

Philanthropy : Developing a Productive Zakat-Based UMKM Empowerment Model at Baznas of Pekanbaru City

Delima Afriyanti*¹, Ahda Segati ², Landes Yuanda ³

^{1,2,3} Islamic Economics Study Program, STAI Imam Asy Syafii Pekanbaru, Indonesia
delima.afriyanti@gmail.com¹, ahdasegati@gmail.com², landesyuanda1984@gmail.com³

Address: Jl. Soekarno - Hatta, Tengkerang Bar., Kec. Marpoyan Damai, Pekanbaru City, Riau 28283

Author Correspondence : delima.afriyanti@gmail.com*

Abstract. Productive zakat is one of the instrument potential Islamic philanthropy in empowerment economy society, especially UMKM actors. Research This aiming For developing a model for empowering Micro, Small, and Medium Enterprises (MSMEs) based on productive zakat at Collection Agency (BAZNAS) of Pekanbaru City. Research This using approach qualitative with method studies cases in BAZNAS Pekanbaru City. Data collected through interview in-depth, observation, and documentation. Research results show that zakat is productive can become solution strategic in development of MSMEs with provide business capital, mentoring and training for mustahik. The proposed empowerment model covering a number of stages , namely identification mustahik potential , assessment eligibility effort , giving capital assistance , mentoring efforts , and evaluation sustainability business . Implementation of this model expected can increase capacity and independence economy mustahik, and optimize management of productive zakat at BAZNAS. With development of this model , BAZNAS Pekanbaru City expected can more effective in operate his role as institution zakat managers who do not only focuses on the distribution of consumptive zakat , but also plays a role active in empowerment economy people through productive zakat . Research This give contribution practical and theoretical in field Islamic philanthropy and empowerment economy, as well as become reference for other zakat institutions in optimize productive use of zakat For support growth of MSMEs.

Keywords : Islamic Philanthropy , Empowerment Model , MSMEs, Productive Zakat , BAZNAS

1. INTRODUCTION

Indonesia is a country whose population majority muslim , shows potential Muslims in various side life , especially potential the biggest about zakat. Problems main focus on zakat empowerment in the era of revolution industry 5.0 in management and utilization digitalization as well as innovation in empowerment economy society . (Delima Afriyanti , 2023)

Presence revolution industry 5.0 fixes quality life and change on improvement production and efficiency through utilization technology up-to-date information . Fundamental changes in the entire order life marked society with the more increase as well as expansion innovation and creativity community on the use and utilization digitalization that ultimately dominate the whole aspect life globally , including competition in field economy . Global changes in the economic order fast life influenced by utilization *Internet of Things*, *Artificial Intelligence* (AI), *Human-Machine Interface* and its breadth distribution phenomenon about *sharing economy* . Presence revolution industry this is what makes and demands condition SME entrepreneurship must supported with innovation and creativity as the vanguard to win competition economy global.(Heri, Sandika, Apriliani , Ramadhan, & Adilah, 2021)

Face global competition , SMEs are required must creative and innovative with development business in line with development of the times. The involvement of MSMEs is very important , considering its role in absorption power work and on income domestic gross domestic product (GDP).(Anaqi et al., 2023) The number of MSMEs has spread all over corners of a country, one of them namely the country of Indonesia with 38 provinces . (Muhtar, nd)

Distribution of MSMEs in 38 provinces in Indonesia as recorded by the Ministry Cooperatives and Small and Medium Enterprises (Kemenkop UMKM) in Indonesia in 2023 amounted to 8,710,000 units. (Ulia Mutiara Hatia Putri, 2023) One of the provinces in Indonesia , namely Riau Province , the number of MSMEs recorded in Riau Province in 2023 was 631,347 . The distribution of MSMEs in Riau Province in various area found in the table as following :

Table 1. MSME Data in Riau Province in 2023

Region	MSME Unit
New York	68,728
Camp	45,446
Bengkalis	42,029
Rohil	34,036
Rohul	27,074
Inhu	26,488
Siak	22,948
Kuansing	21,450
Dumai	20,782
The Kingdom of Pelalawan	13,824

Source : (Antarariau , 2023)

Based on the data above , the largest number of MSMEs namely in the area Pekanbaru . Number of MSMEs in the city new week as many as 68,728 MSMEs. The existence of MSMEs in Pekanbaru City classified as Enough capable in provide field Work for the community around the Pekanbaru area . However problems that occur , in grow MSME businesses need existence support financial assistance . Financial assistance is provided by financial institutions , banks and non-bank . One of the non-bank institutions is namely the National Zakat Collection Agency. (Delima Afriyanti , 2023)

BAZNAS Pekanbaru City present through some work programs that is Smart Pekanbaru , Healthy Pekanbaru , Pekanbaru Caring , Pekanbaru Taqwa, and Pekanbaru Makmur. In the BAZNAS programs, the Pekanbaru program Makmur focuses on distributing zakat funds to the perpetrators business that requires help business or business capital . Pekanbaru Makmur aims For increase welfare in the field of economy and pressure number

poverty city Pekanbaru . (Delima Afriyanti , 2023) The perpetrators business or mustahik , submit condition appropriate funding assistance with qualifications and rules that have been created and determined by BAZNAS Pekanbaru City . (Afriyanti , 2024)

There is study previously conducted by Arif Setiawan, et al (2015) with title " Design of Empowerment Model " UKM Actors in Mitigation Efforts Poverty With Based on Productive Zakat (Case Study of the Implementation of the East Java Prosperous Program from the National Zakat Agency of East Java Province in Embong Kaliasin Village , Surabaya). *Gap Research* study this and research previous is First , research previously discuss empowerment *model design* through implementation of the East Java Prosperous Program, while study This will focused on *developing a* productive zakat- based MSME empowerment *model* at Baznas Pekanbaru City. Second, the difference in location research . Third , differences in the institutions involved .

