

Volume 1, March 2023

Proceedings of the 1st International Conference on Management and Small Medium Enterprise (ICMSME-2023)

Strategy for Increasing the Collection of Zakat, Infaq, and Lazismu Gowa Branch In Gowa Regency

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A B S T R A C T

The purpose of this research was to find out the strategy of LAZISMU Gowa Branch in increasing the collection of ZIS funds and to find out the supporting and inhibiting factors in collecting ZIS in Gowa regency. This research is qualitative research using a phenomenological approach. Data were collected through observation, interviews, and documentation using primary and secondary data sources. The results showed: First, the strategy of LAZISMU Gowa Branch in increasing ZIS collection was carried out in four ways, namely finding and recording potential zakat, infaq, and alms that had not been cultivated, forming a serviced office, opening zakat outlets, and building communication with prospective muzakki. Second, the supporting factors for LAZISMU Gowa Branch in the effort to fundraise ZIS in Gowa regency are faced with several factors, including good institutional management, well-managed databases, strategic office locations, high enough assets, and considerable ZIS potential, legality, and assistance. From government and community leaders. While the inhibiting factors are the lack of socialization, the lack of understanding and awareness of the community about the obligation to pay zakat, programs that still need to be felt equally by the community, and the emergence of other zakat management institutions. After the SWOT analysis, the results showed that LAZISMU Gowa Branch was in an aggressive strategy position with results (0.2) and (0.09). An aggressive strategy is recommended to maximize opportunities with its strengths to continue to expand, increase growth and achieve maximum progress.

Keywords: *Collection, Zakat, Infak, and Alms*

INTRODUCTION

The Amil Zakat Agency (BAZ) and the Amil Zakat Institution (LAZ) are two officially recognized institutions in Indonesia in managing zakat funds. Law of the Republic of Indonesia Number 23 of 2011 concerning the Organization of Zakat as a form of legal protection for the two institutions (Saefudin Zuhri, 2004). For this protection, the two institutions have the right to collect up to the distribution of zakat, infaq, and alms funds that have been collected. People entitled to receive zakat, infak, and alms are categorized into 8 (eight) asnaf: Fakir, Poor, Amil, Muallaf, Riqab, Gharimin, Fi Sabilillah, and Ibn Sabil. The command to help each other for Muslims must be implemented because Allah SWT has conveyed it in Q.S at Taubah/9:60 (Hidayatulloh et al., 2022; Karyanto et al., 2021; Sakirah et al., 2021; Shiyuti et al., 2021).

Indonesia is a Muslim-majority country and based on the latest research conducted by BAZNAS and the Faculty of Economics and Management, Bogor Agricultural Institute, in 2011, the national zakat potential is around IDR 217 trillion. However, the funds collected in 2016 were only IDR 3.6 trillion (Ayu Ruqyyah Yunus and Nur Feriyanto, 2019). This phenomenon also occurs in the province of South Sulawesi, one of the provinces owned by Indonesia, and has a potential zakat fund of 9 trillion. However, what was collected in 2016 was only IDR 12.8 billion. Especially in Gowa regency, where most of the population is Muslim, around 679,558 people (Badan Pusat Statistik, 2021).

Gowa Regency is known to be quite religious. This is reflected in the many religious activities, social education facilities, and other institutions. Most of the population is Muslim and has diverse livelihoods, including civil servants, entrepreneurs, traders, laborers, farmers, and others. Demographically and culturally, it has the potential to develop means of income distribution under Islamic law. If this enormous potential can be collected and managed correctly, then this zakat instrument can contribute to alleviating the problems of the people, in this case, unemployment, and poverty. However, among Muslims, many still do not channel ZIS funds through institutions recognized by the government, in this case, the Amil Zakat Agency and Amil Zakat Institutions, due to a lack of knowledge and trust to channel ZIS to official institutions (Achmad, 2022; Ariff, 1991; Athar & Arif, 2021; Candri et al., 2020; Faisal & Najla, 2022; Farkhah, 2020; Hakim et al., 2022; Hasan, 2020; Juliana, 2021; Khasandy & Badrudin, 2019; Lestari & Sunarsih, 2020; Maulida et al., 2021; Rizki, 2019; I. R. Santoso, 2020; Sulastiningsih et al., 2020; Sulistyawan & Wideasari, 2022; Syahara & Handayati, 2020; Syakir & Zulkarnain, 2019; syamsuri Syamsuri, 2022; S. Syamsuri et al., 2022; Thornton et al., 2012; Wulan et al., 2018; Zadjuli et al., 2020; Zulkifli & Maghfirah, 2022). Therefore, the right strategy is needed in collecting ZIS funds. This is because using a good and correct strategy will bring public trust in an institution (Hakim et al., 2022; Iqbal et al., 2019; Narimo

