Analysis Of The Implementation Of Digitalisasi Of Zakat Infaq And Shodaqoh In Improving Lazismu Sevices Bantul City

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Abstract

Purpose: Digitalization has become an important aspect in increasing the efficiency and accessibility of the services of non-profit organizations such as Lazismu Bantul City. However, the implementation of digitalization is often faced by a number of inhibiting factors that influence the adoption of digital technology. This research aims to identify the factors inhibiting the digitalization of Lazismu Bantul City and provide solutions to overcome these obstacles.

Method: The research methods used were interviews with Lazismu staff and members as well as content analysis from journals, articles and related sources.

Results: The research results show that limited access to technology, lack of technological knowledge and skills, as well as concerns about data security are the main factors that hinder the use of Lazismu digital services. Therefore, an inclusive strategy is needed based on technical training, improving digital infrastructure, and increasing data security to increase the adoption of digital technology in Lazismu Bantul City. This research provides valuable insights for similar non-profit organizations in facing the challenges of digitalization.

Keywords: Digitalization, Non-Profit Organizations, Lazismu Bantul City, digital services, training Top of Form

Introduction

In this era of scientific and technological progress, especially in the field of Information and Communication Technology (ICT), Indonesia, as a member of the global community, must follow these developments. Mastery of science and technology is an important key in efforts to advance this nation. Information and communication technology has had a major impact, especially in the public service sector, where the emergence of a public service model through E-Governance. The national strategy "Making Indonesia 4.0", launched by the President of the Republic of Indonesia, Joko Widodo in 2018, was a response to the Industrial Revolution 4.0 which was experiencing rapid development. According to Prof. Klaus Schwab from the World Economic Forum, we are currently at the peak of this industrial revolution with the massive development of digital technology. The COVID-19 pandemic has accelerated the implementation of digitalization in various sectors, from information technology, politics, social, economics, to security.

During the COVID-19 pandemic, the millennial generation has been recorded as donating the most. A survey conducted by Kopernik and GoPay in August to October 2020 showed a significant increase in raising donations through digitalization, especially from young people. This is driven by health and humanitarian issues. When distributing donations, most donors use philanthropic institutions as intermediaries. One of the philanthropic institutions that uses digital platforms to raise funds is LAZISMU.

LAZISMU, as a philanthropic institution, exists to overcome various social problems, such as poverty, lack of education, and low human development index. The existence of LAZISMU is intended to make zakat, infaq and sodaqoh an integral part of social solutions to problems that continue to grow in society. LAZISMU builds public trust through socializing the importance of zakat. LAZISMU is present in almost all provinces in Indonesia, with an office network that covers the sub-district and sub-district levels.
One of the sub-district level LAZISMU offices which is quite successful in collecting and distributing zakat, infaq and shodaqoh funds is LAZISMU Bantul City. LAZISMU Bantul City is starting to expand into social media and websites to increase the digitalization of their donation services. This step has had a positive impact, especially in increasing donation receipts and getting donors from outside the region. Information related to LAZISMU Bantul can be accessed at https://lazismubantulkota.org/. From the existing data, it can be seen that there is a significant increase in the receipt of zakat, infaq and sodaqoh every year. However, although the digitalization of services has led to an increase in the receipt of donations, there are still challenges regarding the digital literacy of the community, especially those of the elderly. Some people prefer to collect donations rather than using digitalization.

Methods
In this research, qualitative methods were used, where the results of the research are not static and can still be developed in further research. In addition, the author adopts a descriptive analysis approach with the aim of understanding existing problems based on the data that has been analyzed. This descriptive analysis technique involves the process of analysis, description and compiling a summary of phenomenon data obtained through interviews and direct observation in the field. This descriptive analysis approach aims to provide a comprehensive and in-depth picture of the phenomenon being researched (Abdullah, 2015). By using this method, the author can assess the extent to which the implementation of digitalization has influenced service improvements at LAZISMU Bantul City. In this thesis, researchers used data collection techniques through observation activities carried out directly at the LAZISMU Bantul City office, interviews were used to explore more detailed information from parties directly involved in implementing digitalization to improve services at LAZISMU Bantul City. This interview was conducted with four groups of resource persons consisting of: Chair of the Daily Management Board (BPH) of LAZISMU Bantul City, Management Staff of LAZISMU Bantul City and Donors who contributed to LAZISMU Bantul City. Furthermore, documentation is to collect information related to the implementation of digitalization in services at LAZISMU Bantul City, including data contained on the LAZISMU Bantul website, activity reports, distribution of funds, Expenditure Budget Plan (RAB), and various other documents.