In the distribution of funds the Pekanbaru Makmur program in as many as 198 MSMEs will ... but there is limitations manager that is source Power human resources (HR) from BAZNAS so that distribution No simultaneously and the use of zakat funds by MSMEs is less than optimal due to the lack of control by BAZNAS to MSMEs that have accept assistance. (BAZNAS, 2023)

Study This done because of Pekanbaru City own characteristics unique economic and social circumstances , which require approach special in implementation of productive zakat . Baznas Pekanbaru City as institution official who manages zakat, has role strategic in develop an appropriate empowerment model with context local .

Based on description above , it is necessary existence study more carry on to Development of Productive Zakat - Based MSME Empowerment Model at Baznas City Pekanbaru with the aim is for funds productive Can more effective and precise target , so that the status of mustahik will switch become a muzakki status.

2. PROBLEM FORMULATION

In the distribution of zakat funds for the Pekanbaru Makmur program , there are: limitations management that is lack of source Power human resources (HR) from BAZNAS so that distribution No simultaneously and the use of zakat funds by MSMEs is less than optimal due to the lack of supervision and evaluation by BAZNAS for MSMEs that have accept help , then research question This as following :

1. How conditions and models of empowerment zakat productive at Baznas Pekanbaru City moment This ?

2. How effectiveness of productive zakat program in empowering Basnaz MSMEs in Pekanbaru City ?
3. How development of a productive zakat empowerment model at Baznas Pekanbaru City ?

3. RESEARCH PURPOSES

In the research this , the goal that is desired achieved as following :

1. Analyze conditions and models of empowerment zakat productive in Baznas Pekanbaru City moment This
2. Analyze effectiveness of productive zakat program in Empowering Basnaz MSMEs in Pekanbaru City
3. Developing an empowerment model Zakat productive in Baznas Pekanbaru City

4. LITERATURE REVIEW

Study previously used For reference study This as following :

Table 2. Reference Study

No	Writer	Research Title	Results	Equations and Difference
1	Kholidah, N., & Salma, AN (2020)	"Creative Philanthropy: Empowering the Community's Economy Based on Productive Zakat in the Lazismu 1000 UMKM Program"	This study found that the 1000 UMKM program plays a very important role in helping UMKM who are having difficulty in developing their businesses. The mentoring process is important in the success of the empowerment program. The impact of this program is an increase in business results, family income, abilities, knowledge, and skills as well as an increase in religious knowledge. Supporting factors for this program include cooperation with the Aisiyah institution to provide mentoring to mustahik. Meanwhile, the obstacles faced are the suboptimal implementation of SOP and the lack of reporting and	The similarities in this study discuss productive zakat. And the differences in this study are the location and institution. As well as the empowerment development model

			documentation of the 1000 UMKM program.	
2	Sinta Octavia Fabber Karunia and Faizal Amir, (2024)	<i>"Productive zakat distribution in improving mustahik welfare: CIBEST model approach"</i>	<i>The findings of this research show that mustahik recipients of productive zakat assistance can improve their financial conditions and materially enhance their circumstances. Overall, the research results confirm that the BAZNAS effective zakat program has had a positive impact on Mustahik's welfare, by increasing income, spiritual well-being, and reducing poverty levels.</i>	The similarity of this research is researching productive zakat and the difference is the location and institution as well as the approach model used in this research.
3	Yusril Firmansyah, Sukarno's Day, Nikmatul Masrurroh, (2024)	<i>"The Productive Zakat in Empowering Mustahik Entrepreneurship"</i>	<i>This research results in, first, Productive zakat can contribute to the addition of mustahik income and break the chain of mustahik dependence on muzakki, second, productive zakat can empower mustahik entrepreneurship through the Z-Chicken, Z-Auto, the livestock and Batik Craftsmen programs. These programs are able to improve mustahik skills, so that mustahik have an entrepreneurial spirit for sustainable economic development.</i>	The similarities of this research are productive zakat and empowerment of MSMEs. The differences in research are in the location, institutions and development models of MSME empowerment.
4	Muhammad Rizal Hidayat, (2023)	<i>"Evaluation of the Productive Zakat Program Effectiveness with CIBEST Model"</i>	<i>The results show the positive improvement of mustahik material and spiritual needs between before and after receiving productive zakat funds by analysis of the general poverty indicators, analysis of the CIBEST model, and statistical tests of the research instruments.</i>	The similarity of this research is productive zakat. The difference in research is in the research location, institution and empowerment development model.
5	Azhar Alam, Harun, Nisrina Mar'atus	Evaluation of the Micro, Small and Medium Enterprises (MSMEs)	The results of the study show that the quality of LAZISMU in the MSME empowerment program in each dimension of tangible, reliability,	The similarity of this research is researching the empowerment of MSMEs, the

	Sholihah, Aditya Nurrahman (2021)	Empowerment Program LAZISMU Magetan with the Cartesian Diagram Approach	responsiveness, assurance, and empathy is almost entirely of sufficient quality. The tangible dimension can be shown through the ease of procedures in submitting assistance and the time span for realization with the submission of assistance. The conformity between everything explained by the officer and the reality in the reliable dimension is the main priority factor. The politeness, friendliness of the officer and the communication skills of the officer in the empathy dimension are factors that must be maintained. Meanwhile, transparency in providing information on survey results in the assurance dimension is a low priority factor. Monitoring of the impact of empowerment on the responsiveness dimension and the strategic location of the LAZISMU office in the tangible dimension is considered excessive. There is an influence of zakat empowerment with MSMEs on increasing the economic income of the community in terms of service quality according to the perception of mustahik. This study suggests that LAZISMU Magetan accelerate the realization of assistance submissions and ease in submitting assistance.	difference is the location and institution as well as the approach model used in this research.
--	-----------------------------------	---	--	---

Source : Processed Data , 2024

5. RELEVANT THEORIES

Study This lift and use term philanthropy based on generosity . Type of nature philanthrope can seen in several activity social public such as ; charity , work social . Activities social This can be applied with support institutions management and distribution of zakat and waqf .

a. Islamic Philanthropy

The theory of Islamic philanthropy emphasizes importance solidarity social and responsibility answer collective in create welfare together . Through various instrument such as zakat, infaq , alms , and waqf, Islam provides guide For build a more society fair and prosperous . The principles and objectives Islamic philanthropy , namely as as follows : (Handayani , Ahmadi, Zalma, Ulandari , & Suhud , 2020)

- a. Justice Social : Reduce gap social and economic in public ;
- b. General Welfare : Helping fulfil need base society , such as education , health and needs main
- c. Economic Independence : Empowering individual or community For become independent in a way economy through empowerment programs ;
- d. Development Human Resources : Investment in education and training For increase quality life and ability public .