& Romadhoni, 2022; Parisi, 2017; Rachman & Salam, 2018; B. Santoso et al., 2020; Soleh, 2020; Taisir et al., 2017; Wulan et al., 2018; Zein et al., 2020).

RESEARCH METHODS

This type of research is qualitative and is carried out through fieldwork. The fieldwork itself is a detailed survey of a particular social unit (Sudirman Damin, 2002). Researchers directly go to the field, the object of research, as a source of information to collect data.

The research approach in this study uses phenomenology. The meaning of phenomenology is a way to gain new knowledge or develop existing knowledge with logical, systematic, critical steps, and not based on presumption. The phenomenological approach seeks to explain, reveal, study, and understand a phenomenon of conscious-based experience that occurs in individuals (Lexy J Moleong, 2012, (Anosike et al., 2012; Aspers, 2009; Converse, n.d.; Cope, 2005; Gibson & Hanes, 2003; Gill, 2014; Giorgi, 2005, 2008; Lindseth & Norberg, 2004; Lopez & Willis, 2004; Minna Anneli Sorsa, 2014; Polkinghorne, 1989; Wojnar & Swanson, 2007)). Therefore, the researchers gradually conducted field surveys to monitor LAZISMU Gowa Branch's activities related to collecting zakat, infaq, and alms funds. So that researchers obtain information based on facts in the field, not based on presumption. The aim is to accurately describe individuals' and groups' characteristics, situations, and symptoms or to determine whether there is a relationship between one phenomenon and another. While the data collection techniques used in this study were carried out using 3 (three) methods: observation, interviews, and documentation (Suharisimi Arikunto, 1996).

RESULTS & DISCUSSION

Strategy for Increasing Collection of Zakat, Infaq and Alms LAZISMU Gowa Branch in Gowa Regency

The findings of researchers in the field regarding the strategy of LAZISMU Gowa Branch in increasing the collection of zakat, infaq, and alms implement strategies based on the needs of muzakki as the subject. This step was taken because the sustainability of LAZISMU Gowa Branch depended on muzakki as its partner. In order to support All parties who can support the achievement of the target of ZIS funds collected by LAZISMU Gowa Branch are involved in implementing this collection strategy. Based on an interview with Mr. Muhammad Asri. chairman of the governing body at LAZISMU Gowa Branch, the strategy of LAZISMU Gowa Branch in increasing the collection of zakat, infaq, and alms are as follows:

Looking For and Listing Potential ZIS That Have Not Been Explored

The step of LAZISMU Gowa Branch is finding and recording the potential of ZIS by conducting outreach to prospective muzakki, both individuals and groups (institutions/agencies, companies). Zakat socialization is carried out using several methods, namely through mass media such as WhatsApp, Facebook, and Instagram, using preachers from Muhammadiyah to socialize zakat, infaq, and alms in mosques both during counseling, regular lectures and during Friday sermons, conducting hospitality annually with muzakki and prospective muzakki, as well as holding zakat consulting services (Mr. Muhammad Asri, Interview).