Results
 Support
    that Lazismu Bantul City faces challenges in getting direct support from central Lazismu regarding the implementation of digitalization. However, they took the initiative to keep up with technological developments by relying on internal resources. However, they have provided their own computers and laptops and ensure that staff have the necessary skills, such as operating Microsoft Office and utilizing social media. This internal support also includes the convenience of making donations via mobile devices,

websites and internet banking. Good collaboration between staff is also an important factor in making the donation process easier. This shows that even though it does not receive direct support from the center, Lazismu Bantul City is still able to overcome these obstacles and utilize technology effectively to improve ZIS services. Statements from sources, both internal and donors, emphasized that the support from Lazismu Bantul City in facilitating the digital donation process was very meaningful to them. This proves that even though there is no direct support from the center, Lazismu Bantul City is able to utilize internal resources and ensure that the implementation of digital technology goes well to increase the efficiency and quality of their ZIS services.

Capacity

Lazismu Bantul City has implemented several steps. Every manager must have social media as a first step, and we are all involved in collective learning. They understand that in this digital era, it is important for them to understand how to educate muzaki and receive donations digitally. They learn together to recognize various methods, such as using websites, QRIS, and the process of donating via account.

Apart from requiring all staff to use social media, Lazismu Bantul City also actively participates in various activities to increase their capacity related to digitalization, such as zakat amil schools, and visiting other Lazismu that have implemented digitalization, such as those carried out in Banyumas and Sragen. They have also held training, such as the Amil Camp training, where they invite mentors who are experts in this field. These steps show Lazismu Bantul City's commitment to continuing to increase the internal capacity of their human resources in adopting digital technology

Digitalization Support Tools

No.	Tool Type	Amount	Condition	Information
1	Desktop Computers	5	Good	Used in the office
2	Laptops	10	Good	Provided for staff
3	Printers	3	Good	To print documents
4	Internet access	1	fluent	Used for online access

Required Staff Skills

No.	Skills	Required by	Mastery Level	Training Provided
1	Operate Microsoft Office	All staff	Good	Microsoft Office Workshops
2	Managing Social Media	Administrative staff	Pretty good	Social Media Training
3	Website Management	Technical Staff	Very good	Website Management Training

The tables above explain that Lazismu Bantul City is equipped with several equipment that supports its operational activities. The equipment includes 5 desktop computers, 10 laptops and 3 printers, all of which are in good condition. Desktop

computers are used in offices, while laptops are provided to staff. Printers are used to print documents. Apart from that, Lazismu Bantul City also has smooth internet access, allowing them to carry out various online activities easily.

Activities to Increase Internal HR Capacity related to Digitalization	
Activity	**Description**
Amil Zakat School with a digital approach	Participants take part in intensive training on digital zakat management.
Visit to Lazismu which has implemented digitalization	The team from Lazismu Bantul City visited other Lazismu who have successfully implemented digitalization to learn and share experiences.
Amil Camp training by inviting expert mentors	Intensive training that invites expert mentors in the field of digitalization to provide participants with in-depth understanding and practical skills.

LAZISMU Bantul City has succeeded in building adequate internal capacity in adopting digital technology. The steps that have been taken, such as requiring the use of social media by all staff, holding training, participating in various activities related to digitalization, and visiting other Lazismu that have implemented digitalization, show their commitment to continuing to increase HR capacity in managing funds efficiently and transparent.

In addition, a statement from the donor emphasized that the contribution of Lazismu Bantul City employees, both in terms of fundraising and financial administration management, had provided good results. This is reflected in transparent and effective revenue reports, which makes Lazismu Bantul City more trustworthy in managing funds. Therefore, active involvement and contribution from employees is one of the key factors in the success of Lazismu Bantul City in achieving its goals.

Value

The assessment of the success of digitalization in Lazismu Bantul City is measured by the number of people who donate via digital platforms, where increasing donations is considered an indicator of effectiveness. The resource person emphasized the importance of evaluation if the digitalization results are still nil. In implementation, they chose a simple approach without the need for complex tools, focusing on flatrom donation as an effective method. In an online context, the success of digitalization is measured by how many donations are collected.

