

ABSTRAK

Penelitian ini dilatarbelakangi oleh tingginya gap antara potensi zakat dengan realisasi pengumpulannya berdasarkan data penelitian pada tahun 2023. Dengan judul Penelitian "Strategi *Digital Fundraising* Dana Zis (Zakat, Infaq, Sedekah) Melalui *Digital Platform* Darut Tauhid (DT) Peduli Kota Jambi dalam menysasar muzakki". Penelitian ini bertujuan menganalisis strategi dalam mengimplementasikan penghimpunan digital atau fundraising digital yang dilakukan oleh LAZNAS DT Peduli Kota Jambi dengan menggunakan enam strategi digital marketing (*content marketing, mobile marketing, continuos marketing, integrated digital marketing, visual marketing, personalized marketing*) dan analisis SWOT. Pada penelitian ini, penulis menggunakan metode kualitatif deskriptif. Dimana penelitian ini didasari dengan pengamatan penulis kemudian dideskripsikan sesuai dengan apa yang penulis temukan dilapangan. Adapun dalam pengumpulan data, penulis menggunakan metode observasi, wawancara, dan dokumenter (teks, jurnal, video, media sosial, dll). Hasil penelitian yang didapatkan ialah dari keenam strategi fundraising digital yang penulis sebutkan, LAZNAS DT Peduli Kota Jambi baru menerapkan 4 strategi digital fundraising diantaranya yaitu *content marketing, continuos marketing, visual marketing* dan *personalized marketing*. Sedangkan strategi digital yang belum diterapkan yaitu *mobile marketing* dan *integrated digital marketing*.

Kata kunci : Strategi, Digital Fundraising, dan analisis SWOT

Abstract

This research is motivated by the high gap between the potential of zakat and the realization of its collection based on research data in 2023. With the research title “Digital Fundraising Strategy for Zis (Zakat, Infaq, Sadaqah) Funds Through Digital Platform Darut Tauhid (DT) Peduli Jambi City”. This study aims to analyze the strategy in implementing digital fundraising or digital fundraising carried out by LAZNAS DT Peduli Jambi City using six digital marketing strategies (content marketing, mobile marketing, continuous marketing, integrated digital marketing, visual marketing, personalized marketing) and SWOT analysis. In this study, the authors used descriptive qualitative methods. Where this research is based on the author's observations and then described in accordance with what the author finds in the field. As for data collection, the author uses observation, interviews, and documentary methods (texts, journals, videos, social media, etc.). The results of the research obtained are from the six digital fundraising strategies mentioned by the author, LAZNAS DT Peduli Jambi City has only implemented 4 digital fundraising strategies including content marketing, continuous marketing, visual marketing and personalized marketing. While digital strategies that have not been implemented are mobile marketing and integrated digital marketing.

Keywords: *Strategy, Digital Fundraising, and SWOT analysis*