, mengumpulkan UPZ (Unit Pengumpulan Zakat), fundraising digital, dan bekerja sama dengan bank. (2) Penyaluran zakat dalam program sebar sembako pada masa pandemi covid-19 di Badan Amil Zakat Nasional (BAZNAS) Provinsi Sumatera Selatan yaitu melalui program sumsel cerdas, sumsel peduli, sumsel sehat, sumsel taqwa, sumsel

makmur. (3) Program sebar sembako pada masa pandemi covid-19 di Badan Amil Zakat Nasional (BAZNAS) Provinsi Sumatera Selatan yaitu mengikuti protokol penanganan covid-19, oleh karena itu pembagian paket sembako dilakukan dengan tidak melanggar protokol penanganan pandemi covid-19.

Kata Kunci: Strategi Penghimpunan, Strategi Penyaluran, Program Sebar Sembako.

Introduction

The government has regulated Zakat Management in Law Number 38 of 1999. It has produced a new paradigm of zakat management, such as it stipulates that zakat management is carried out by the National Zakat Amil Agency which is formed by the government and consists of elements of the community and the Government. The Zakat Amil Institution is fully formed by and from society. With this new paradigm, all amil zakat institutions must adapt to the mandate of the law. It is that their formation is based on the territory of the state government, starting from the national, provincial, district/city, and sub-district levels (Putri, 2021)

This Baznas was formed to realize its function and role as an amil zakat institution in the management of zakat funds for 8 groups of zakat recipients, namely the indigent, poor, amil, converts, rigab (servant of sahaya), gharim, sabilillah, ibn sabil, as described in Surat At -Taubah verse 60. According to Imam Syafii's opinion in the book Wahbah al-Zuhaily, the Shafii school said that zakat must be issued to eight ansaf groups (Agus & Nafi, 2020).

During the covid-19 pandemic, the collection and distribution of zakat to relieve those in need carried out by Baznas used a different strategy from before the onset of covid-19. In collecting and distributing zakat, one must follow the health protocol for handling COVID-19. The National Amil Zakat Agency (BAZNAS) of South Sumatra Province has been called to conduct zakat collection activities which are intended for distributing basic food items to people affected by the Covid-19 pandemic.

In addition to being based on sharia provisions, the collection and distribution of zakat are carried out by the South Sumatra Province Baznas as stated in Law No. 23 of 2011 which assigns BASNAZ as a non-structural government institution that is independent and responsible to the President through the Minister. BAZNAS was established directly as the National Zakat Management Agency which carries out the duties of collecting, distributing and utilizing zakat (Fitriani et al., 2020).

The collection and distribution strategy in the basic food distribution program at Baznas during the covid-19 pandemic is different from the previous time. The food distribution program during the covid-19 pandemic must continue to run smoothly. The distribution of the basic food program must follow health protocols as instructed by our President Joko Widodo.

The problem focus of this study is how to collect and distribute zakat in the food distribution program during the COVID-19 pandemic at the National Amil Zakat Agency (BAZNAS) of South Sumatra Province. To get answers from the problem focus in this research, the researchers conducted a study through qualitative descriptive methods as explained in the research methods section in this article. The purpose of this study is to determine the strategy for collecting and distributing zakat in the food distribution program during the covid-19 pandemic at the National Amil Zakat Agency (BAZNAS).

Literature Review Strategy

Strategy comes from the Greek word strategos, which means military commander in the democratic era of Athens. Today, strategy is a business activity that involves decision-making at the business unit level. This level of strategy shows how to compete.

The term strategy here relates to the direction of long-term goals and activities of an organization, strategy is also related to determining how an organization positions itself by considering its surroundings, especially its competitors. Meanwhile, in terminology, many experts have put forward the definition of strategy from different points of view, but at the same time, all of them have the same meaning; it is to achieve goals effectively and efficiently (Syam, 2020).

