



Da'wah and Social Empowerment: An Analysis of the Activities of the Social Division 'Darul Ihsan Berbagi Cimahi' in the Collection and Distribution of Zakat, Infaq, and Shodaqoh Funds

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ABSTRACT

This study examines the activities of the social division 'Mutual Assistance' in the collection and distribution of zakat, infaq, and shodaqoh (ZIS) funds as a form of da'wah and social empowerment. The focus of the research includes the mechanism of fund collection, transparency of management, distribution to beneficiaries, and the use of social media. The research method uses a qualitative approach with data collection techniques through interviews, observations, and documentation studies. The results of the study show that the 'Mutual Assistance' division has succeeded in optimizing the collection and distribution of ZIS funds through innovative strategies and the use of technology. Transparency in fund management and active community involvement are the keys to the success of this program in empowering the community.

INTRODUCTION

Da'wah and social empowerment are two interrelated aspects in an effort to improve community welfare. One form of implementation is through effective and targeted management of zakat, infaq, and shodaqoh (ZIS) funds. The social division of 'Darul Ihsan Berbagi Cimahi' is present as an innovative solution in optimizing the collection and distribution of ZIS funds by utilizing technology and a participatory approach. This research aims to analyze the activities of the 'Darul Ihsan Berbagi Cimahi' division in the context of da'wah and social empowerment, as well as identify challenges and development strategies in the future.

Da'wah and social empowerment have a close relationship in an effort to improve community welfare. Da'wah, which is generally interpreted as an invitation to goodness, not only dwells on the spread of religious teachings, but also aims to create better social change. One of the tangible manifestations of social da'wah is community empowerment through the management of zakat, infaq, and shodaqoh (ZIS), which, if managed properly, can be a solution to the social and economic problems of the people.

According to the developing theory of da'wah, "one form of da'wah is da'wah bil hal, which emphasizes concrete action in solving the problems of the people: (Muzakki & Siradj, 2018: 132). Social empowerment in the Islamic context, especially through the management of ZIS, is one way to realize social justice which is the main goal of sharia. "In Islam, zakat functions not only as an individual worship but also as a mechanism for redistributing wealth to reduce economic disparities in society" (Ahmad & Hassan, 2019: 84). Through ZIS-based economic empowerment, the poor and marginalized can be helped to get out of poverty and achieve economic independence.

Effective management of ZIS funds requires a holistic and participatory approach, such as that carried out by the social division of Darul Ihsan Berbagi Cimahi. The institution utilizes digital technology in managing the collection and distribution of ZIS funds, while involving the participation of the wider community in the process. "This is in accordance with the concept of smart zakat, where technology is used to increase the efficiency and transparency of zakat management" (Kadir & Jalil, 2020: 176).

The Social Division of Darul Ihsan Berbagi Cimahi is present as an innovative solution for effective zakat management. In recent years, this institution has used technological approaches, such as mobile applications and digital platforms, to make it easier for people to distribute their zakat and infaq. This approach allows for ZIS fundraising more widely and quickly. In addition, they use a participatory approach by involving the community in the aid distribution process, so that there is a sense of ownership among the beneficiaries.

The use of technology in zakat management at Darul Ihsan Berbagi Cimahi is also in line with global trends in zakat management. "The use of technology in the zakat management system not only increases the efficiency of fund collection, but also increases accountability and transparency of distribution to beneficiaries" (Abdullah and Yusof, 2020: 209). Technology allows zakat

management institutions such as Darul Ihsan to monitor the flow of funds in real-time and reduce the potential for human error in financial management.

However, behind its success, there are still challenges that need to be faced by Darul Ihsan Berbagi Cimahi. One of the main challenges is the lack of public literacy related to the importance of zakat and infaq. Although technology has helped increase the number of donors, most people do not fully understand the obligation of zakat and the social benefits that can be generated through infaq and almsgiving. In addition, another challenge is the lack of human resource capacity in terms of managing increasingly large funds. "This indicates the importance of developing the internal capacity of the institution so that the management of zakat can be carried out professionally and sustainably" (Mohamed & Sulaiman, 2018: 95).

