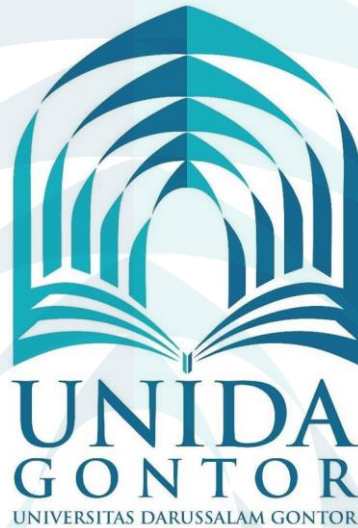


THESIS

ANALYSIS OF CASH WAQF FUNDRAISING STRATEGIES AT THE
MUHAMMADIYAH WAQF EMPOWERMENT COUNCIL (WAKAFMU)
JAKARTA



By:

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DEPARTMENT OF ISLAMIC ECONOMICS LAW

FACULTY OF SHARIA

UNIVERSITY OF DARUSSALAM GONTOR

1446/2025

ANALYSIS OF CASH WAQF FUNDRAISING STRATEGIES AT THE
MUHAMMADIYAH WAQF EMPOWERMENT COUNCIL (WAKAFMU)
JAKARTA

THESIS

Presented to the University of Darussalam Gontor in the Partial Fulfillment of the
Requirement for Bachelor's Degree (S1) in the Department of Islamic Economics
Law, Faculty of Sharia University of Darussalam Gontor.

by:

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2025 / 1446

UNIVERSITAS DARUSSALAM GONTOR



ABSTRAK
ANALISIS STRATEGI PENGUMPULAN DANA WAKAF UANG
ONLINE DI MAJELIS PENDAYAGUNAAN WAKAF MUHAMMADIYAH
(WAKAFMU) JAKARTA

Dhafin Farizki

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Fundraising wakaf di Indonesia memiliki potensi yang besar tapi masih menghadapi berbagai tantangan. Kurangnya pemahaman masyarakat tentang wakaf, dan belum optimalnya strategi pengumpulan dana wakafnya. Menurut BWI, potensi wakaf uang di Indonesia mencapai Rp 180 triliun per tahun. Dan saat ini sangat mudah bagi Lembaga filantropi untuk menyebarkan produknya seperti infaq, zakat, dan wakaf. Untuk mencegah penyebaran skema penggalangan dana yang tidak tepat, pembahasan mengenai hal ini sangat diperlukan guna memastikan strategi pengumpulan dana yang dilaksanakan apakah sudah sesuai dan efektif. Penelitian ini bertujuan untuk menganalisis strategi penggalangan dana wakaf uang secara online. Metode penelitian ini menggunakan pendekatan kualitatif, dengan memanfaatkan data primer dan sekunder yang diperoleh dari wawancara, observasi, dokumentasi dengan sumber-sumber terkait. Selain itu, pengumpulan data melalui peninjauan juga dilakukan untuk memperkuat jawaban atas pertanyaan penelitian. Teknik analisis yang digunakan yaitu analisis deskriptif. Hasil penelitian ini menunjukkan bahwa strategi pengumpulan dana wakaf di Wakafmu Jakarta yaitu, sosialisasi tentang wakaf, pemanfaatan platform online, dan keterbukaan laporan pengumpulan berjalan dengan baik dan tepat. Penelitian ini menyarankan agar peneliti selanjutnya menganalisis mekanisme penggalangan dana wakaf uang secara online dengan metode SWOT supaya Lembaga terkait dapat mengetahui apa saja kelebihan dan kekurangan di dalamnya.

Kata kunci: Strategi Penggalangan Dana, Wakaf Online, Fundraising, Wakaf Uang.

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ABSTRACT
ANALYSIS OF CASH WAQF FUNDRAISING STRATEGIES AT THE
MUHAMMADIYAH WAQF EMPOWERMENT COUNCIL (WAKAFMU)
JAKARTA ON THE PERSPECTIVE OF FIQH WAQF

Dhafin Farizki

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Waqf fundraising in Indonesia holds significant potential yet faces persistent challenges, including limited public understanding of waqf and suboptimal fund collection strategies. According to the Indonesian Waqf Board (BWI), the country's cash waqf potential reaches Rp 180 trillion annually. While digital platforms now enable philanthropic institutions to easily distribute products like infaq, zakat, and waqf, concerns about improper fundraising schemes necessitate critical evaluation of current strategies to ensure their appropriateness and effectiveness. This study analyzes online cash waqf fundraising strategies using a qualitative approach, incorporating primary and secondary data from interviews, observations, documentation reviews, and field surveys. Descriptive analysis was applied to evaluate findings. Results indicate that Wakafmu Jakarta's strategy combining waqf literacy campaigns, digital platform utilization, and transparent fund reporting—operates effectively. The study recommends future research employ SWOT analysis to examine online waqf fundraising mechanisms, helping institutions systematically identify strengths, weaknesses, opportunities, and threats.

Keywords: Fundraising, Waqf Online, Cash Waqf, Strategy.

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SUPERVISOR DECISION LETTER

Honourable to

Dean of Sharia Faculty

University of Darussalam Gontor

Bismillahirrahmanirrahim

Assalamua'alaikum Warahmatullah Wabarakatuh

I present this thesis written as

Name : Dhafin Farizki

Registered Number : 422021326036

Faculty : Sharia

Department : Sharia Economic Law

Title : Analysis of Cash waqf Fundraising Strategies at the
Muhammadiyah Waqf Empowerment Council (Wakafmu)
Jakarta.