Before the adoption of digitalization, the process of donating for a donor often involved a direct visit to Lazismu to hand over zakat or donations. Sometimes, donors even have to contact LAZISMU to request a pick-up from their home, which of course takes a lot of time. However, sometimes donors do not have free time to come directly or wait to be picked up for their donations or zakat, thus hampering the donation process, but with digitalization, it makes it easier for donors to access these digital services. This shows that before the adoption of digitalization, the donation process was still hampered by limited time and ease of access, which made it less practical for some donors.

digitalization provides additional confidence to donors because of a more modern and efficient system. However, donors are also aware that Lazismu Bantul City may still be recording manually rather than digitally. However, the existence of this double recording actually strengthens donor trust, because it shows that Lazismu Bantul City has a strict control process in managing funds. With a digital system, donors have easier access to monitor the use of funds directly. This gives donors confidence that the funds they donate are actually used for the desired purposes and directed to those in need. As a result, this trust strengthens the value of Lazismu Bantul City in the eyes of donors, because they feel confident that their donations really have a positive impact and help people in need effectively.

Obstacle factor
Limited Access to Technology

Limited adequate internet access and ownership of electronic devices are the main obstacles for people, especially those who live in rural areas or with economic limitations. This makes it difficult for them to access Lazismu digital services. Statement from Mrs. F, one of Lazismu Bantul City's donors, emphasized that this access difficulty limits their ability to donate or receive assistance online.

Lack of Technology Knowledge and Skills

Some Lazismu Bantul City staff and members face limited knowledge and skills in using digital technology. This hinders their effectiveness in managing and providing digital services. Support in the form of training and technical assistance is needed to improve their abilities in using digital technology.

Concerns over Data Security

Concerns about the security of personal and financial data are barriers to adopting digital services. Many donors are hesitant to use digital services if they are not confident that their information will be properly secured. Therefore, Lazismu Bantul City needs to ensure the security of their system and provide transparency and security guarantees to users of their digital services.Top of Form

Discussion
Support

Despite not receiving direct support from the center, Lazismu Bantul City has succeeded in overcoming this obstacle by relying on internal resources. Technical support from staff who are skilled in IT, as well as good cooperation between staff, are important factors in facilitating the digital donation process. Even though there are challenges in getting support from the center, Lazismu Bantul City is able to optimize internal resources to utilize digital technology effectively.

On the other hand, the lack of direct support from central Lazismu is the main challenge in adopting digital technology. Apart from that, the need to improve technical skills and understanding of digital technology among staff is also an obstacle that needs to be overcome.

Despite facing several obstacles, the implementation of digitalization has provided significant benefits for Lazismu Bantul City. With digitalization, Lazismu Bantul City can increase efficiency and transparency in managing ZIS funds, as well as expand the reach of donations through online platforms and mobile applications. This has

had a positive impact on both the beneficiary community and donors, who find it easier to make donations and monitor the use of funds directly.

This shows that although Lazismu Bantul City faces several obstacles in adopting digital technology, they are able to optimize internal resources to utilize this technology effectively. Technical support from skilled staff, good cooperation between staff, and initiatives to improve technical skills are the keys to the successful implementation of digitalization in Lazismu Bantul City. This can be done through training and developing technical skills for staff, as well as increasing cooperation between departments in utilizing technology to improve efficiency and service quality. Theoretically, this research contributes to expanding understanding of the factors that influence the implementation of digital technology in the context of non-profit organizations, especially in the public and social service sectors.

Capacity

Increasing Human Resources (HR) Capacity Requires Every Manager to Have Social Media Lazismu Bantul City requires every manager to have social media as a first step in improving digital skills. This is in line with the opinion of Indrajit (2015) who states that increasing HR skills and knowledge through training and development is an important aspect in building organizational capacity to adopt digital technology.

Collective Learning on Digitalization Lazismu Bantul City conducted collective learning on how to educate muzaki and receive donations digitally, such as using websites, QRIS, and donating through accounts. This is in accordance with the concept of capacity development according to Winarno (2008) which states that human resource capacity development can be done through training, education and exchange of experience.

