Education On Implementing Service Strategies To Build Trust Among Aid Recipients Among MZW FAI UMJ Students

Ali Idrus[1]*, Daman Sudarman[2], Deni Nuryadin[3], Muhammad Dzaky Faqihuddin Ilham[4], Deska Maura Az-Zahra[5]

Universitas Muhammadiyah Jakarta*[1, 2, 4]
Universitas Muhammadiyah Prof. Dr. Hamka[3]
*[1]email: ali.idrus@umj.ac.id
[2]email: daman.sudarman@umj.ac.id

Abstract: This community service aims to determine the service strategy in increasing the trust of muzakki and mustahik at Baznas South Tangerang. This service was carried out using the working mechanism method during the implementation of this program, where the team went directly to the field to examine the situation and problems in the environment of MZW FAI UMJ students. Results of service Through the presentation of material on the importance of Islamic religious education in the growth and development of early childhood, this can be done from the smallest things, starting with prayers in all children's activities, with parents setting an example that will become good habits for children.

Keywords: Education; Strategy; Service; Trust; Recipients.

Abstrak: Pengabdian ini bertujuan untuk mengetahui strategi pelayanan dalam meningkatkan kepercayaan muzakki dan mustahik di Baznas Tangerang Selatan. Pengabdian ini dilakukan dengan menggunakan metode Metode mekanisme kerja selama pelaksanaan program ini adalah tim terjun langsung ke lapangan untuk memeriksa situasi dan masalah di lingkungan mahasiswa MZW FAI UMJ. Hasil pengabdian Melalui pemaparan materi bagaimana pentingnya Pendidikan agama Islam dalam tumbuh dan kembang anak usia dini bisa dilakukan dari hal terkecil mulai dari doa dalam segala kegiatan anak, dengan orang tua yang memberikan contoh akan menjadikan kebiasaan baik yang dilakukan anak.

Kata Kunci: Edukasi; Strategi; Pelayanan; Kepercayaan; Mustahik.

A. Introduction

In the digital economy era, Baznas, which prioritizes user experience through big data analysis, will win customer loyalty. Baznas has just implemented AI-based data analysis technology to personalize customer service. Therefore, Baznas is likely to experience an increase in customer loyalty in the next quarter because it has fulfilled the general premise of digital excellence. Amidst these economic problems, zakat has emerged as a solution for building an effective economy.

Zakat, as an instrument for economic development and poverty alleviation in the community, has many advantages over existing conventional fiscal instruments. Muzakki are individuals or business entities that pay zakat, as explained previously at. Can the obligation to pay zakat be imposed on collective business entities, such as Islamic financial institutions and/or similar entities, without denying the existence of opinions that do not require zakat on business entities for reasons including that zakat is entirely an act of worship, and worship is only required of mukallaf individuals, therefore business entities are not individuals and thus cannot be quickly required to fulfill obligations, in this case the obligation of zakat. (Mustofa, 2015)

The percentage of poor people in September 2022 was 9.57 percent an increase of 0.03 percentage points compared to March 2022 and a decrease of 0.14 percentage points compared to September 2021. The number of poor people in September 2022 was 26.36 million, an increase of 0.20 million compared to March 2022 and a decrease of 0.14 million compared to September 2021. The percentage of the urban poor in March 2022 was 7.50 percent, rising to 7.53 percent in September. (Suma, 2013)

Meanwhile, the percentage of the rural poor in March 2022 was 12.29 percent, rising to 12.36 percent in September 2022. Compared to March 2022, the number of urban poor in September 2022 increased by 0.16 million people (from 11.82 million people in March 2022 to 11.98 million people in September 2022). Meanwhile, during the same period, the number of poor people in rural areas increased by 0.04 million

people (from 14.34 million people in March 2022 to 14.38 million people in September 2022). (Larasati, 2023)

Indonesia's zakat potential is considered the largest in Asia. Some say it could reach 123 trillion rupiah. Furthermore, according to a study by the National Zakat Agency (BAZNAS), Indonesia's zakat potential reaches 217 trillion rupiah per year. This is certainly a substantial figure and would be a shame if it weren't managed properly. If the average provincial budget (APBD) is 10 trillion rupiah Indonesia's zakat potential could fund nearly 21 provinces. Unfortunately, this calculation is still normative. In reality, zakat collected falls far short of that figure. (*Kementrian Agama, Mushaf Al-Quran Dan Terjemahan*, 2007)

The urgency of this research lies in explaining the importance of education on the Implementation of Service Strategies in Building Trust Among Beneficiaries for MZW FAI UMJ Students. Based on preliminary studies at the Muhammadiyah University of Jakarta's MZW Faculty of Islamic Studies, several examples of students' lack of knowledge about the Implementation of Service Strategies in Building Trust among Mustahik Students at MZW FAI UMJ were found. Therefore, education on the Implementation of Service Strategies in Building Trust among Mustahik Students is needed