Fundraising

It is the collection or can be called fundraising. In the English dictionary, fundraising is translated as raising money. The collection of money is very much needed to finance the work programs and operations of an institution. The survival of an institution depends on the extent to which the fundraising is carried out. The collection is usually carried out by non-profit institutions or organizations (Siregar, 2021).

Collection in the Big Indonesian Dictionary (KBBI) is the process, method, and act of collecting. According to Huda, fundraising can also be interpreted as a process of influencing the community, either as individuals or representatives of the community or institutions to channel funds or resources to an organization or institution (Djayusman et al., 2014).

Distribution

The word distribution comes from the English language *distribute* which means division. In terminology, distribution is the delivery to many people or several places. Another definition defines distribution as the distribution of daily necessities by the government to civil servants, residents, and others (Rahimah, 2017).

According to Philip Kotler, distribution is a set of interdependent organizations involved in the process of making a product or service ready for use or consumption. In this case, distribution can be interpreted as an activity (sharing, sending) to people or several places (Agus & Nafi, 2020).

Zakat

Zakat, in terms of language, has several meanings, including using the meaning of the word *al-barakatu* which means blessing, *al-namaa* which means growth and development, *ath-thahratu* which means chastity and *ash-sahu* which means settled (Agus & Nafi, 2020).

Meanwhile, according to the term, zakat is part of the obligatory zakat assets issued to *mustahik*. The operational meaning is to issue some assets within a certain time (haul or when harvesting) with a certain value (2.5%, 5%, 10%, or 20%) and a certain target (needy, poor, *amil*, convert, *riqab*, *gharimin*, *fisabilillah*, and *ibn* sabil) (Sahroni et al., 2018).

Zakat, according to the term is *maklum*, which means giving a special part of a special property with special provisions, preferably at a special time to the *mustahik*. Hence, when the verses of the Qur'an or Al-Hadith use the word zakat which is related to spending wealth, it means only one and nothing else (Sholehuddin, 2014).

People who are entitled to receive zakat fitrah

Zakat must be given to the eight *ansaf*; they are the needy, the poor, zakat administrators, converts who are persuaded by their hearts, slaves, people who are in debt in the way of Allah, sabilillah and people who are on their journey (Barkah et al., 2020).

Types of Zakat

1. Zakat Maal (Wealth)

Zakat maal is zakat issued from property or wealth and income owned by a Muslim who has reached the *nishab* and *haul*. The calculation of zakat maal

according to nishab, level, and haul issued is determined based on religious law (Zakaria, 2018).

2. Zakat Fitrah

Zakat fitrah is the name for a number of staple foods issued by a Muslim after the holy month of Ramadan has passed. This zakat is also known as body zakat or soul zakat. Zakat fitrah has been obligatory in the second year of Hijrah, which was the first year the fasting month of Ramadhan was obligatory to purify the fasting person from dirty speech and useless deeds, to feed the poor and fulfill their needs and beg on the Eid Day (Layani & Marwiyah, 2021).

Research Methods

The Scope of Research

The research conducted by the authors took place at BAZNAS (National Amil Zakat Agency) South Sumatra Province, which is located at Jalan Jenderal Sudirman No. 7490 KM. 2,5 Palembang. Telephone/Fax number is 0711-360966, and the email address is baznasprov.sumsel@baznas.go.id. It was in accordance with the object of research, namely the strategy for the collection and distribution of zakat in the food distribution program during the covid-19 pandemic at the National Amil Zakat Agency (BAZNAS) of South Sumatra Province. The type of data used in this study was qualitative data. Qualitative data is collecting data, compiling, analyzing, and interpreting the data obtained, and then conducting research to produce conclusions (Darmalaksana, 2020).

In this study, there were two sources of data use; they were primary and secondary. Primary data sources are a number of information or facts directly obtained from the results of research in the field. Primary data collection techniques are in the form of interviews and direct observations at the research site which aim to be able to answer research questions (Sugiyono, 2017). Secondary data source is data obtained indirectly. Secondary data is information or facts obtained by the authors from literature, archives, books, journals, final assignments or theses, the internet, magazines, and other data sources that are relevant to this research (Sugiyono, 2017).