Participation in Activities Related to Digitalization Lazismu Bantul City actively participates in various activities related to digitalization, such as the Amil Zakat School and visiting other Lazismu that have implemented digitalization. This activity allows them to broaden their horizons and learn from best practices that have been carried out by other Lazismu, in line with Winarno's (2008) opinion about developing HR capacity through exchanging experiences with other organizations.

Organizing Special Training Lazismu Bantul City organizes special training such as Amil Camp, by inviting mentors who are experts in the field of digitalization. This is in line with the opinion of Indrajit (2015) who states that increasing HR skills and knowledge through training and development is an important aspect in building organizational capacity to adopt digital technology.

Information Technology Infrastructure Although not specifically stated, it can be assumed that Lazismu Bantul City has prepared adequate information technology infrastructure, such as hardware and software, to support the adoption of digital technology. This is in line with the opinion of Indrajit (2015) who states that providing adequate information technology infrastructure is an important aspect in building organizational capacity to adopt digital technology.

Financial and Policy Support There is no specific information regarding financial support and policies in place related to the adoption of digital technology. However, it can be assumed that Lazismu Bantul City has prepared adequate financial support and policies that support the application of digital technology, considering the efforts that have been made to increase human resource capacity and information technology infrastructure.

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Employees' Active Contribution in Operations Lazismu Bantul City employees are able to contribute effectively in various operational aspects, such as fundraising and financial administration management. This shows that they have sufficient knowledge, skills and capacity to support efficiency and transparency in fund management.

Transparent acceptance is concrete evidence that Lazismu Bantul City has succeeded in building adequate internal capacity to manage funds professionally and reliably. Statements from donors continue to emphasize that Lazismu Bantul City has good and transparent reports compared to other Lazismu. This shows that the efforts to increase internal capacity have had a positive impact on the trust of donors.

It can be seen that Lazismu Bantul City has demonstrated a strong commitment to increasing internal capacity to adopt digital technology. The steps that have been taken, such as HR training, participation in activities related to digitalization, and holding special training, show real efforts to increase the knowledge, skills and abilities of managers in facing the digital era. However, there is still room for further improvement, especially in terms of financial support and policies that have not been specifically mentioned. By continuing to carry out improvements and evaluations, Lazismu Bantul City can ensure that efforts to increase internal capacity run optimally and sustainably.

Overall, the efforts that have been made by Lazismu Bantul City have provided a strong foundation for them to utilize digital technology effectively and transparently in managing funds. By continuing to increase internal capacity and adapting to technological developments, Lazismu Bantul City can become a more efficient, transparent and trustworthy organization in managing zakat, infaq and alms funds.

Value

digitalization provides significant benefits in increasing operational efficiency, transparency of fund management, and accessibility for beneficiary communities. Digitalization allows Lazismu to optimize the process of managing ZIS (Zakat, Infaq, and Shodaqoh) funds, as well as providing more accurate and detailed information to stakeholders, Digitalization makes it easier for people to get involved in Lazismu programs, both as donors and beneficiaries. Ease of access and transparency of information through digital platforms can increase public trust in Lazismu, which in turn can encourage greater participation and support. Interviews revealed that Lazismu uses indicators such as increasing the number of donations through digital platforms as a measure of digitalization success. Digital performance measurement allows organizations to evaluate the effectiveness of digitalization initiatives and make continuous improvements. Digitalization is considered to increase donor trust due to transparency and ease in channeling funds as well as regular reporting. Transparency and accountability are key factors in building stakeholder trust in the management of philanthropic funds. However, in practice, several challenges may arise in implementing digitalization in the field. For example, there is a digital divide in society, where not everyone has the same access or skills in using digital technology. Apart from that, data security and privacy issues are also major concerns in digital information management. Therefore, organizations like Lazismu need to consider inclusive strategies and ensure adequate data protection in implementing digitalization. Overall, the interview results show that digitalization provides opportunities and benefits for Lazismu Bantul City in increasing efficiency, transparency and community involvement in the philanthropic programs they carry out. However, implementing digitalization also requires the right

approach, continuous evaluation, and considering challenges and risks that may arise in the field.

obstacle factor
Limited access to technology
Limited access to technology is the main obstacle in the digitalization process of Lazismu Bantul City. In the Lazismu context, limited access to technology directly affects people's ability to access the digital services offered. This limitation is especially experienced in areas with a lack of adequate internet access or economic limitations. Limited access to technology is not just a theoretical concept, but is also a real problem faced by society. Difficulties in accessing Lazismu digital services are caused by the lack of internet access and ownership of adequate electronic devices. This reflects the digital divide that still exists in society, where most digital access is limited to those who have adequate access. In addition, training and technical assistance are also needed to help people who lack knowledge or have limited skills in using digital technology. In this way, Lazismu can be more effective in providing digital services to all levels of society, without exception.