To overcome these challenges, Darul Ihsan Berbagi Cimahi can consider several development strategies. *First*, there is a need to increase zakat literacy in the community through educational campaigns involving religious leaders and mosque youth. This educational campaign can be carried out online or offline, by utilizing social media to reach a wider audience. "This strategy has been shown to be effective in several studies showing that digital campaigns can increase public awareness about the obligation of zakat and its social benefits" (Hasan & Noor, 2021: 137).

Second, the importance of internal capacity development through training and certification for zakat managers. With the increase in the amount of funds managed, zakat managers must have qualified competence in the field of financial management and social program management. Based on research, it was revealed that, "zakat management institutions that have managers with professional competence tend to be more successful in distributing zakat on target" (Siti et al., 2020: 220).

Third, diversification of ZIS-based economic empowerment programs also needs to be carried out. In addition to providing direct assistance in the form of funds, Darul Ihsan Berbagi Cimahi can develop social entrepreneurship programs involving zakat beneficiaries. This program will help them to be economically independent in the long term, not just dependent on zakat assistance. This model has been successfully implemented in several countries, such as Malaysia and Turkey, "where zakat funds are used to facilitate skills training and business capital for zakat recipients" (Rahman et al., 2022: 256).

Da'wah and social empowerment through the management of ZIS funds is a strategic step in improving community welfare. The Darul Ihsan Berbagi Cimahi Division has shown innovation in the collection and distribution of zakat by utilizing technology and a participatory approach. However, the challenges of zakat literacy and internal capacity building must be overcome immediately through education and training strategies. In addition, diversification of economic empowerment programs is also important to ensure the sustainability of the social impact of zakat. Thus, Darul Ihsan Berbagi Cimahi can be a successful example of modern zakat management that is not only charitable, but also empowering the community.

LITERATURE REVIEW

There is research that discusses the management of ZIS funds and the use of technology in Islamic philanthropy. "Examining the potential and realization of zakat funds in Indonesia" (Sophisticated et al., 2017: 15-17), while another study, "examines the role of social media in increasing zakat awareness. This research complements these studies by focusing on the analysis of social division activities that integrate da'wah and community empowerment" (Yulianti et al., 2019: 204-206).

Da'wah and social empowerment are two aspects that are interrelated, especially in the context of managing zakat, infaq, and shodaqoh (ZIS) which aims to improve people's welfare. Da'wah in the form of social empowerment functions to bring significant changes in the social structure of the community through the appropriate distribution of ZIS funds. "The potential of zakat funds in Indonesia is very large, but the realization of its distribution still needs to be improved, especially through a modern technological approach" (Sophisticated et al., 2017: 15-17). Technology has a significant role in increasing public awareness of zakat and optimizing the collection and distribution process. "The role of social media in disseminating zakat information and encouraging public awareness to give zakat. This study finds that digital platforms such as social media can be an effective means for da'wah, given the breadth of reach and ease of access offered by technology" (Yulianti et al., 2019: 204-206).

In the field analysis, the social division of Darul Ihsan Berbagi Cimahi has succeeded in integrating da'wah and community empowerment through a technological and participatory approach. They use a digital platform to facilitate the collection of ZIS, which makes it easier for donors to distribute their zakat and infaq. This is in line with the research of Abdullah & Yusof (2020), which emphasized "the importance of smart zakat to improve the efficiency of zakat distribution through the use of technology" (Abdullah & Yusof, 2020: 176).

Overall, the integration of da'wah and technology in community empowerment through ZIS has shown a positive impact, although challenges in zakat literacy and management capacity development still need to be considered. A more comprehensive strategy is needed to ensure the sustainability of ZIS-based social empowerment programs. This research uses the theory of transformative da'wah. "This theory emphasizes the importance of integration between da'wah and social empowerment to create positive change in society" (Machendrawaty and Safei, 2015: 43-45). In addition, "the concept of Islamic philanthropy is also used as a theoretical basis in analyzing the management of ZIS funds" (Latief, 2017: 27-30).

Transformative da'wah, "emphasizes the importance of integration between da'wah and social empowerment to create significant changes in people's lives. This theory views da'wah not only as a means of spreading religious teachings, but also as a tool to facilitate social transformation, especially in the context of improving welfare. Transformative da'wah aims to empower individuals and communities economically and socially through a participatory approach" (Machendrawaty and Safei, 2015: 43-45).