According to Sugiyono, the data collection techniques were obtained from observations, interviews, and documentation. The data analysis technique in this study was carried out during and after data collection, the research collected was analyzed using the Miles and Huberman (1984) model which was divided into three components including data reduction, data presentation, and conclusion drawing. (Sugiyono, 2017).

Population and Sample

The population is a collection of all possible people, objects, and other measurements that are the object of research or a collection of all objects of concern, or the entire subject of research if one wants to examine all elements in the research area (Sugiyono, 2017). The population in this study were mustahik who were registered at the BAZNAS institution in South Sumatra Province as they received a donation from the basic food distribution program during the covid-19 pandemic.

The sample is part or representative of the population being studied. It is called sample research if we intend to generalize the results of sample research (Sugiyono, 2017). The subject was the mustahik of BAZNAS, South Sumatra Province. The samples in this study were the Head of Fundraising, the Head of Distribution, and Mustahik who were involved in the collection and distribution of zakat in the food distribution program during the COVID-19 pandemic at the National Amil Zakat Agency (BAZNAS) of South Sumatra Province.

Results And Discussion

Strategy for Collecting Zakat in the Basic Food Distribution Program During the Covid-19 Pandemic at the National Amil Zakat Agency (BAZNAS) of South **Sumatra Province**

Fundraising is an activity that has the function of collecting funds and other resources from the community (whether individuals, groups, organizations, companies, or governments), which are used to finance programs and operational activities of the institution which in the end is to achieve the mission and goals of the institution. Thus, the fundraising strategy can be interpreted as a process of influencing the public or prospective donors (muzakki) to want to do good deeds in the form of donating funds or other valuable resources, which will be channeled and utilized for mustahik (Rahmawati, 2019).

This zakat collecting during the covid-19 pandemic is to help some of those in need. It was carried out by BAZNAS of South Sumatra Province during the covid-19 pandemic. It was different from the situation before the covid-19 pandemic, where they usually do not have restrictions on receiving mustahik. However, currently, BAZNAS officers are required to follow the regulations made by the government to avoid the spread of the covid-19 virus. The following is an overview of zakat collecting at BAZNAS South Sumatra Province from 2019-2021.

Table 1 Amount of Zakat Collecting Year 2019-2021

No	Year	Amount
1.	2018	Rp. 3.073.820.446
2.	2019	Rp. 3.146.912.040
3.	2020	Rp. 3.406.386.764
4.	2021	Rp. 4.659.339.783

(Source: BAZNAS data for South Sumatra Province)

The total collection of zakat for 4 years is 14,286,459,033 from 2018 to 2021. Despite the Covid-19 pandemic, it continues to experience positive developments in terms of zakat collection at BAZNAS, South Sumatra Province. The process of fundraising activities carried out by BAZNAS South Sumatra Province are:

a. Socialization

Socialization is very necessary to add insight that is not yet known and different levels of knowledge about public awareness about zakat. Furthermore, the zakat socialization program needs to continue to be developed in all circles of society, both in the city and in the village. It must also involve all components of society, such as government officials, religious leaders, community leaders, academics, professionals, and zakat practitioners. BAZNAS of South Sumatra Province carries out zakat socialization based on Law No. 23 of 2011 concerning zakat management. This activity is commonly referred to as a zakat campaign.

b. Collecting UPZ

In addition to approaching the government, BAZNAS of South Sumatra Province also collects UPZ which is in accordance with the direction of the governor. Establishing UPZ is a form of fundraising strategy in order to increase zakat in BAZNAS of South Sumatra Province to convey to the public, lift poverty and help the poor.

c. Digital Fundraising

Digital fundraising is carried out by raising funds and utilizing digital media carried out by individuals or organizations. Also, BAZNAS of South Sumatra

Province collaborates with Banks to cut the salary through the file system or digital radial.