When religion is expressed in the language of legislation, which is in fact state policy, there should be no doubt about the ability of zakat to overcome economic inequality and other social problems. In an effort to achieve the objectives of zakat management, the National Zakat Agency (BAZNAS) was formed, which is located in the capital city, as well as provincial and district/city BAZNAS. BAZNAS is a non structural government institution that is independent and responsible to the president through the minister. (Barao, 2022)

This research is novel in terms of educating students on service strategies to build trust among Mustahik, as it shifts the focus from simply distributing zakat (conventional philanthropy) to an educational-participatory approach that involves students as agents

of change in zakat institutions. The gap in this study lies in the context of the shift in the role of students from mere distributors to educators/facilitators of zakat. There is a lack of studies on direct education by students to mustahik. There is still little research that explores the direct education provided by students to build the trust of mustahik (zakat recipients).

There is a gap between service strategy planning and its implementation in the field. Studies often only describe work programs, but lack research on the effectiveness of students in conducting education that changes the literacy and attitudes of mustahik. BAZNAS is an institution authorized to manage zakat nationally. In addition to receiving zakat, BAZNAS also accepts infaq, sadaqah, and other religious social funds (Murti, 2017). Given these various issues, the author is interested in further researching education in higher education institutions in helping to increase knowledge of Service Strategy Implementation. Therefore, in this study, the author chose the title "Education on Service Strategy Implementation in Building Beneficiary Trust in Students."

B. Research Method

1. Planning

   The planning stage was carried out by three lecturers and one student through the formation and training of the Community Service Team of Muhammadiyah University Jakarta, followed by the preparation of a proposal which was then submitted.

2. Preparation

   The preparation stage, spanning four weeks, involved collaborating with the agreed-upon faculty, scheduling activities, determining the training location, and creating the necessary guidelines for the educational activities.

3. Implementation

   The following are several methods of implementing education for final-year students in overcoming anxiety when preparing their final assignments. In this

education, students can learn about overcoming the Implementation of Service Strategies in Building Trust among Mustahik Students at MZW FAI UMJ.

In conclusion, final-year students can overcome how the Implementation of Service Strategies in Building Trust among Beneficiaries among MZW FAI UMJ Students requires a combination of strategies, support, and appropriate knowledge. By applying the methods mentioned above, lecturers will be able to provide supportive education and help students grow and develop optimally.

C.   Results and Discussion

Education on the Implementation of Service Strategies in Building Trust Among Mustahik Students at MZW FAI UMJ refers to an activity, research, or scientific article that focuses on instilling Islamic-Islamic and Muhammadiyah values (AIK) through education on service strategies, with the aim of building trust among mustahik (zakat beneficiaries) among students of the Zakat and Waqf Management (MZW) study program, Faculty of Islamic Studies (FAI), Muhammadiyah University Jakarta (UMJ).

This phrase describes a specific initiative, most likely in the form of community service or internal research at UMJ, which aims to: Internalization of AIK: Instilling the principles of Islamic teachings and Muhammadiyah ideology into the mental attitudes and personalities of MZW FAI UMJ students. Strategic Service Education: Providing students with knowledge and practical skills regarding effective and professional service methods in managing zakat and wakaf.

Building Mustahik Trust: The ultimate goal is for mustahik to have high trust in zakat institutions or waqf managers run by UMJ students (or alumni), which reflect Islamic values and the Muhammadiyah work ethic. This activity is in line with FAI UMJ's mission to develop research and community service programs that can improve the welfare of the people, as well as strengthen the moral foundation and noble character of students.

This also demonstrates UMJ's efforts to integrate AIK values into the curriculum and practical activities of students, especially in study programs directly related to religious social services such as Zakat and Waqf Management. In summary, this initiative emphasizes the importance of morals, professionalism, and trust as the foundation for managing community funds, which are taught through the internalization of Islamic and Muhammadiyah values.

MZW FAI UMJ students refers to a specific research topic or community service program (PkM) initiated at the Faculty of Islamic Studies (FAI) of Muhammadiyah University Jakarta (UMJ) or by MZW students (possibly an abbreviation for the Zakat and Waqf Council or other initiatives) at the faculty. The priority issues faced in this context are likely to include several key aspects: The Gap between Theory and Practice of Islamic Service: Students may face challenges in implementing the theoretical concepts of Islamic service excellence learned in lectures into actual practice in the field, especially when interacting with mustahik (recipients of zakat, infaq, and sadaqah).