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METHODOLOGY

This study uses a qualitative approach with a case study method. Data collection was carried out through in-depth interviews with the management of the 'Mutual Assistance' division, participatory observation of fund collection and distribution activities, as well as documentation studies of the division's financial statements and social media. Data analysis uses thematic analysis techniques to identify key patterns in the research findings.

The qualitative method with a case study approach is the right method to be used in research that focuses on in-depth exploration of the phenomenon of da'wah and social empowerment, especially related to the management of zakat, infaq, and shodaqoh (ZIS) funds. “Case studies allow researchers to explore a phenomenon in its context in a real and in-depth way” (Yin, 2018: 13-16). This approach is very suitable when researchers want to understand the internal mechanisms or processes of an organization, such as the social division of “Mutual Assistance,” in carrying out da'wah and social empowerment programs.

In this study, the data collection methods used include in-depth interviews, participatory observations, and documentation studies. Each method has an important role in providing a comprehensive overview of da'wah and social empowerment activities in the field. In-depth interviews as “a highly effective method of obtaining subjective perspectives from sources” (Creswell and Poth, 2018: 72). Interviews with the management of the “Mutual Bantu” division provided in-depth insights into ZIS collection and distribution strategies, the challenges faced, and innovations implemented in utilizing technology to increase public awareness and participation.

Participatory observation is a useful method to understand the dynamics of social interaction and program operationalization in the field. Through observation, researchers can see firsthand how ZIS collection and distribution activities are carried out. “Participatory observation provides rich empirical data on social and cultural practices within a community” (Spradley, 2016: 34-36).

Documentation studies, including the analysis of financial statements and social media of the “Mutual Assistance” division, are also important sources of data in this study. The documentation provides concrete evidence of how ZIS funds are managed and distributed, as well as how public communication is conducted to build trust and participation. “Documentation studies allow researchers to verify information obtained from interviews and observations, as well as provide a historical and contextual overview of the object of research” (Bowen, 2017: 30-32).

The data analysis in this study uses thematic analysis techniques, which aim to identify the main patterns in the research findings. This technique involves encoding data into relevant themes, which are then interpreted within the framework of da'wah theory and social empowerment. Thematic analysis, "is very useful in identifying and understanding the meaning of qualitative data, as well as mapping the relationships between the various elements that emerge from the results of the research" (Braun and Clarke, 2019: 45).

Da'wah and social empowerment are two interrelated aspects in an effort to improve community welfare. Da'wah, in this context, is not only understood as the spread of religious teachings, but also as an effort to empower the community economically and socially. This is in line with the theory of transformative da'wah, "which emphasizes that da'wah must be able to create positive change in society through empowerment" (Machendrawaty and Safei, 2015: 43-45).

The management of ZIS funds carried out by the "Mutual Assistance" social division is a form of implementing transformative da'wah. In this case, ZIS is not only a means to help the poor, but also a tool to empower them to be economically independent. "Islamic philanthropy, including ZIS, has great potential to improve social welfare if it is managed properly and transparently" (Latief, 2017: 27-30). The integration of technology and participatory approaches to ZIS management, such as those implemented by the "Mutual Assistance" division, has helped to improve efficiency in the collection and distribution of funds, as well as increase community participation in social empowerment programs.

However, this study also found a number of challenges in ZIS management in the field. One of the main challenges is public literacy regarding the importance of zakat and infak regularly. Although social media has helped in raising public awareness, there is still a gap in the deep understanding of the obligation of zakat and its social benefits. This shows that digital da'wah through social media needs to be more emphasized, not only as a tool to increase awareness, but also to educate the public about the importance of ZIS as an instrument of social empowerment. In addition, another challenge faced is efficient and accountable fund management. Although technology has helped make it easier to collect funds, there is a need to strengthen the transparency and accountability system, so that public trust in ZIS managers can be maintained.