Strategy for Distribution of Zakat in the Food Distribution Program during the Covid-19 Pandemic at the National Amil Zakat Agency (BAZNAS) of South **Sumatra Province**

The distribution of zakat is to people or *mustahik* who are entitled to receive zakat, either consumptively or productively. As is known in the letter At-Taubah verse 60, it is clearly stated that there are eight groups or asnaf entitled to receive zakat. Distribution activities carried out by BAZNAS of South Sumatra Province are in accordance with sharia provisions and laws. The sharia provisions are based on the word of Allah in the letter At-Taubah verse 60: "Alms-tax is only for the poor and the needy, for those employed to administer it, for those whose hearts are attracted 'to the faith', for 'freeing' slaves, for those in debt, for Allah's cause, and for 'needy' travellers. 'This is' an obligation from Allah. And Allah is All-Knowing, All-Wise." (Surat At-Taubah [9]: 60).

This verse is the basis for BAZNAS of South Sumatra Province in the distribution of zakat for distribution activities programs. In the verse, it is explained that zakat is designated for eight asnaf groups, namely the indigent, poor, amil, new converts to Islam (muallaf), slaves, debtors (ghorim), people who struggle in the way of Allah (sabililah), people who are on their journey (ibn sabil), and slaves (riqob). The provisions in the law are based on Law No. 23 of 2011.

In its own distribution activities, BAZNAS of South Sumatra Province uses the provisions of eight asnaf contained in the letter At-Taubah verse 60. Of the eight asnaf, it is divided into 5 BAZNAS superior programs of South Sumatra Province. They are the Smart Sumsel Program, the Care Sumsel Program, the Healthy Sumsel Program, the Taqwa Sumsel Program, and the Prosperous Sumsel Program. Of the five South Sumatra programs, they are further broken down into sub-programs and the distribution is further divided into the sub-programs. In addition to the sharia provisions, BAZNAS of South Sumatra Province is also based on the provisions of Law No. 23 of 2011 concerning the management of zakat, which has the task and function of collecting and distributing.

The following is an overview of the distribution of zakat through productive and consumptive programs from 2019 to 2021:

Table 2 Amount of Zakat Distribution Through 2019-2022 Programs

No	Distribution Program	Distribution Amount
1.	Program Sumsel Cerdas	Rp. 2.330.874.312
	(Smart Sumsel Program)	
2.	Program Sumsel Peduli	Rp. 3.115.408.570
	(Care Sumsel Program)	
3.	Program Sumsel Sehat	Rp. 1.012.209.257
	(Healthy Sumsel Program)	
4.	Program Sumsel Taqwa	Rp. 1.858.878.712
	(Taqwa Sumsel Program)	
5.	Program Sumsel Makmur	Rp. 25.286.000
	(Prosperous Sumsel	
	Program)	

(Source: BAZNAS data for South Sumatra Province)

The strategy for distributing zakat in BAZNAS, South Sumatra Province, uses five BAZNAS programs. They are the Smart Sumsel program, Care Sumsel program, Healthy Sumsel program, Taqwa Sumsel program, and Prosperous Sumsel program. From these programs, BAZNAS then creates activities that are in accordance with them.

The Zakat Food Distribution Program During the Covid-19 Pandemic At the National Amil Zakat Agency (BAZNAS) of South Sumatra Province

The activities of the food distribution program during the covid-19 pandemic at the National Amil Zakat Agency (BAZNAS) conducted as mustahik has currently hard time meeting their daily needs, especially food. Hence, BAZNAS of South Sumatra Province held a basic food distribution program and distributed 2,500 food packages this year. It is hoped that the distribution of these packages can meet or alleviate the needs of mustahik affected by the COVID-19 pandemic.