Technology Skills
Lack of technological knowledge and skills is one of the main inhibiting factors in the digitalization process of Lazismu Bantul City. Some Lazismu Bantul City staff and members face limitations in operating digital systems or platforms, and lack confidence in using the necessary software or applications. Limited technological knowledge and skills also cause difficulties in understanding terminology or technical concepts related to digital technology. lack of knowledge and skills in managing digital platforms results in dependence on certain individuals who have a deeper understanding. This indicates the need for a comprehensive approach in providing technical support to Lazismu staff and members.
By providing adequate support in the form of training and technical assistance, Lazismu Bantul City can improve the technological knowledge and skills of its staff and members. This will help improve Lazismu's operational efficiency and effectiveness in providing digital services to the community, in line with the aim of improving the welfare of teachers and society as a whole.

Concerns over Data Security
Concerns about the security of personal and financial data are one of the main factors hindering the adoption of digital services by Lazismu Bantul City. most donors hesitate to use digital services because of their concerns about data security. This reflects their lack of trust in Lazismu's digital systems in protecting their personal and financial information. This concern is reinforced by the view that their personal data could be misused by irresponsible parties, such as in cases of cyber attacks or identity theft.
concerns about data security are also experienced by older or more traditional donors. They tend to feel more comfortable with conventional methods such as direct donations rather than using digital services that are considered prone to security risks.
To address these concerns, Lazismu Bantul City needs to ensure that their systems are safe and secure. Implementation of strict data security policies, use of encryption, and other data protection measures can help build donor trust in Lazismu's digital services. In addition, the transparency and security guarantees provided to digital service users will also increase their trust and strengthen acceptance of these services.

Thus, by prioritizing data security as an integral part of their digitalization strategy, Lazismu Bantul City can address concerns about data security and increase the adoption of digital services by the community. This is in line with their efforts to expand their range of services and improve overall operational efficiency.

Conclusion

Digitalization has a significant role in improving Zakat, Infaq and Shodaqoh (ZIS) services in Lazismu Bantul City. Through the adoption of digital technology, Lazismu Bantul City can expand its reach and increase efficiency in collecting, managing and distributing ZIS funds. Steps such as the use of social media, collective learning, and training held by Lazismu Bantul City show their commitment to continuing to increase internal capacity in adopting digital technology. However, there are several inhibiting factors that need to be considered, such as lack of access or understanding of digital technology. With a deep understanding of these factors, Lazismu Bantul City can take strategic steps to overcome challenges and maximize the potential of digitalization in their ZIS services.

Suggestion

After outlining the conclusions above, the next step is to develop a series of suggestions that can help Lazismu Bantul City optimize the use of digital technology in Zakat, Infaq and Shodaqoh (ZIS) services. These suggestions were prepared with the aim of providing practical guidance for Lazismu in overcoming challenges and maximizing the potential of digitalization in their efforts to increase effectiveness and transparency in ZIS services. It is hoped that the implementation of these suggestions will have a significant positive impact on Lazismu Bantul City and the communities they serve.

Training Provision

Lazismu can provide regular training to staff and members of the organization on the use of digital technology. This training may include the use of social media, online payment platforms, and digital data management.

Outreach to Donors

Lazismu can educate donors about the benefits and ease of using digital services to donate. This outreach can be done through educational campaigns, seminars, or publishing informative content on social media or websites.

Collaboration with Technology Experts

Lazismu can work with technology experts to update and optimize their digital platforms. This collaboration can help Lazismu overcome technical challenges and improve user experience.

Monitoring and Evaluation

Lazismu needs to regularly monitor and evaluate the performance of their digital services. This includes tracking the number of donations received through online platforms, donor satisfaction levels, and operational efficiency.

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