

ABSTRACT

Educational waqf is a potential Islamic economic instrument in improving the welfare of the poor through the development of human resources in Semarang City. Potential educational waqf is the number of predominantly Muslim population in Semarang City. Thus, educational endowments still less developed compared to the Waqf property sector remains the lack of potential for the future development in Semarang City.

The research aims to analyze the strategy of optimization of appropriate educational endowments to enhance the welfare of the poor through the development of quality human resources. This research method using Analytical Network Process (ANP). Analysis of optimization of the educational waqf include aspects of management, human resources, socialization, regulation, and culture.

The results of the analysis show that ANP from these five aspects of the strategy of optimization of educational endowments in the city of Semarang, producing regulatory aspects as a top priority and strategy optimization of the right thing to do is increase in regulation through the realization of the law of Waqf. Realize the Waqf law that focuses on the development of HUMAN RESOURCES and the mechanism of reporting utilization of property waqf and waqf for the culture sector productive is the right strategy to optimize the role of educational endowments in Semarang city.

Key words: educational waqf, ANP (Analytical Network Process), optimization strategy.