ABSTRACT

Income zakat is a type of zakat collected from professional work or skills that generate income and meet the haul and nisab requirements according to Islamic law. In 2022, the zakat potential in Semarang City reached IDR 50.5 billion. However, its realization in 2023 was only IDR 9.3 billion or less than 20%. One of the factors contributing to the low realization is the suboptimal fundraising strategy.

This study aims to determine the priority problems and solution priorities in the fundraising strategy for income zakat using the Quick Response Code Indonesian Standard (QRIS) at BAZNAS Semarang City. The method used in this research is the Analytical Network Process (ANP). Key informants in this study include representatives from BAZNAS Semarang City, the Ministry of Religious Affairs of Semarang City, the Regional Revenue Agency of Semarang City, academics and the coordinator of DSN-MUI Central Java, BAZNAS Central Java, and Bank Jateng Syariah.

The results show that the main problems in fundraising income zakat using QRIS include discrepancies in reporting and recording, poor governance at BAZNAS, lack of standardization in zakat calculation and collection, and low public awareness of income zakat obligations. The priority solutions identified are regulatory updates, technological utilization, collaboration with banks, and engagement with local religious leaders. The recommended strategy is to establish partnerships with local banking institutions to improve the effectiveness of income zakat fundraising through QRIS..

Keywords: income zakat, zakat fundraising, strategy, ANP, QRIS.