Establish a KL (Kantor Layanan /Service Office)

The strategy used by LAZISMU Gowa Branch in increasing ZIS collection is by establishing service offices in every village and sub-regency in Gowa regency and, of course, writing to the locations determined to form a KL (service office) as an extension of LAZISMU Gowa Branch as well as carrying out outreach to villages and sub-regencys in Gowa regency, both those that already have service offices and those that have not yet established service offices. This is done to make it easier for muzakki to pay their zakat, infaq, and alms without coming directly to the location of the LAZISMU Gowa Branch office. Also, LAZISMU Gowa Branch can increase its income from zakat, infaq, and alms funds. Based on an interview with Mr. Muhammad Asri, there are 12 (twelve) Service Offices owned by LAZISMU Gowa Branch. Meanwhile, the interviews conducted with the 2 (two) donors/muzakki above show that it is true that there are LAZISMU Service Offices in the Gowa Branch spread across several areas in Gowa regency. (Mr. Syamsul, Interview)

Opening Zakat Outlets

Zakat outlets are usually done by a zakat institution, as with LAZISMU Gowa Branch; it has always been a routine in certain months, especially when approaching Ramadhan. People who need clarification or are reluctant to pay zakat through Zakat Institutions are not tricky because employees or amil are always there to open outlets in several places, making it easier for people who want to pay their zakat. Usually, these outlets are opened to run short-term programs, which are often carried out during the month of Ramadan, namely, to compensate orphans, the poor, and the poor. Not only that, employees or families who guard zakat outlets are also assigned to collect zakat fitrah funds in the community because zakat fitrah is mandatory for Muslims (Mr. Muhammad Asri, Interview).

Build Communication With Prospective Muzakki

LAZISMU Gowa Branch establishes communication with its prospective muzakkis in several ways, including by carrying out data collection of prospective muzakkis whose zakat, infaq, and alms funds will be worked on, establishing friendships with prospective muzakkis, both individuals and institutions/agencies, and writing to muzakkis to pay ZIS through LAZISMU Gowa Branch (Mr. Muhammad Asri, Interview).

Supporting Factors and Inhibiting Factors LAZISMU Gowa Branch in Gowa regency in Collecting Zakat, Infaq, and Alms

Supporting factors can improve the fundraising strategy's performance so that it can run more optimally. At the same time, the inhibiting factors can make the fundraising strategy less than optimal. The following information was obtained from LAZISMU Gowa Branch:

- a. The most crucial supporting factor is that the institution already has legality so that the institution can give a sense of trust to the community and LAZISMU Gowa Branch in fundraising assisted by all elements of the Muhammadiyah Association and the local government. Programs for channeling institutions have also become one of the supporters for realizing the trust of the people of Gowa regency. It is hoped that in 2022 this can be distributed evenly in Gowa regency. The family system among the amil in the institution is also very supportive in carrying out fundraising activities. The obstacle faced at this time

is still the need for more understanding and public awareness about the obligation to pay zakat (Mr. Muhammad Asri, Interview).

- b. The supporting factors are the management of LAZISMU Gowa Branch, which is by Islamic law and has legality; other supporting factors are officers' data readiness in institutional activities. The inhibiting factor in the field is still in the form of people still needing more awareness to pay their zakat to official institutions that have legality, so they distribute zakat, infaq, and alms funds directly to mustahik. This is due to the need for more socialization regarding the obligation of zakat and matters relating to infaq and alms. Another inhibiting factor is the emergence of zakat management institutions with more attractive programs (Ms. Darnawati Rajab, Interview).
- c. Factors supporting the institution itself are the strategic location of the office; the location of the institution's office is in the middle of the Gowa regency, so access to anywhere is easier. Another supporting factor is the development of assets owned by the Muhammadiyah Association; it increases the potential for zakat, infaq, and alms of LAZISMU Gowa Branch, and LAZISMU Gowa Branch in fundraising assisted by all elements of the Muhammadiyah Association and also the local, regional government. While the inhibiting factors faced by the institutions themselves are still in the form of understanding from the community, most people still need clarification about whether they have entered the obligatory zakat (Mr. Samsir Nur, Interview).

