

ABSTRACT

The Livestock Center program represent a form of productive zakat utilization aimed at enchancing the economic independence of mustahik zakat recipients through livestock farming enterprises. The Balai Ternak Lestari Makmur under BAZNAS Pemalang Regency is still in its early stages of implementation and faces several challenges, including a decline in active members, suboptimal marketing, and the absence of consistent income growth. This study aims to evaluate the initial program's implementation in empowering the mustahik's economy, indentify supporting and inhibiting factors, and formulate strategies for program improvement.

This study employs a qualitative approach with an evaluative descriptive case study design. The research informants consisted of six individuals, comprising representatives from BAZNAS Pemalang Regency, a group facilitator, a group leader, an active member, and an inactive member. Data were collected through in-depth semi-structured interviews, observation, and documentation. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. Program evaluation was carried out using the CIPP (Context, Input, Process, Product) model, followed by a SWOT analysis to formulate program development strategies.

The result indicate that the program is well-aligned with the needs and objectives of empowerment and is supported by productive assets, adequate facilities, mentoring, and favorable environmental potential. However, implementation is still constrained by limited human resource competence, immature intial planning, inconsistent member participation, underdeveloped marketing, and the absense of regular income. The program has succeeded in producing productive assets, strengthening group institutional structures, and enhancing member capacity, yet improvements in economic welfare remain suboptimal. The SWOT analysis places the program in Quadrant III, indicating a Turn Arround (WO) strategy, leveraging opportunities such as product diversification, partnerships, and market expansion to address internal weaknesses. Accordingly, strengthening human resources capacity, marketing, regular income generation, and member participation is essential to support the program's sustainability.

Keywords: Livestock Center; Productive Zakat; Economic Empowerment; CIPP Evaluation; SWOT Analysis