It has been processed and corrected to meet practical requirements to obtain bachelor's degree (S1) in the Islamic Economics Law Department, Sharia Faculty University of Darussalam Gontor. Therefore, we hope that thesis can be examined.

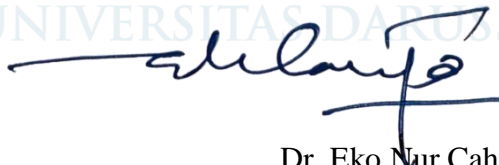
Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Ponorogo, Sya'ban 28th, 1446 H

February 27th, 2025 M

Supervisor,



27/2/2025

Dr. Eko Nur Cahyo, S.Th.I., M.A.

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CERTIFICATION

Bismillahirrahmanirrahim

Assalamu'alaikum Warahmatullahi Wabarakatuhu,

The Faculty of Sharia has received the thesis, which has been written by:

Name : Dhafin Farizki

Registered Number : 422021326036

Title : Analysis of Cash waqf Fundraising Strategies at the
Muhammadiyah Waqf Empowerment Council (Wakafmu)
Jakarta

To fulfill the requirement for the degree of licentiate (S1) in the Faculty of Sharia
Departement of Islamics Economics Law year 1446/2025

Siman, 27-4-2025

Dean of Faculty of Sharia

Assoc. Prof. Dr. Imam Kamaluddin, Lc., M.Hum

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DECISION OF THE TEAM

The committee of the thesis examination in partial fulfilment of the requirements for the degree of Licentiate in Islamic Education in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

Name : Dhafin Farizki
Reg. Number : 422021326036
Title : Analysis of Cash waqf Fundraising Strategies at the Muhammadiyah Waqf Empowerment Council (Wakafmu) Jakarta

Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamics Economics Law Faculty of Sharia University of Darussalam Gontor on 5 March 2025.

The board of examiners has decided to grant him pass in the thesis examination. Hence, he is eligible to be awarded the degree of Licentiate in English Language Education Department in the Faculty of Sharia.

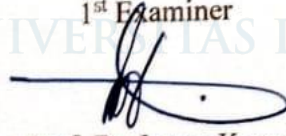
Board Examiner

Supervisor


Dr. Eko Nur Cahyo, S.Th.I., M.A.

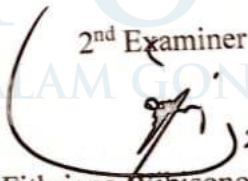
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1st Examiner


Assoc. Prof. Dr. Imam Kamaluddin,
Lc., M.Hum.

NIY: 960125

2nd Examiner


Vina Fithriana Wibisono, S.H., M.H.

27-04-25
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DECLARATION

I, hereby,

Name : Dhafin Farizki
Registered Number : 422021326036
Faculty : Sharia
Department : Islamic Economic Law
Title : Analysis of Cash waqf Fundraising Strategies at the
Muhammadiyah Waqf Empowerment Council (Wakafmu)
Jakarta

I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

Otherwise, if it is found that this thesis is plagiarism, I am ready to be ceased academically.

UNIDA, Syawwal 28 1446 H

March 28, 2025 M

Researcher,



Dhafin Farizki

NIM: 422021326036

MOTTOES

قَالَ الَّذِي عِنْدَهُ عِلْمٌ مِّنَ الْكِتَابِ أَنَا آتِيكَ بِهِ قَبْلَ أَن يَرْتَدَّ إِلَيْكَ طَرْفُكَ ۚ فَلَمَّا رَءَاهُ
مُسْتَقَرًّا عِنْدَهُ قَالَ هَذَا مِنْ فَضْلِ رَبِّي لِيَبْلُوَنِي ۖ أَشْكُرُ أَمْ أَكْفُرُ ۚ وَمَن شَكَرَ فَإِنَّمَا
يَشْكُرُ لِنَفْسِهِ ۖ وَمَن كَفَرَ فَإِنَّ رَبِّي غَنِيٌّ كَرِيمٌ

Meaning: Then said one who had knowledge of the Scripture: "I can bring it to you in the twinkling of an eye." And when Solomon saw the throne placed before him, he said: "**This is by the grace of my Lord**, to test me whether I will be grateful or ungrateful. Whoever is grateful, it is only for their own good. But whoever is ungrateful—indeed, my Lord is Self-Sufficient, Most Noble”



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DEDICATION

I say thank you to all of who have given me support system, Especially to my beloved family and relatives, thank you for the support, love and enthusiasm that you have given during the process of completing this thesis. It is to you that I dedicate my dedication for this success. Hopefully every step we go through will be a blessing for all of us. Thank you over everything.



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All praise to SWT, who has granted the blessings of faith, Islam, health, and safety, allowing this thesis to be completed on time. May peace and blessings always be upon our Prophet Muhammad PBUH, His family, His companions, and His devoted followers until end of the time. This thesis was made possible thanks to the help and motivation of many individuals. Therefore, through this opportunity, the researcher would like to express the highest gratitude and appreciation to :

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7. To all my friends who have provide support in writing this thesis. And to all the students of the Islamic Economic Law 2021, whom I cannot mention one by one in this expression of gratitude, I hope our friendship and relationship

will never end. I fully acknowledge that this thesis is far from perfect, but I hope that through this thesis, it can bring something beneficial to all of us. Ameen.

Ponorogo, 27th Of April 2025

Researcher

Dhafin Farizki

Reg. No: 422021326036