Based on the results of the interviews, the researcher found that the supporting factors for fundraising at LAZISMU in Gowa regency include well-formed organizational management, well-managed databases through the excel application, strategic office locations, high enough assets owned by the Muhammadiyah Association and the enormous potential zakat, infaq and alms in Gowa regency, good utilization, and institutional legality, as well as assistance from all elements of the Muhammadiyah Association and local government in fundraising activities.

The factors that hamper LAZISMU Gowa Branch in conducting fundraising activities are the lack of implementation of socialization regarding the obligation to tithe, infaq, and alms, LAZISMU Gowa Branch programs which still cannot be felt equally by the people of Gowa regency, people's understanding is still lacking about zakat, and the emergence of various zakat, infaq, and other alms management institutions by presenting more attractive programs. Kusmanto explained, in theory, that the supporting factors that exist in zakat institutions are internal and external. Internal factors include the following:

1. Strategic location of the institution's office.
 2. Human resources are qualified in quantity and quality.
 3. Have a good utilization program.
 4. The institution already has legality.
 5. Ability to distribute existing programs at the institution.
 6. Have good management.
 7. The figure of a character
- (Kusmanto, 2014).

Factors supporting external institutions include support from the government and society. Community leaders provide a good understanding of the community regarding the importance of zakat, infaq, and alms in zakat institutions that are trustworthy and trusted by the community. The role of government and community leaders can encourage the success of zakat collection and management of an institution.

Based on data obtained from LAZISMU Gowa Branch and the theory put forward by Kusmanto, the supporting factors for fundraising are good institutional management, well-managed databases, strategic office locations, high enough assets, and significant potential for zakat, infaq, and alms, good utilization, the legality of the institution, as well as assistance from the government and community leaders.

Ghofur explained in his theory that the factors that hinder fundraising activities at zakat institutions could be as follows:

1. Muzakki's understanding of the importance of paying zakat still needs to be improved.
2. Minimal public trust in zakat institutions.
3. There is no practice of Law no. 23 of 2011 regarding the management of zakat.

(Ghofur, 2018).

Based on the data obtained from LAZISMU Gowa Branch and the theory presented by Ghofur, several factors hinder LAZISMU Gowa Branch in conducting fundraising in the field, including the lack of socialization regarding the obligations of zakat, infaq, and alms, the programs of LAZISMU Gowa Branch which are still unable to be felt equally by the people of Gowa regency, people's understanding is still lacking about zakat, as well as the emergence of zakat, infaq, and other alms management institutions by presenting more attractive programs.

Application of SWOT Analysis

Based on the information the researcher obtained from the results of interviews with several LAZISMU Gowa branch officials, they are as follows:

a. The strengths possessed by LAZISMU Gowa Branch, namely:

- 1) Have legal legality.
- 2) LAZISMU Gowa Branch in its governance according to Islamic guidance.
- 3) The high assets owned by LAZISMU Gowa Branch.
- 4) LAZISMU Gowa Branch is assisted by all elements of the Muhammadiyah Association, especially in Gowa regency, in collecting zakat, infaq, and alms.
- 5) Solid management.

(Mr. Muhammad Asri, Interview)

b. Weaknesses owned by LAZISMU Gowa Branch, namely:

- 1) Public knowledge about LAZISMU Gowa Branch is still minimal.
- 2) Socialization still needs to be improved for the public regarding the understanding of zakat managed by LAZISMU Gowa Branch.
- 3) LAZISMU Gowa Branch programs that have yet to cover the entire community of Gowa regency.
- 4) The rich in society has not reached officials, especially in the regency of Gowa.
- 5) Human resources need to be improved.

(Ms. Darmawati Rajab, Interview)

c. The opportunities owned by LAZISMU Gowa Branch are as follows:

- 1) The population with the majority is Muslim.
- 2) The location of the LAZISMU Gowa Branch office is very strategic.
- 3) Increased public trust in LAZISMU Gowa Branch due to the high development of Muhammadiyah assets.
- 4) The local government helps maximize ZIS collection.
- 5) the community has trusted LAZISMU Gowa Branch to manage it professionally.