Implementation Islamic Philanthropy

Islamic philanthropy is implemented in zakat institutions along with with supporting programs achievement goals and targets . Zakat institutions and empowerment programs can explained as following : (Kasdi , 2020)

- a. Zakat Institution: An organization that collects and distributes zakat professional and transparent , such as Baznas (National Zakat Collection Agency);
- b. Empowerment Program : A program designed For increase ability and independence economy mustahik (zakat recipient) through training , business capital , and mentoring

Challenges and Opportunities

Challenges in implementation Islamic philanthropy lies in transparent fund management , supervision and accountability , as well as improvement awareness public about importance philanthropy . While opportunity includes ; improvement participation community , cooperation with various parties , and innovation in management and distribution of philanthropic funds . (Makhrus , 2018)

b. Productive Zakat

Islamic teachings recommend people Muslim For philanthropy , so that wealth riches turn No only among the rich (QS. al- Hasyr : 7). When philanthropy explained , the Qur'an does not introduce use the term zakat, will but alms . Zakat is one of the pillars of Islam that are often interpreted expenditure the property that has been taken into account and is mandatory. Urgency Islamic philanthropy in the Qur'an explains emphasis and affirmation with repetition

72 orders for zakat and prayer . On balance spending zakat and harmonizing it with order to uphold prayer . (Ishak, Hakim, Audina Putri, Mahfud, & Nur Fatila, 2021)

In the distribution of zakat funds, there is a distinction become social and productive zakat . Productive zakat in distribution and management supported with professional managers so that zakat funds can be felt public in a way social economy . Distribution of productive and potential zakat funds in empowerment public prioritize alleviation poverty . So that proper distribution of zakat funds target to people in need . (Nasruddin, 2022)

Productive zakat divided into two patterns distribution as following : (Delima Afriyanti , 2023)

a. Distribution Productive Traditional

Distribution of productive zakat which given with form goods productive, such as animals livestock, tools plow paddy field, machine sewing and tools carpentry .

b. Distribution Creative

It is distribution of zakat in form capital provision . Good capital For build business , project social , such as business capital for traders small , development schools , places of worship and means health .

c. Empowerment MSMEs

Empowerment economy can create a welfare society . Conditions prosperous society become reject measure and ideality a country is successful in realize ideals nation . Empowerment economy can manifested in several the perpetrator , one of them that is perpetrator business or UMKM. Micro business Small and medium enterprises (SMEs) play a very important role in provision field work , reduce number unemployment and poverty . The role of can realize welfare and support economy a country, considering that MSMEs have potential control market share worldwide all over the world. (Dwi Pratiwi Kurniawati , Bambang Supriyono , 2013)

In management business , UMKM does not off from need improvement useful skills For increase his efforts become more good and in line with development technology information in the middle global competition . MSMEs are at the forefront for economy a country, which is seen the impact is very big and capable play a role as stabilizer in the economy a country. Where MSMEs are able to grow and live in the middle competition business big and also increase its productivity through power productive work . MSMEs are also capable push business big like provider material standard raw to be material base for business big in produce valuable product sell and useful for consumers . (Aliyah, 2022)

Empowerment MSMEs implemented as effort development economy national and unity For realize prosperity of the people with based on principle family . Efforts to empower MSMEs which are becoming part from economy nationally held on base democracy economy with principles includes ; togetherness , sustainability , insight environment , independence , balance progress , and unity economy national For welfare all Indonesian people. (Redi, Marfungah , Fansuri , Prawira , & Lafentia , 2022)

Realize welfare community in the field economy , BAZNAS Pekanbaru City present as institution social under shade non - structural government that functions For help, guide , and serving the mustahik all over areas in Indonesia, one of which is in the Pekanbaru City area .

d. BAZNAS City New

One of organization recognized zakat manager is the BAZNAS Institution of Pekanbaru City which was founded by the government city in 2001. The law number 38 of 1999 concerning zakat management , as well as Decree of the Minister of Religion of the Republic of Indonesia Number 373 of 2003 concerning implementation Constitution number 38 of 1999 and the existence regulation area , regulate the existence of BAZNAS Pekanbaru City . Factors the show that management of zakat BAZNAS Pekanbaru City is a an absolute necessity use maximize collection and empowerment of zakat as part from government programs For prosper society . (Nur Aisyah, 2021)

One of aspect the teachings of Islam are lacking get attention is alleviation poverty through the most effective collection and application of zakat, infaq and shadaqah in the broadest sense . As shown at the peak of the glory of Islam by Rasulullah *Sallahu ' alaihi Wasalam* and his successors . Therefore that , BAZNAS Pekanbaru City founded as receptacle collection and allocation of zakat funds through utilization progress knowledge current knowledge and technology , namely through utilization technology computerization in the form of system media online zakat payment . (Delima Afriyanti , 2023)

e. MSME Empowerment Model

In majority countries Muslim There are two models of zakat management , namely : First , zakat is managed by the state through institution special . This , management set based on policy government which includes collection and distribution of zakat is similar like management current state tax This . Zakat in the country Muslim become obligations that must be fulfilled fulfilled . Second , the zakat management model by non- governmental institutions or semi- government . In the case of In this , the state plays a role as facilitator and regulator. So in a model like This zakat is of a nature voluntary for Muslim citizens . Zakat management

can optimally distributed , things This regarding with empowerment and right target . (Center for Strategic Studies - National Zakat Agency, 2021)

empowerment model for MSMEs (Micro , Small and Medium Enterprises) implemented by BAZNAS (National Zakat Collection Agency) is generally... covers a number of step important For help increase capacity and independence of MSMEs. The MSME empowerment model can outlined as following :

1) Funding and Capital: (Wahyi Busyro , 2020)

- a) Financing Micro : BAZNAS often provide financing micro with scheme loan without interest (*qardhul hasan*) or business capital grant .
- b) Access to Zakat and Infaq : Funds collected from zakat, infaq , and alms used For assisting MSMEs in form of working capital or investment in tool production .