The qualitative approach in this study provides a comprehensive picture of how da'wah and social empowerment can be integrated through ZIS fund management. The use of technology, participatory observations, in-depth interviews, and documentation studies have provided deep insights into how these programs are performing on the ground, as well as the challenges and opportunities faced in the management of ZIS. Going forward, a more comprehensive strategy is needed to address these challenges and ensure that ZIS can continue to be an effective instrument for da'wah and social empowerment.

RESEARCH RESULT

The Social Division 'Darul Ihsan Berbagi Cimahi' was established in response to the challenges of social and economic disparities that exist in the community. With a transformative da'wah approach, this division focuses on socio-economic empowerment, in addition to carrying out aspects of worship. "One of the innovative steps taken is to integrate digital technology, such as crowdfunding platforms and mobile applications, to make it easier for people to donate, in line with the effectiveness of digital media in increasing participation" (Yulianti et al., 2019: 205). "Transparency in fund management is a top priority through a regularly published open reporting system, which strengthens public trust and increases accountability" (Latief, 2017: 29). In addition, "the distribution of funds is carried out based on careful mapping of needs and focuses on economic empowerment, such as skills training and business capital, in line with the concept of productive zakat" (Sophisticated et al., 2017: 16). The optimal use of social media is also an important strategy in building awareness and encouraging community involvement in the ZIS program. Despite facing challenges, such as limited human resources, the division is committed to developing a network of volunteers and strengthening technological capacity to improve the efficiency of fund management in the future.

The 'Mutual Assistance' Social Division of Darul Ihsan Cimahi has an important role in overcoming social and economic disparities in the community. The approach taken by this division emphasizes the integration of da'wah and social empowerment, where religious activities such as zakat, infaq, and shodaqoh (ZIS) are not only rituals of worship, but also as a tool to empower the community's economy. The activities of this division are in line with the transformative da'wah theory which emphasizes that "da'wah should not only be focused on the delivery of religious teachings, but also should promote better social and economic change in society" (Machendrawaty & Safei, 2015: 44).

The management of ZIS in this context also refers to the concept of Islamic philanthropy, "the importance of ZIS as an instrument of broader social empowerment" (Latief, 2017: 28). Islamic philanthropy, especially zakat, has enormous potential to help alleviate poverty and reduce social inequality, especially when managed with structured and innovative strategies. "Productive zakat management can be an effective strategy in sustainable poverty alleviation efforts" (Sophisticated et al., 2017: 16).

The main challenges faced by this division, like many other social institutions, are limited resources and scope coverage. To overcome this challenge, the 'Mutual Assistance' division has planned to develop a volunteer network as well as collaborate with other social institutions. Technological capacity building is also part of the development strategy to expand the range of services and improve the efficiency of fund management. Overall, da'wah and social empowerment are two interrelated and important aspects in an effort to improve community welfare. By utilizing a participatory and technological approach, the 'Mutual Assistance' division has succeeded in integrating religious and socio-economic activities in a holistic program. This activity not only has an

impact on improving the welfare of beneficiaries in the short term, but also encourages sustainable social change.

The Social Division of "Darul Ihsan Berbagi Cimahi" develops a fundraising system that is integrated with digital technology. The use of crowdfunding platforms and mobile applications makes it easier for people to donate. This is in line with research on "the effectiveness of digital media in increasing public participation in charity" (Yulianti et al., 2019: 205). In this context, the digital technology approach adopted by the division expands people's access to donate, where geographical and physical restrictions can be overcome. With the mobile app, donations can be made anytime and anywhere, allowing more people to participate in charity. This approach also supports the theory of digital philanthropy which emphasizes that technology can overcome barriers to social participation, both in terms of time and place, thereby increasing community involvement in socio-religious activities.

The disclosure of information provided through digital platforms also contributes to increasing donor trust. With transparent reports on the use of funds through the app or website, donors can monitor how their funds are being used, encouraging more people to donate. The system also speeds up the process of collecting and distributing funds. Digital technology not only improves the efficiency of Islamic philanthropic management, but also allows for the collection of large amounts of funds in a shorter period of time. This system allows "Darul Ihsan Berbagi Cimahi" to adapt to modern social dynamics, where speed and efficiency are the keys to the success of ZIS-based social empowerment programs.