The main objective of BAZNAS of South Sumatra Province is to ease the burden of mustahik affected by the covid-19 pandemic in terms of food. During the pandemic, especially during the fasting month, the distribution of basic food packages is to ease the burden of mustahik food-wise as many of them got laid off and their life becomes more difficult. It is hoped that this help will at least lighten the burden of mustahik. The basic food packages were given by BAZNAS of South Sumatra Province to mustahik and the contents of the basic food packages are 5 rice, sugar, vegetable oil, flour, tea, milk, and soy sauce.

Table 3 Number of Basic Food Package Programs at BAZNAS, South Sumatra Province during the 2021 Covid-19 Pandemic

No	Food Packages	The amount given to
		mustahik
1.	Rice 5 kg	2.500
2.	Sugar 1 kg	2.500
3.	Vegetable oil 1 kg	2.500
4.	Flour 1 kg	2.500
5.	Milk "Enak" 1	2.500
6.	Tea "Teh Kotak" 1	2.500
7.	Soy sauce 1	2.500

(Source: National Baznas data for South Sumatra Province)

BAZNAS of South Sumatra Province, provided 2,500 basic food packages and given them to mustahik who were registered in the Palembang city area. The distribution of basic food packages was different from before the Covid-19 pandemic at BAZNAS. The distribution of zakat in the food distribution program did not have any obstacles, it continued to run smoothly.

In contrast to now, due to the COVID-19 pandemic, the distribution of basic food packages at BAZNAS, South Sumatra Province, had a slight problem. The distribution of zakat in the food distribution program must continue to follow the Covid-19 handling health protocol. Therefore, the distribution of basic food packages is carried out without violating the Covid-19 handling protocol. As it is not allowed to hold gatherings or crowds during the pandemic time, BAZNAS of South Sumatra Province continues to include UPZ (zakat collection units to help distribute food packages to mustahik. UPZ (zakat collection unit) is to distribute the food packages to mustahik. Hence, BAZNAS of South Sumatra Province gives the food packages to mustahik and through UPZ.

Conclusion

Based on the results of research that has been conducted regarding the strategy of collecting and distributing zakat in the food distribution program at the National Amil Zakat Agency (BAZNAS) of South Sumatra Province, it can be concluded that:

- 1. The strategies of collection carried out by BAZNAS of South Sumatra Province are socialization, collecting UPZ (Zakat Collection Unit), digital fundraising, and collaborating with banks. The strategy for collecting zakat in the food distribution program during the covid-19 pandemic is to develop more efficient digital services, starting from fundraising which is usually done conventionally then starting to switch to digital services (digital fundraising).
- 2. The distribution of zakat in the food distribution program during the COVID-19 pandemic at the National Amil Zakat Agency (BAZNAS) of South Sumatra Province is through the Smart Sumsel program, caring South Sumatra, healthy South Sumatra, taqwa South Sumatra, prosperous South Sumatra which are productive and some are consumptive in accordance with letter At-Taubah paragraph 60 and Law No. 23 of 2011.
- 3. The program for distributing basic food during the COVID-19 pandemic at the National Amil Zakat Agency (BAZNAS) of South Sumatra Province follows the protocol for handling COVID-19. Due to the covid-19 pandemic, the distribution of basic food packages is carried out without violating the covid-19 handling protocol. As it is not allowed to hold gatherings or crowds, the South Sumatra Province BAZNAS includes UPZ (zakat collection unit) to help BAZNAS of South Sumatra Province to distributing food packages to mustahik.

Suggestion

From the results of the research that has been described, the suggestions that the authors can propose are as follows:

- 1. Zakat socialization in BAZNAS of South Sumatra Province is further enhanced so that muzakki understands zakat, payment, and distribution of zakat through BAZNAS of South Sumatra Province.
- 2. Posts on the social media of BAZNAS of South Sumatra Province are even more

- active. It creates a website so that muzakki know about the activities of collecting and distributing zakat, thereby attracting muzakki's interest to give their zakat at BAZNAS of South Sumatra Province.
- 3. Optimizing the role of the millennial Amil Zakat Agency, to increase trust for muzakki about the quality improvement of good zakat management.

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