2) Training and Education: (Mufidati , 2016)

- a) Training Entrepreneurship : Giving training about management business , finance , marketing and skills relevant technical .
- b) Guidance and Mentoring : Providing mentors or mentoring for MSMEs to ensure they can implement knowledge and skills gained .

3) Access to Market : (BAZNAS PUBLIC RELATIONS, 2020)

- a) Exhibitions and Bazaars: BAZNAS often stage exhibition , bazaar, or cheap market For helping SMEs market product they .
- b) Digital Platform: Helping MSMEs to enter to an e-commerce platform or *online marketplace* use expand market reach .

4) Infrastructure and Technology :(Public Relations, 2022)

- a) Facility Production : Providing or help build infrastructure like center production together or place adequate storage .
- b) Adoption Technology : Helping MSMEs in adopt technology latest For increase efficiency and productivity .

5) Network and Cooperation: (BAZNAS PUBLIC RELATIONS, 2020)

- a) Partnership with Other Parties : Developing cooperation with other institutions such as government , institution finance , and non- governmental organizations For expand support for MSMEs.
- b) Community Business : Forming community or network between UMKM actors for each other share information , experience and opportunities business .

6) Monitoring and Evaluation : (Yunie Rahayu, Ahmad Soleh, 2022)

- a) Periodic Monitoring : Carrying out monitoring in a way periodic to development fostered MSME businesses .
- b) Evaluation : Conducting evaluation to effectiveness of empowerment programs For ensure program objectives are achieved and provide significant impact.

6. RESEARCH METHODOLOGY

Types of research This is study descriptive qualitative and using method studies case , where study This explore and analyze implementation of the productive zakat program by BAZNAS Pekanbaru City . (Zuchri Abdussamad, 2021)

Case study This will give in -depth overview about the process, challenges , and results from the program . (Yunie Rahayu, Ahmad Soleh, 2022) Amount informant from BAZNAS party consisting of 3 people who are part distribution of zakat funds and from MSMEs as much as 10 mustahik with technique determination informant that is use technique characteristics informants and data saturation (saturated data) . Data sources used namely primary data and secondary data . Semiawan , CR (2010) Primary data in the form of data on the number of MSME recipients BAZNAS assistance City Pekanbaru , results data interview field with Management BAZNAS City Pekanbaru and UMKM recipients BAZNAS zakat assistance from Pekanbaru City . Secondary data sourced from related journals with source discussion Islamic Philanthropy : Development of a Productive Zakat - Based MSME Empowerment Model at Baznas Pekanbaru City , book as well as valid supporting data sources settlement study .

Data Collection Methods in study This is with do *interview* with the parties involved , such as BAZNAS managers and zakat recipients (mustahik). Interview aiming For to obtain views , experiences and evaluations from various perspective . *Observation Field* that is with observe in a way direct Implementation of productive zakat programs in the field For get empirical data about program implementation and interaction between zakat and mustahik managers . *Documentation* that is with collect and analyze relevant documents like report finance , report activities , and program evaluation from BAZNAS. Approach research used is inductive . Approach This started with data collection and observation field For Then develop theory or a productive zakat- based MSME empowerment model . Approach This allow researcher For understand existing context and complexity in a way comprehensive and in-depth . (Sugiyono , 2020). Data Analysis Methods Used in study This is *Reduction Data* that is the process of simplifying , organizing , and tidying up data that has been collected so that it

can be processed and analyzed with more easy , *Data Presentation* , and *withdrawal conclusion*

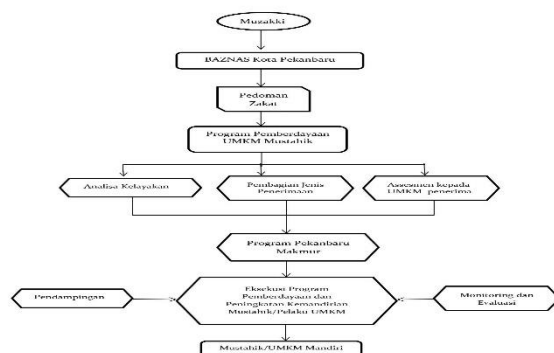


Figure 1. Framework thinking in study This as following :

Source : Processed Data 2024

7. RESULTS AND DISCUSSION

Discussion on research This namely in Islamic Philanthropy : Development of a Productive Zakat - Based MSME Empowerment Model at Baznas Pekanbaru City which is depicted in discussion as following :

RESULTS

Research result show that , research This aiming For evaluate effectiveness of productive zakat program in empowering MSMEs through interview with 10 mustahik who received help from BAZNAS Pekanbaru City . Interview This give outlook deep about impact of the program on welfare economy mustahik , the challenges they face face , and recommendations For program improvements. Informants interviewed namely 3 employees BAZNAS City and 10 mustahik who are MSME recipients BAZNAS assistance from Pekanbaru City. Interview results as following :

Study This evaluate development of zakat -based UMKM empowerment model roductive in BAZNAS City New York through interview with three BAZNAS employees involved direct in this program. Interview This aiming For get internal perspective on program effectiveness, challenges operational , and recommendations For repair .

