

ABSTRACT

Waqf is a form of worship in Islam by donating some of the assets for the benefit of the people. Waqf can be professionally managed to increase the benefits in which the results can be enjoyed by the general public. One form of productive waqf management is shopping complex. Waqf Board Foundation of Great Mosque of Semarang is one of the institutions that manages productive waqf in the form of shopping complex called Productive Waqf Center. However, the Productive Waqf Center has not been maximally managed. This research aims to find problems, solutions and strategies so that the Productive Waqf Center can be managed optimally.

The analysis method used in this research was Fuzzy Analytic Network Process (FANP). FANP method is a combination of Fuzzy method and Analytic Network Process (ANP) method to determine the priority of the project to be carried out. Analysis of the Productive Waqf Center management strategy included marketing, internal organization, and human resource aspects.

The results of this research indicate that there are three criteria affecting the utilization of Productive Waqf Center. The criterion with the largest effect was internal organization by 0.4512, second was human resources by 0.3133, and third priority was marketing by 0.2354.

Keywords: productive waqf, shopping complex, *FANP*