Transparency in the management of ZIS funds is a crucial aspect to ensure accountability and build public trust. The "Darul Ihsan Berbagi Cimahi" division emphasizes the importance of an open and audited reporting system, which is published regularly through digital platforms such as websites and social media. This approach is in line with the theory of accountability in Islamic philanthropy, which emphasizes that openness in reporting is the foundation for maintaining donor trust and maximizing community participation in social activities.

Public trust in Islamic philanthropic institutions is highly dependent on how transparent the management of funds is. Regular publication of financial statements not only demonstrates accountability, but also allows donors to monitor the use of funds clearly, ultimately increasing public participation. This trust is very important because without transparency, potential fund leakage or mismanagement can arise, which will damage the credibility of the institution. Digital technology plays an important role in supporting transparency, as it allows zakat institutions to present real-time and more detailed reports to donors. By utilizing technology, such as mobile applications or online reporting systems, the public can easily access information related to the collection and use of ZIS funds.

In field conditions, the implementation of transparency like this also requires consistent supervision, as well as collaboration with financial institutions or independent auditors. "Independent audits of Islamic philanthropic institutions can ensure the integrity of fund management and prevent misuse" (Fikri et al., 2021: 42). By implementing high transparency and accountability practices, the "Darul Ihsan Berbagi Cimahi" Division not only maintains credibility in the eyes of the public, but also expands the reach of community participation in ZIS-based social empowerment efforts. The process of distributing funds is carried out based on an accurate mapping of community needs. The "Darul Ihsan Berbagi Cimahi" division not only provides consumptive assistance, but also focuses on economic empowerment programs such as skills training and business capital. This approach is in line with the concept of productive zakat as a sustainable poverty alleviation strategy.

Social media is used optimally to increase community engagement. Educational content about ZIS and inspirational stories of beneficiaries are disseminated through various platforms. This strategy has proven effective in building awareness and encouraging public participation, as well as the role of social media in zakat campaigns. The activities of the 'Darul Ihsan Berbagi Cimahi' division have had a significant impact on community empowerment. The programs implemented not only ease the economic burden of beneficiaries, but also increase their capacity to be financially independent.

The main challenges faced are limited human resources and geographical reach. To overcome this, the 'Darul Ihsan Berbagi Cimahi' division plans to develop a volunteer network and partnerships with other social institutions. Increasing technological capacity is also a priority to expand the range of services and improve the efficiency of fund management.

DISCUSSION

The Social Division 'Darul Ihsan Berbagi Cimahi' emerged as a strategic initiative to answer the challenges of social and economic disparities in the community. Taking a transformative da'wah approach, the division is committed not only to spiritual and ritual aspects, but also to sustainable economic empowerment for the beneficiaries of zakat, infaq, and shodaqoh (ZIS). The concept of transformative da'wah is in line with efforts to build profound social change through community empowerment programs, such as skills training and the provision of business capital. The use of digital technology in fundraising is one of the main advantages of the "Darul Ihsan Berbagi Cimahi" Division, where crowdfunding platforms and mobile applications make it easier for people to donate. With transparency as the main cornerstone, the division openly reports on the management of ZIS funds through various digital channels, increasing public confidence in the effectiveness of their programs.

The distribution of funds to beneficiaries is carried out carefully based on mapping the needs of the community, with a focus on productive zakat to empower beneficiaries in the long term. Social media is also optimally used to disseminate information about ZIS and the positive impact produced, which ultimately increases community participation in social activities. Despite the accomplishments made, challenges such as limited human resources and geographic reach still need to be overcome. In this context, the development of volunteer networks and technological improvement are the top priorities in the division's development strategy in the future.

The "Darul Ihsan Berbagi Cimahi" division was born out of the need to bridge social and economic disparities in society. In response to this challenge, the division adopted a transformative da'wah approach, a concept that emphasizes social and economic empowerment through da'wah. The activities carried out by Darul Ihsan Berbagi as an implementation of transformative da'wah not only focus on the ritual aspects of worship but also on sustainable socio-economic development. In this context, da'wah is a tool to create significant social change, especially for the poor.