Profile Short Employees Interviewed

- 1) Employee A: Works in the department distribution of programs and management of productive zakat .
- 2) Employee B: Playing a role in mentoring and training mustahik .

- 3) Employee C: Responsible answer on monitoring and evaluation of productive zakat programs .

Interview Findings

On the Effectiveness of Productive Zakat Program can outlined as following :

- 1) Employee A stated that the zakat program is productive effective in reach objective main that is empowering mustahik and increase independence economy mustahik . Most of mustahik who receives help succeed develop effort , visible from improvement income and expansion scale business .
- 2) Employee B added that mentoring The intensive and training provided was very helpful mustahik in manage business with more good , especially in aspect management finance and marketing product .
- 3) Employee C confirmed that monitoring results show increase in average income mustahik by 30-50% in six month First after accept assistance . However , the effectiveness of the program also depends on the suitability between type business mustahik and the assistance provided .

Mentoring and Training

- 1) Employee B explains that mentoring covering training base management business , bookkeeping simple , and marketing strategies . There are also sessions specially designed For fulfil need specific from type business certain , such as processing results farmer or online marketing strategies .
- 2) Challenges faced in mentoring is limitations time and resources Power human , so that No all mustahik Can get adequate assistance intensive .
- 3) Employee C emphasized importance mentoring advanced post-granting help , but acknowledged that sustainability mentoring Still become challenge Because limitations budget and personnel .

Challenge Operational :

- 1) Employee A identifies a number of challenge in program implementation , including limited funds allocated for productive zakat compared to with consumptive zakat . In addition , there is challenge in evaluate eligibility business mustahik in a way accurate For ensure capital is used optimally .
- 2) Employee B also mentioned that gap skills among mustahik become challenges , where some mustahik need more Lots training and support compared to others.

- 3) Employee C observes that consistent monitoring and evaluation need more system structured and data- driven for ensure that help used in accordance goals and provide expected impact .

Apart from the explanation results interview above , below results interview with the mustahik :

Profile Short Mustahik :

- 1) Mustahik 1: Trader fried food that uses productive zakat For buy cart and materials standard .
- 2) Mustahik 2: Owner business roadside stall small , which takes advantage of help For expand stock merchandise .
- 3) Mustahik 3: Craftsman bag from material recycle re , which receives capital for buy tools and materials production .
- 4) Mustahik 4: Entrepreneur convection scale small who use funds for buy machine sew addition
- 5) Mustahik 5: Owner business cattle free-range chickens , using productive zakat For buy seeds and feed .
- 6) Mustahik 6: Farmer vegetables hydroponics that utilizes help For expand installation .
- 7) Mustahik 7: Trader clothes on the market, which uses capital to expand inventory .
- 8) Mustahik 8: Seller snacks around , which uses help For increase vehicles and equipment .
- 9) Mustahik 9: Entrepreneur craft hand made from base wood , which received capital for equipment Work .
- 10) Mustahik 10: Entrepreneur catering home , which uses help For buy equipment Cook addition .

Impact to Economic Independence

All mustahik state that productive zakat assistance play a role important in increase independence economy they . Most of them No Again depend on help social other after business they start walk with good . Mustahik 4 and 9, states that they Now has become muzakki , namely the giver of zakat, after his efforts growing and stable .

The Role of Mentoring and Training

The mentoring and training provided by BAZNAS is considered very useful by all mustahik, especially in matter management finance and marketing . Training provided help they manage business with more good and make decision more business right . Mustahik 3 and

10 state that training special about digital marketing is very helpful in expand their market reach.

Challenges Faced

- 1) Mustahik 1 and 8 face each other challenge in access more markets wide , especially Because limitations in digital knowledge and online marketing .
- 2) Mustahik 5 mentioned that fluctuation price material raw materials and feed become challenge big influence stability income .
- 3) Mustahik 6 experienced challenge in management risk agriculture , such as attack pest or change weather , which affects results production .

Interview Findings on Effectiveness Productive Zakat Assistance

- 1) Most of the mustahik report improvement income between 25% to 50% after accept productive zakat assistance . Additional capital allow they For increase capacity production , diversification products , and lower cost operational .
- 2) Mustahik 2 and 7 reported that they can expand variation products sold , which increases Power pull stalls and kiosks they are in the market.
- 3) Mustahik 5 and 6 reveal that the capital received help they increase scale business agriculture and animal husbandry , which in turn increase income they in a way significant .

Research result This show that the productive zakat program implemented by BAZNAS Pekanbaru City effective in increase well-being and independence economy mustahik . Through capital assistance , training and mentoring , mustahik can develop his efforts in a way significant . However , for increase effectiveness of the program, it is necessary existence improvements in market access , digital technology and support financing continued . This program succeed show that zakat is productive can become tool empowerment strong economy , changing mustahik from recipient help become perpetrator an independent economy and even zakat giver .

DISCUSSION

- 1) Conditions and models of empowerment zakat productive at Baznas Pekanbaru City moment This focus on a few aspect , aspect the can outlined as following :
 - a) Focus on Improvement Welfare Mustahik : Currently , BAZNAS Pekanbaru City make an effort For empowering mustahik through a productive zakat program that focuses on increasing business small and micro . This program aiming For help mustahik increase income and achieve independence economy ;

- b) Approach Based on Needs : BAZNAS implements approach based on needs , where the mustahik has business or want to start business can submit productive zakat capital assistance . Priority given to assessed effort own potential For developing and sustainable ;
- c) Various Types of Assistance : Assistance provided No only in cash form but also goods or equipment business in accordance with need mustahik . For example , capital assistance for business trade , agriculture , or production goods ;
- d) Challenges Faced : Several challenge in implementation zakat in BAZNAS City covering limited funds available for productive zakat , the lack of source Power human beings who have skill special in empowerment economy , as well as low level education and skills business among mustahik .