(Mr. Samsir Nur, Interview)

d. The threats posed by LAZISMU Gowa Branch include:

- 1) Public understanding of the sharia system still needs to be improved.
- 2) Many people still pay their zakat, infaq, and alms directly instead of channeling them to official institutions.
- 3) The emergence of various other zakat management institutions.
- 4) LAZISMU Gowa Branch has yet to become a solution or option for the community fully.
- 5) Emergence of zakat management institutions with more attractive programs.

(Mr. Samsir Nur, Interview)

Table 1.4 Gowa Branch's LAZISMU SWOT Matrix

IFAS	Strength (S)	Weakness (W)
	<ol style="list-style-type: none"> 1. Have legal legality. 2. LAZISMU Gowa Branch in its governance according to Islamic guidance. 3. The high assets owned by LAZISMU Gowa Branch. 4. LAZISMU Gowa Branch is assisted by all elements of the Muhammadiyah Association, especially in the Gowa regency, in collecting zakat, infaq, and alms. 5. Solid management. 	<ol style="list-style-type: none"> 1. Public knowledge about LAZISMU Gowa Branch is still minimal. 2. Very little socialization was carried out to the public regarding the understanding of zakat managed by LAZISMU Gowa Branch. 3. LAZISMU Gowa Branch programs have not been able to be distributed evenly throughout the people of Gowa regency. 4. Cannot reach officials or rich people in society, especially in Gowa regency. 5. Human resources need to be improved.
EFAS		
Chance (O)	SO	WO
<ol style="list-style-type: none"> 1. Residents with a Muslim majority. 2. The location of the LAZISMU Gowa Branch office is very strategic. 3. Increased public trust in LAZISMU Gowa Branch due to the high development of Muhammadiyah assets. 4. The local government helps maximize ZIS collection. 5. The community has trusted LAZISMU Gowa Branch to manage it professionally. 	<ol style="list-style-type: none"> 1. Increasing public trust in LAZISMU Gowa Branch due to the legality of laws governing it. 2. Improving the quality of human resources. 3. Improving management efficiency. 	<ol style="list-style-type: none"> 1. Improving educational outreach to the community. 2. Develop long-term and sustainable work programs. 3. Network expansion with new muzakki. 4. Keeping muzakki loyal.
Threat (T)	ST	WT
<ol style="list-style-type: none"> 1. Public understanding of the sharia system still needs to be improved. 2. Many people still pay their zakat, infaq, and alms directly instead of channeling them to official institutions. 3. The emergence of various other zakat management institutions. 4. LAZISMU Gowa Branch has yet to become a community solution or option fully. 5. The emergence of various zakat management institutions with more attractive programs. 	<ol style="list-style-type: none"> 1. Improving the performance quality of LAZISMU Gowa Branch so it can be better. 2. Develop existing work programs. 3. Determine the ZIS management development strategy. 	<ol style="list-style-type: none"> 1. Improving the quality and quality of service. 2. Develop a more efficient and effective ZIS management strategy. 3. Increasing public trust by increasing outreach to the community. 4. Routinely conduct awareness socialization of zakat to the community.

Strategy Analysis

a) SO Strategy (Strengths-Opportunities)

The SO strategy is carried out by utilizing all strengths to seize and take advantage of as many opportunities as possible. This can be done by increasing public trust in LAZISMU Gowa Branch because of the legality of the laws governing it, improving human resources quality, and increasing management efficiency.

b) ST Strategy (Strengths-Treats)

This strategy uses the strengths of LAZISMU Gowa Branch to overcome threats. Based on this strategy, this can be done by improving the performance quality of LAZISMU Gowa Branch so that it can be better, developing existing work programs, and establishing a ZIS management development strategy.

c) WO (Weaknesses-Opportunities) Strategy

This strategy is carried out by taking advantage of existing opportunities by minimizing weaknesses with this strategy that can be used at LAZISMU Gowa Branch, namely by increasing education outreach to the community, developing long-term and sustainable work programs, expanding networks with new muzakki, maintaining muzakki loyalty.

d) WT Strategy (Weaknesses-Treats)

This strategy is based on defensive activities and tries to minimize weaknesses and avoid all threats. In this strategy, LAZISMU Gowa Branch can do this by improving service quality, developing a more efficient and effective ZIS management strategy, increasing public trust by increasing socialization in the community, and routinely conducting zakat awareness socialization to the community.