Limited Knowledge of the Psychology and Sociology of Mustahik: A lack of in depth understanding of the social, economic, and psychological backgrounds of mustahik can hinder the effectiveness of service strategies. The trust of mustahik is highly dependent on an empathetic approach that is relevant to their circumstances. Communication and Personal Approach Barriers: Students need to master effective communication skills to build relationships based on mutual trust, not merely transactional relationships. The problem may lie in the lack of practical training in this area.

Effective Program Management and Infrastructure: The implementation of good service strategies requires the support of structured program management. Problems may arise from limited facilities or clear operational guidelines in managing programs involving beneficiaries. Measurement and Evaluation of Beneficiary Trust: Difficulties in measuring the level of beneficiary trust objectively and systematically can be an

obstacle in assessing the success of the education and service strategies implemented. To overcome these problems, several solutions and strategies can be implemented:

Development of a Real-Case-Based Curriculum: Integrating real case studies and beneficiary interaction scenarios into the curriculum to bridge the theory-practice gap. Interpersonal Skills Training: Organizing workshops and intensive training on effective communication, empathy, and community-based approaches. Structured Internship or Field Service Programs: Require students to participate in structured community service programs (such as those funded by LPPM UMJ) at zakat institutions to gain hands-on experience. Utilization of Technology for Education and Services: Use digital platforms to facilitate access to information, training, and service program administration.

Developing a Continuous Evaluation System: Implementing evaluation methods that involve direct feedback from mustahik to continuously improve service strategies. This research or PKM focuses on the importance of not only providing material assistance, but also building trust and dignity among mustahik through professional and Islamic services.

Solutions to problems through Curriculum and Learning Method Improvements Real Case Studies: Integrating actual case studies from zakat institutions (LAZ) and waqf agencies (nazhir) into the curriculum. This will provide a realistic picture of the challenges in the field and successful solutions. Service Simulation: Holding workshops and interactive simulations on beneficiary service scenarios, including complaint handling, effective communication, and mentoring, to train students' practical skills.

Soft Skills Education: Emphasizing the importance of empathy, honesty, transparency, and a professional attitude in serving mustahik. Trust is highly dependent on these interpersonal aspects. In addition, optimizing field practices and partnerships such as Structured Internships: Establishing closer cooperation with LAZISMU Pusat (which already has an MoU with FAI UMJ) and other leading zakat/waqf institutions for structured internship programs.

Students must be directly involved in the service process, not just administrative tasks. Community Service Program (PkM): Allocate PkM projects that specifically focus on empowering beneficiaries and improving service quality in local communities, with faculty guidance. This includes Technology Utilization and Transparency, namely: Digital Literacy: Educate students on the use of digital platforms for transparent reporting and accountability in managing community funds.

Transparency is key to building trust between mustahik and muzaki. Service Information System: Develop or adopt an information system that makes it easier for mustahik to access information, apply for assistance, and provide feedback on the services they receive. By implementing these solutions, the MZW FAI UMJ Study Program can be more effective in producing graduates who are not only competent in terms of knowledge, but also skilled in building trust among beneficiaries through excellent and ethical services.

D.   Conclusion

Based on the conclusions regarding education in implementing service strategies to build trust among aid recipients, it is emphasized that trust is the main foundation that must be built through consistent actions, transparency, and a humanistic approach, not just an administrative one. Trust as a Continuous Process: Building trust is not a one-time event, but rather a continuous process that requires consistency between words and deeds, transparency, and a tangible presence in the community. Overall, people-centered strategies supported by a culture of organizational transparency will increase the effectiveness of aid distribution and strengthen long-term relationships between aid providers and recipients.

E.   Bibliography

Barao, V. A. R., Costa, R. C., Shibli, J. A., Bertolini, M., & Souza, J. G. S. (2022). Emerging titanium surface modifications: The war against polymicrobial infections on dental implants. *Brazilian Dental Journal*, *33*(1), 1–12.

Kementrian Agama, Mushaf Al-Quran dan Terjemahan. (2007).

Larasati, E. (2023). *Tingkat Kemiskinan Berhasil Ditahan, Rasio Gini Menurun. Kementrian Keuangan*.

Murti, A. (2017). Peran Lembaga Filantropi Islam dalam Proses Distribusi Ziswaf (Zakat, Infak, Sodaqoh dan Wakaf) Sebagai Pemberdayaan Ekonomi Umat. *LABATILA: Jurnal Ilmu Ekonomi Islam*, *1*(01), 89–97.

Mustofa, I. (2015). Pelaksanaan Zakat Badan Hukum: Studi Pada Lembaga Keuangan Syariah di Kota Metro, Lampung. *AKADEMIKA: Jurnal Pemikiran Islam*, *20*(2), 295–322.

Suma, M. A. (2013). Zakat, infak, dan sedekah: Modal dan model ideal pembangunan ekonomi dan keuangan modern. *Al-Iqtishad: Jurnal Ilmu Ekonomi Syariah*, *5*(2).