In addition , the following Empowerment Model Overview Zakat Productive at BAZNAS Pekanbaru City :

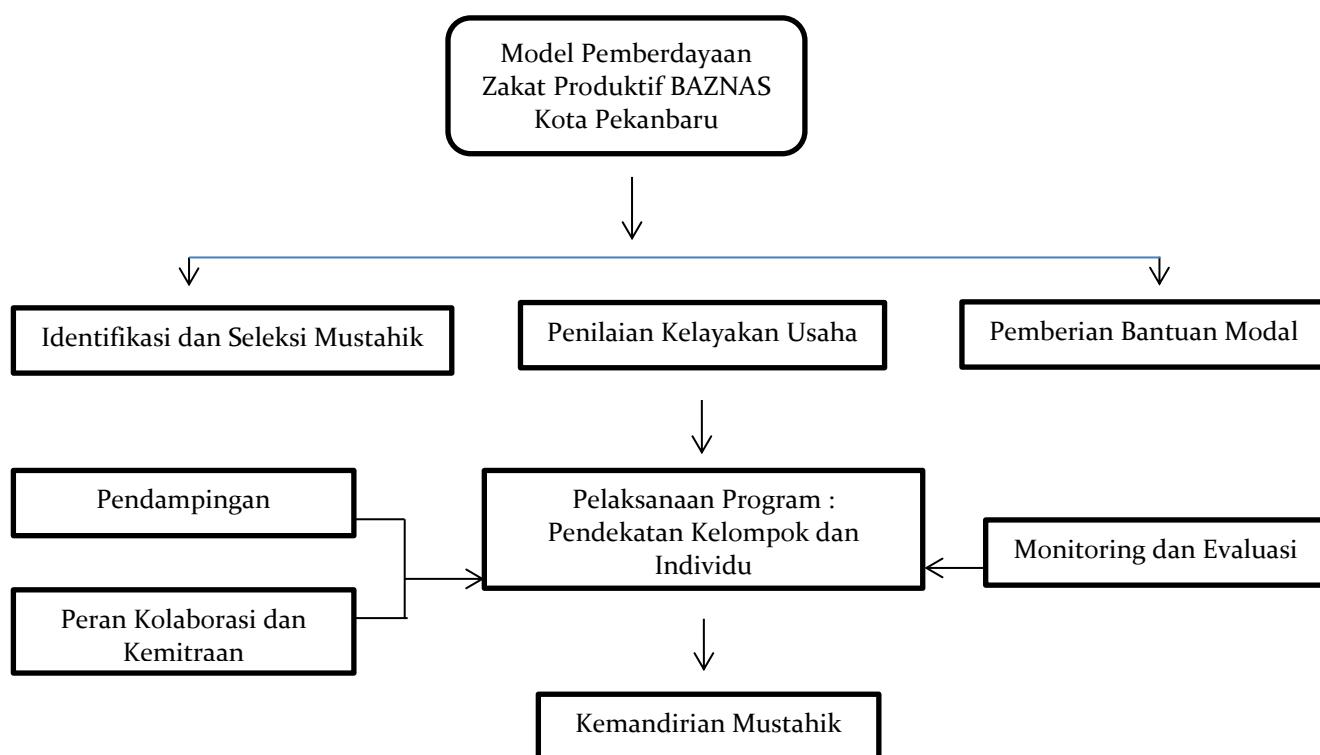


Figure 2. Productive Zakat Empowerment Model BAZNAS Pekanbaru City

Source : BAZNAS Pekanbaru City , 2023

Based on picture above , can outlined that :

- a) Identification and Selection Beneficiary : BAZNAS Pekanbaru City starting the empowerment process with identify mustahik who fulfills condition For receive productive zakat . Selection done through survey and interview For evaluate condition economy and potential owned business mustahik ;
 - b) Evaluation Business Feasibility : After selection , BAZNAS carries out evaluation eligibility business involving analysis market potential , risks and prospects business . The business that is assessed worthy will accept capital assistance with objective For development business ;
 - c) Giving Capital Assistance and Mentoring : The current model This applied covers giving capital assistance accompanied by with mentoring business For large capital assistance like ZMart . Mentoring covering training base management business , bookkeeping simple , and marketing strategy . This is aims to ensure that the mustahik No only accept help , but also gain necessary knowledge For develop business them . (BAZNAS RI PUBLIC RELATIONS, 2022) However , in the MSME empowerment program assistance , namely new week prosperous , no done assistance . This is because of the amount amount recipients and limitations source Power human beings in the internal BAZNAS city New York For give assistance ;
 - d) Monitoring and Evaluation : BAZNAS carries out monitoring periodically on ZMart For evaluate development business mustahik and ensure that productive zakat assistance used in accordance with Objectives . Evaluation done For see program impact and determine steps necessary repairs ;
 - e) Approach Groups and Individuals : Empowerment done Good in a way individual and also group . In the approach group , mustahik invited For to form group business together , which is not only facilitate each other support but also helps in absorption knowledge and skills together ;
 - f) The Role of Collaboration and Partnership : BAZNAS Pekanbaru City also establishes... cooperation with party others , such as institution Islamic finance , service related , and community business For strengthening the productive zakat empowerment program . Collaboration This expected can give access addition in the form of training , marketing , and access capitalization more carry on .
- 2) Effectiveness of productive zakat program in Empowering BASNAZ MSMEs in Pekanbaru City

Productive zakat program implemented by BAZNAS Pekanbaru City aiming For empowering Micro , Small and Medium Enterprises (MSMEs) by provide business capital for potential mustahik For increase welfare economy . Analysis effectiveness of the program can outlined as following :

- a) Productive zakat program has give impact positive to improvement capacity economy mustahik . With business capital assistance , many mustahik who is able develop business they from scale small become more big , and experience improvement income ;
- b) Programs implemented by BAZNAS Pekanbaru City help mustahik No only depend on help consumptive but also trying in a way independent . Most of them mustahik productive zakat recipients show improvement independence economy , where mustahik No Again need zakat assistance in sustainable after business mustahik stable . Some mustahik even has transform from recipients of zakat (mustahik) become zakat giver (muzakki), which shows success of the program in term long ;
- c) The effectiveness of the program is also supported by components mentoring and training provided by BAZNAS. Training This covers management business , bookkeeping , marketing and development very helpful product mustahik in operate his efforts with more professional. Assistance sustainable become factor key the success of the program, because help mustahik overcome challenge business and improve capacity management business ;
- d) Productive zakat program No only give impact economy but also improve trust self and motivation mustahik . mustahik feel appreciated and supported For try itself , which increases Spirit mustahik For Work hard and develop business .