Table 1.5. Calculation of the IFAS Matrix

No.	Strength	Quality	Rating	Score
1.	Have legal legality.	0,11	4	0,44
2.	LAZISMU Gowa Branch in its governance according to Islamic guidance.	0,11	4	0,44
3.	The high assets owned by LAZISMU Gowa Branch.	0,11	3	0,33
4.	LAZISMU Gowa Branch is assisted by all elements of the Muhammadiyah Association, especially in Gowa regency, in collecting zakat, infaq, and alms.	0,10	3	0,3
5.	Solid management.	0,1	3	0,3
Total Strength		0,53		1,81
No.	Weakness			
1.	Public knowledge about LAZISMU Gowa Branch is still minimal.	0,10	3	0,3
2.	Very little socialization was carried out to the public regarding the understanding of zakat managed by LAZISMU Gowa Branch.	0,10	3	0,3
3.	LAZISMU Gowa Branch programs that have not been able to be optimally distributed throughout society.	0,08	3	0,24
4.	Not able to reach officials or rich people in society, especially in Gowa regency.	0,10	3	0,3
5.	Need more human resources.	0,09	3	0,27
Total Weaknesses		0,47		1,41
IFAS Total Factors		1,00		3,22

The data above shows that the variable IFAS LAZISMU Gowa Branch has a strength score of 1.81 and a weakness of 1.41, so the overall internal variable score is 3.22.

Table 1.6. Calculation of the EFAS Matrix

No.	Opportunity	Quality	Rating	Score
1.	The majority population is Muslim.	0,10	3	0,3
2.	The location of the LAZISMU Gowa Branch office is very strategic.	0,11	3	0,33
3.	Increased public trust in LAZISMU Gowa Branch due to the high development of Muhammadiyah assets.	0,09	3	0,27
4.	The local government helps in maximizing ZIS collection.	0,11	3	0,33
5.	The community already believes that LAZISMU Gowa Branch is managed professionally.	0,12	3	0,48
Opportunity Total		0,43		1,71
No.	Threat			
1.	Public understanding of the sharia system still needs to be improved.	0,12	4	0,48
2.	Many still pay their zakat, infaq, and alms directly instead of channeling them to official institutions.	0,09	3	0,27
3.	The emergence of various other zakat management institutions.	0,09	3	0,27
4.	LAZISMU Gowa Branch has yet to fully become a solution or choice for the community.	0,09	3	0,27
5.	The emergence of zakat management institutions with more exciting programs.	0,08	3	0,24
Total Threat		0,47		1,53
Total EFAS Factor		1,00		3,24

The data above shows that the EFAS LAZISMU Gowa Branch variable has an opportunity score of 1.71 and a threat of 1.53, so the overall external variable score is 3.24.

Based on the IFAS and EFAS matrix analysis data above, the results show the current position of LAZISMU Gowa Branch, which is as follows:

Table 1.7. Position of LAZISMU Gowa Branch

IFAS		EFAS	
Strength	1,81	Opportunity	1,71
Weakness	1,41	Threat	1,53
Results (X)	0,2	Results (Y)	0,09

The IFAS and EFAS factor analysis data above shows that the IFAS factor is more significant, namely 0.2, while the EFAS analysis is equal to 0.09. So that it can be formulated in a SWOT analysis diagram as follows:

