

ABSTRAK

Nama : Rohamah
Program Studi : Ekonomi Syariah
Judul : Strategi Fundraising Lembaga Amil Zakat Daarut Tauhid Peduli Cabang Aceh Dalam Meningkatkan Minat Berdonasi Di Kalangan Masyarakat Aceh.

Penelitian ini bertujuan untuk mengetahui bagaimana sistim strategi fundraising yang ada di daarut tauhid peduli dalam meningkatkan pengumpulan donasi. Metode yang di gunakan adalah kaulitatif deskriptif Pengumpulan data yang di dapatkan melalui wawancara, Observasi, kuisisioner, dan dokumentasi.. Hasil penelitian sesuai dengan permasalahan yaitu: perumusan strategi fundraising, implentasi strategi fundraising, dan evaluasi pengendalian strategi fundraising dalam meningkatkan pengumpulan donasi. Saran peneliti bahwa Lembaga Daarut Tauhid Peduli Aceh di harapkan dapat dijadikan sebuah bahan pemikiran dan referensi untuk mengembangkan strategi fundraising di Lembaga- lembaga lain.

Kata kunci : Fundraising, Minat, donasi.

ABSTRACT

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Study Program : Islamic Economics
Title : Fundraising Strategy for the Amil Zakat Daarut Tauhid Cares
Institution Aceh Branch in Increasing Interest in Donations
Among People Acehnese people.*

This research aims to find out how the existing fundraising strategy system in the Tawhid region cares about increasing donation collection. The method used is descriptive qualitative. Data collection was obtained through interviews, observations, questionnaires and documentation. The results of the research are in accordance with the problem, namely: formulation of fundraising strategies, implementation of fundraising strategies and evaluation of fundraising strategy controls in increasing donation collection. It is hoped that the researcher's suggestion is that the Daarut Tauhid Cares Institute for Aceh can be used as food for thought and reference for developing fundraising strategies in other institutions.

Keywords: Fundraising, Interest, Donating.