Based on description above , many the success of the program run by BAZNAS Pekanbaru City . However effectiveness of productive zakat program Still faced with several challenges , such as limited funds available For support amount the more worthy big , lack of skills special among a number of mustahik , and risk failure business that is still Enough high . Other constraints include difficulty in market access and competition with product or service others who have established . This is show the need for more marketing strategies stronger and more support intensive from BAZNAS. In addition to individual benefits , this program also has effect positive on the environment around mustahik . With development business mustahik , happen multiplier effect on the economy local , such as improvement request material standard local and open field Work for public around . In addition , consistent monitoring and evaluation be one of aspect important in guard effectiveness of the program. BAZNAS Pekanbaru City carry

out monitoring periodic For ensure that assistance provided truly used For development effort and not diverted For need other .

3) Development of a productive zakat empowerment model at Baznas Pekanbaru City

Development of empowerment models in research This for BAZNAS Pekanbaru City there is a number of stages , which can outlined as following :

- a) Identification Mustahik Potential : Selection mustahik done based on criteria certain like condition economy , type business , and potential development business ;
- b) Evaluation Business Feasibility : Business proposed by mustahik rated its eligibility from various aspects , including market prospects , risks effort , and readiness mustahik in operate business ;
- c) Giving Capital Assistance : Business capital given in cash form or goods , depending on needs business and agreement between mustahik and BAZNAS;
- d) Mentoring and Training : One of the component key in this model is mentoring sustainable and training skills business , management finance , and marketing aimed at increase capacity mustahik ;
- e) Evaluation and Monitoring: Success business mustahik monitored in a way periodic For ensure that business walk in accordance with productive zakat plans and capital used optimally .

Determining Factors The Success of the Empowerment Model

A number of contributing factors to the success of the productive zakat- based MSME empowerment model is :

- a) Commitment : Commitment from BAZNAS in allocate productive zakat funds and provide mentoring sustainable is very influential to program success .
- b) Involvement Mustahik : Participation active mustahik in every program stages , from selection until training , very important For ensure sustainability and success business .
- c) Collaboration with Other Parties : Partnerships with various party like institution Islamic finance , government and community business local can strengthen program execution and opening access more wide for mustahik .

With Thus , the development of a productive zakat- based MSME empowerment model at BAZNAS Pekanbaru City offer framework comprehensive and potential work For replicated in other areas, with objective main optimizing zakat as instrument empowerment economy people in a way sustainable .

8. CONCLUSION

Study This can concluded that zakat is productive own potential big in empowerment of MSMEs and improvement welfare mustahik in Pekanbaru City . Through analysis conducted , obtained a number of conclusion main as following :

- 4) On the effectiveness of Productive Zakat , productive zakat proven effective in increase capacity economy mustahik who becomes recipient benefits . Business capital assistance that is distributed through BAZNAS no only give impact direct in the form of improvement income , but also increase independence economy mustahik . Productive zakat program at BAZNAS Pekanbaru City show good effectiveness in empowering MSMEs mustahik . With capital assistance , mentoring , and training , many mustahik who is able increase independence economy them . However , for increase effectiveness more further , required repair in matter funding , development capacity , and better marketing strategies effective . The success of this program provide a model that can replicated in other areas with adjustment in accordance need local .
- 5) Development of empowerment model based on productive zakat covers a number of stages important , namely identification potential mustahik , evaluation eligibility effort , giving capital assistance , mentoring sustainable business , as well as periodic evaluation and monitoring . This model ensure that zakat is productive managed in a way systematic and precise target .
- 6) The role of mentoring and training provided to mustahik is very important in increase program success . Support This help mustahik For manage business they with more well , overcome challenge business , and expand the market.
- 7) Optimizing empowerment of productive zakat- based MSMEs is needed strengthening capacity BAZNAS institutional . This is covers improvement competence of amil in productive zakat management , as well as development system transparent and accountable information .
- 8) Contribution to Empowerment of the People's Economy : Empowerment Model This contribute in a way significant to empowerment economy people through productive zakat . Implementation of this model No only help mustahik go out from poverty , but also encouraging they become muzakki in the future .

In general Overall , the development of a productive zakat- based MSME empowerment model at BAZNAS Pekanbaru City give impact positive in better management of zakat productive and sustainable . Recommendations for BAZNAS is For Keep going increase

innovation in empowerment programs economy and expand productive zakat coverage For give more benefits wide for public

RECOMMENDATION

Recommendation for the MSME empowerment program , namely ; increasing human resources capacity through training specializing in the field empowerment economics and management of MSMEs, as well as development system information For more monitoring effective , expanding cooperation with institution Islamic finance , government and community business local For support financing additional , training continued , and market access for mustahik , develop form more help varies , including access to digital training , online marketing and technology relevant production For support modernization business mustahik .