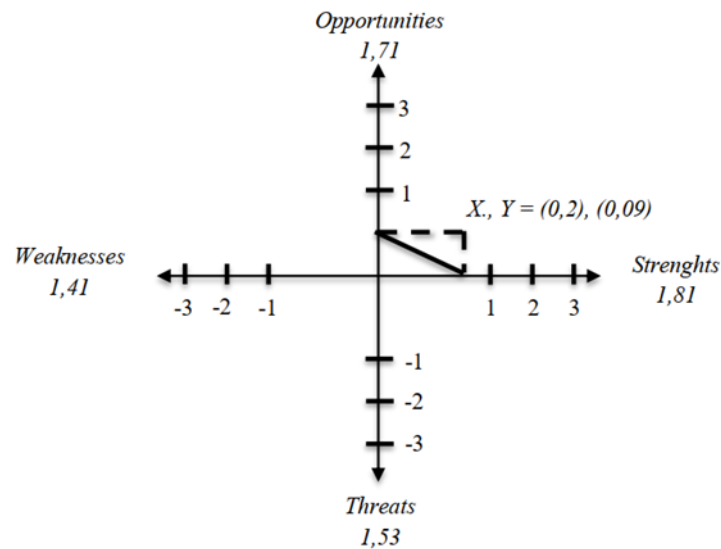


Figure 1. SWOT analysis diagram

Based on the results of processing and taking the SWOT analysis strategy shows that LAZISMU Gowa Branch is in an aggressive strategic position. Therefore it is recommended to maximize opportunities with strength. Thus, LAZISMU Gowa Branch is included in the institution in good condition and has a considerable opportunity to be developed. Therefore, expanding and increasing growth and achieving maximum progress is highly recommended. This aggressive strategic position allows LAZISMU Gowa Branch to develop more quickly, but you still need to watch out for uncertain environmental changes.

Through an aggressive strategy, several ways can be done to increase the collection of zakat, infaq, and alms, including the following:

- a. Improving zakat socialization and counseling, which is carried out continuously to the community so that they fully understand zakat and the benefits of zakat to improve the welfare of the people.
- b. Develop long-term and sustainable work programs and show the public a better and more professional quality of work. This was done in order to gain public trust in LAZISMU Gowa Branch.
- c. Increase the professionalism of the management to achieve the goals of managing and distributing zakat, infaq, and alms that are well managed. Communities entitled to it can benefit from the distribution of zakat, infaq, and alms so that it can be a solution for the welfare of society.

CONCLUSION & SUGGESTION

From the results of the research and discussion above, several conclusions can be drawn that LAZISMU Gowa Branch, to increase the collection of zakat, infaq, and alms, uses 4 (four) strategies; the first, Looking for and recording potential zakat, infaq, and alms that have yet to be cultivated, the second, forming KL (Service Office) in every village or sub-regency in Gowa regency, the third, Opening zakat outlets, the fourth, build communication with prospective muzakki.

LAZISMU Gowa Branch, in the effort to fundraise ZIS in Gowa regency, faced several supporting and inhibiting factors. The researcher found that the supporting factors for fundraising at LAZISMU in Gowa regency include well-formed organizational management, well-managed databases through excel applications, strategic office locations, high enough assets owned by the Muhammadiyah Association, and sufficient potential for zakat, infaq, and alms in Gowa regency, good utilization, institutional legality, and assistance from all elements of the Muhammadiyah Association and local government in fundraising activities.

Meanwhile, the inhibiting factors for LAZISMU Gowa Branch in carrying out fundraising activities are the lack of socialization regarding the obligations of zakat, infaq, and alms, the programs of LAZISMU Gowa Branch, which still cannot be felt equally by the people of Gowa regency, the lack of public understanding about zakat, and the emergence of zakat, infak and other alms management institutions by presenting more attractive programs.

After the SWOT analysis, the results showed that LAZISMU Gowa Branch was in an aggressive strategic position. This aggressive strategy is recommended to maximize opportunities with the strengths it has. LAZISMU Gowa Branch is an institution with good conditions with great opportunities so that it is possible to continue to expand, increase growth and achieve maximum progress.

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Interview

- [57] Mr. Muhammad Asri, chairman of LAZISMU Gowa Branch.
- [58] Mr. Syamsul, the congregation of the Muhammadiyah Rahmatul Ummah mosque
- [59] Ms. Darnawati Rajab, Treasurer of LAZISMU Gowa Branch
- [60] Mr. Samsir Nur, Secretary of LAZISMU Gowa Branch