The Social Division of 'Darul Ihsan Berbagi Cimahi' views zakat, infaq, and shodaqoh (ZIS) as an instrument of empowerment, not just consumptive assistance. Through programs such as skills training and business capital, ZIS serves as a foundation to improve the living standards of beneficiaries in the long term. This is in line with the concept of Islamic philanthropy, where social empowerment is an integral part of efforts to advance community welfare.

To optimize fundraising, the division uses digital technology that allows the public to participate easily through crowdfunding platforms and mobile applications. The use of digital technology in the management of Islamic philanthropy is not new, but the 'Darul Ihsan Berbagi Cimahi' Division has succeeded in integrating this approach with da'wah, thereby increasing public awareness and participation. Transparency of funding published in digital media has a significant impact on mobilizing resources for philanthropic purposes, including increasing participation in zakat and infaq activities.

One of the main principles held by this division is transparency. In the management of ZIS funds, the "Darul Ihsan Berbagi Cimahi" Division implements an open and audited financial reporting system. This is done to maintain public trust and ensure that every rupiah donated is managed properly and in accordance with its designation. Transparency, is a key element in modern Islamic philanthropy, where accountability is an important factor in increasing public participation. The division's financial statements are published regularly through the official website and social media. This practice not only strengthens public trust but also encourages wider participation. By knowing where their funds are going, donors feel more engaged and motivated to continue supporting the division's programs.

The distribution of funds is carried out based on accurate mapping of community needs, where this division not only focuses on consumptive assistance, but also more sustainable economic empowerment programs. For example, the division provides skills training for beneficiaries and provides venture capital for those who want to start a business. Zakat is not only used to meet basic needs but also as capital to improve the living standards of beneficiaries in a sustainable manner. This approach is in line with the essence of transformative da'wah which focuses on creating sustainable social change through empowerment. In this context, ZIS is an instrument to encourage community economic independence and not just disposable assistance.

Social media plays an important role in the da'wah and social empowerment strategy run by the "Darul Ihsan Berbagi Cimahi" Division. Through social media, this division disseminates educational content about ZIS, as well as shares inspirational stories from beneficiaries who have succeeded in improving their quality of life. Social media is effective in building public awareness and participation in zakat campaigns.

In the context of transformative da'wah, social media is a means to spread the values of empowerment and encourage community involvement in social activities. This strategy of using social media also helps strengthen the positive image of the division in the eyes of the public. By using platforms such as Instagram and Facebook, this division has managed to reach a wider audience, including the younger generation who are important targets in da'wah and social empowerment campaigns.

The programs implemented by the "Darul Ihsan Berbagi Cimahi" Division have had a significant impact on community empowerment. In addition to providing consumptive assistance, this division also focuses on increasing the capacity of beneficiaries so that they can be economically independent. Skills training programs and business capital provision are examples of these efforts. This reflects the essence of transformative da'wah, where the main goal is to create sustainable social change.

The impact of this program can be seen in improving the economic welfare of beneficiaries, where many of them have managed to get out of the poverty trap and become independent business actors. This success not only has a positive impact on individual beneficiaries, but also on the wider community, where economic empowerment is one of the effective ways to reduce social inequality.

Although the division has achieved a lot, there are some challenges to face ahead. One of the main challenges is the limited human resources that can manage these programs, as well as the limitations in geographical reach. To address this, the social division of 'Darul Ihsan Berbagi Cimahi' plans to expand its volunteer network and build partnerships with other social institutions. Increasing technological capacity is also a priority so that the fund management system can be more efficient and able to reach a wider community. The development of technology, such as the use of more sophisticated and transparent applications, is one of the important steps in ensuring that ZIS management can continue to run efficiently. In improving efficiency in the

management of zakat and helping to ensure that funds reach those in need more quickly and transparently.

CONCLUSIONS AND RECOMMENDATIONS

The social division of 'Darul Ihsan Berbagi Cimahi' has succeeded in integrating da'wah and social empowerment through innovative and participatory management of ZIS funds. The use of technology and social media is the key to success in increasing community engagement. For future development, it is recommended that this division strengthen collaboration with various parties, increase human resource capacity, and continue to innovate in the use of technology to expand positive impacts on society.

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