BIBLIOGRAPHY

- Afifah, N., & Yudiantoro, D. (2022). Pengaruh gaya hidup dan penggunaan uang elektronik terhadap perilaku konsumtif. *YUME: Journal of Management*, 5(2), 365–374.
- Afriyanti, D. (2024). Business licensing as an effort to improve MSME businesses recipient of Pekanbaru City Baznas aid. *14*(1), 87–96. <https://doi.org/10.21927/jesi.3124.3483>
- Aliyah, A. H. (2022). The role of micro, small and medium enterprises (MSMEs) for increasing community welfare. *WELFARE Journal Economics*, 3(1), 64–72. <https://doi.org/10.37058/wlfr.v3i1.4719>
- Anaqi, I., Kurniawan, D., Marcela, T. P., Claudia, D., Jorger, V., Aziz, P. N., Suranti, N., Sukmah, M., Madu, & Ariescy, R. R. (2023). Development digitalization of marketing for MSME businesses to improve community MSME development. *JURAI: Jurnal ABDIMAS Indonesia*, 1(2), 171–179. <https://doi.org/10.59841/jai.v1i2.112>
- Delima Afriyanti, & Segati, A. (2023). Implementation of the Baznas program in Pekanbaru City on mustahik welfare. *01*(1), 54–62. <https://ojs.sties-imamsyafii.ac.id/index.php/jejjournal/article/view/256>
- Dwi Pratiwi Kurniawati, Supriyono, B., & Hanafi, I. (2013). Community empowerment in the field of economic enterprises: Study on the Community Empowerment Agency of Mojokerto City. *Journal Public Administration (JAP)*, 1(4), 9–14. <http://administrasiipublik.studentjournal.ub.ac.id/index.php/jap/article/view/129>
- Firmansyah, Y., Sukarno, H., & Masruroh, N. (2024). The productive zakat in empowering mustahik entrepreneurship. *The Es Economics and Entrepreneurship*, 2(03), 230–239. <https://doi.org/10.58812/ese.v2i03.233>
- Heri, H., Sandika, F., Apriliani, F., Ramadhan, G., & Adilah, H. (2021). Revolution Industry 5.0 in perspective ecology village administration. *Neo Politea*, 2(1), 35–45. <https://doi.org/10.53675/neopolytea.v2i1.291>

- Hidayat, M. (2023). Evaluation of the productive zakat program effectiveness with CIBEST model. *International Journal of Zakat*, 8(1), 1–15. <https://doi.org/10.37706/ijaz.v8i1.365>
- Ishak, K., Hakim, L., Audina Putri, R., Mahfud, & Nur Fatila, D. (2021). Strategy to increase public interest in becoming a muzakki through Islamic philanthropy. *Journal Tabarru': Islamic Banking and Finance*, 4(2), 551–561. [https://doi.org/10.25299/jtb.2021.vol4\(2\).7948](https://doi.org/10.25299/jtb.2021.vol4(2).7948)
- Karunia, S. O. F., & Amir, F. (2024). Productive zakat distribution in improving mustahik welfare: CIBEST model approach. *Journal of Enterprise and Development (JED)*, 6(2), 290–299. <https://doi.org/10.20414/jed.v6i2.9723>
- Kasdi, A. (2020). Implementation Islamic philanthropy. In *Islamic Philanthropy* (Vol. 1). Widina Media Utama.
- Kholidah, N., & Salma, A. N. (2020). Philanthropy creative: Empowering the people's economy based on productive zakat in the 1000 UMKM Lazismu program Regency Pekalongan. *Horizon: Journal of Islamic Studies*, 14(2), 93–101. <https://doi.org/10.31603/cakrawala.v14i2.3080>
- Makhrus. (2018). Dynamics and activism Islamic philanthropy in community empowerment. In M. Ismail (Ed.), *Litera*.
- Mufidati, K. (2016). The role of the zakat collection agency in empowering MSMEs through productive zakat in Surabaya City. *Journal Scientific FEB Students*, 5(1). <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/3438>
- Muhtar. (n.d.). Provinces in Indonesia number 38: This is the history of their development. Retrieved from <https://uici.ac.id/provinsi-di-indonesia-berjumlah-38-ini-sejarah-perkembangannya/#:~:text=Indonesia%20kini%20has%2038%20provinces%2C%20about%20Southwest%20Papua%20Province>
- Nasruddin, M. Y. B. (2022). Productive zakat assets distribution: Efforts to assist UMKM financing to improve community welfare. *Syntax Literate: Jurnal Scientific Indonesia*, 3(3), 2520–2541.
- Redi, A., Marfungah, L., Luthfi, F., Fansuri, R. F., Prawira, M., & Lafentia, A. (2022). Licensing of micro, small, and medium enterprises (MSMEs): Forms empowerment, legal protection, and realizing a welfare state. *Muara Ilmu Journal Social, Humanities, and Arts*, 6(1), 282. <https://doi.org/10.24912/jmishumsen.v6i1.13553.2022>
- Revelation Busyro, & Razkia, D. (2020). The impact of zakat distribution in reducing poverty based on the CIBEST model (case study at Baznas Pekanbaru City). 3(2), 326–334.
- Sabik Khumaini, & Apriyanto, A. (2018). Empowerment of productive zakat funds towards people's welfare. *Al-Urban: Journal of Islamic Economics and Islamic Philanthropy*, 2(2), 155–164. <https://doi.org/10.22236/alurban>
- Semiawan, C. R. (2010). *Research methods qualitative types, characteristics and advantages*. Grasindo.

- Sugiyono. (2020). *Research methods quantitative, qualitative and R&D*. Retrieved from <https://library.bpk.go.id/koleksi/detil/jkpkbpkpp-p-1RENPFknuz>
- Ulita Mutiara Hatia Putri. (2023). Number of MSMEs reaches 8.71 million: Could this be a "shield" for recession? Retrieved from CNBC Indonesia website: <https://www.cnbcindonesia.com/research/20230207115843-128-411724/besar-umkm-capai-871-juta-bisa-jadi-tameng-reseksi>
- Yunie Rahayu, A. S., & Prima Audia Daniel University. (2022). Evaluation and effectiveness of Baznas program in empowerment of MSMEs in the COVID-19 era (case study of Baznas in Jambi Province). *J-MAS Journal Management and Science*, 7(April), 277–282. <https://doi.org/10.33087/jmas.v7i1.370>
- Zuchri Abdussamad. (2021). *Research methods qualitative*. In P. Rapanna (Ed.), Nusantara University PGRI Kediri (Vol. 01). CV. Syakir Media Press.