

ABSTRAK

MUHAMMAD BAHRUDIN. 2022. *Strategi Fundraising di Pondok Pesantren Assalafi Raudhatul Jannah Batusilira dan Pondok Pesantren Nurul Abshor*. Tesis. Banjarmasin: Pascasarjana UIN Antasari Prodi Manajemen Pendidikan Islam. Pembimbing I: Dr. Ahmad Juhaidi, M.Pd. I dan Pembimbing II: Dr. H. Hilmi Mizani, M. Ag

Kata Kunci : Strategi, strategi fundraising dan pondok pesantren.

Strategi fundraising merupakan salah satu input yang sangat penting dalam penyelenggaraan organisasi termasuk organisasi pendidikan seperti pondok pesantren. Dalam penerapannya, strategi fundraising memiliki empat tahap (1) Identifikasi karakteristik donatur yaitu mengidentifikasi donatur yang sesuai dan meneliti kepentingan fokus mereka dan proses pendanaan. (2) Retensi donatur yaitu membangun hubungan jangka panjang dalam proses berdonasi dan melibatkan calon donatur. (3) Strategi Permohonan dana. (4) *Stewardship* donatur yaitu memelihara hubungan dan menunjukkan penghargaan.

Penelitian ini menggunakan pendekatan deskriptif kualitatif yang digali dari responden dan informan dengan teknik pengumpulan data yaitu: wawancara mendalam, observasi dan dokumentasi. Teknik analisis data yang digunakan adalah reduksi data, penyajian data, penarikan kesimpulan dan verifikasi. Pengecekan keabsahan data melalui kredibilitas, transferabilitas, dependabilitas, dan konfirmabilitas.

Hasil penelitian menunjukkan bahwa strategi fundraising pada pondok pesantren Assalafi Raudhatul Jannah Batusilira dan pondok pesantren Nurul Abshor telah dijalankan dengan baik, meskipun terdapat persamaan maupun perbedaan antara masing-masing pondok pesantren dalam proses identifikasi karakteristik sosial ekonomi, retensi, permohonan dana dan *stewardship*. Dari hasil penelitian di atas maka dapat disimpulkan bahwa karakteristik sosial ekonomi donatur berdasarkan pendapatan menunjukkan bahwa pendapatan informan memiliki penghasilan Rp. 1- 3 juta dan lebih. Sedangkan untuk tingkat pendidikan, karakteristik informan SMA / sederajat, S1, S2, dan S3. Karakteristik informan berdasarkan pekerjaan hasil penelitian menunjukkan bahwa informan terdiri dari PNS, Pengajar/Dosen, dan swasta.. Dalam tahap retensi, pondok pesantren Assalafi Raudhatul Jannah Batusilira dan pondok pesantren Nurul Abshor melakukannya dengan cara menjalin silaturahmi dengan orangtua/wali santri dan tokoh masyarakat, terus menjaga kepercayaan dan loyalitas donatur. Dalam tahap permohonan dana, kedua pondok pesantren ini memiliki persamaan yaitu menggunakan strategi fundraising langsung dan strategi fundraising tidak langsung. Adapun dalam tahap *stewardship*, pondok pesantren Assalafi Raudhatul Jannah Batusilira dan pondok pesantren Nurul Abshor menyampaikan ucapan terima kasih, membuat laporan kegiatan yang disampaikan kepada donatur melalui melalui rapat dan, media sosial dan situs resmi pondok pesantren.

ABSTRAK

MUHAMMAD BAHRUDIN. 2022. Fundraising Strategy at Assalafi Islamic Boarding School Raudhatul Jannah Batusilira and Nurul Abshor Islamic Boarding School. Thesis. Banjarmasin: Postgraduate at UIN Antasari Islamic Education Management Study Program. Advisor I: Dr. Ahmad Juhaidi, M.Pd. I and Advisor II: Dr. H. Hilmi Mizani, M. Ag

Keywords: Strategy, fundraising strategy and islamic boarding school.

The fundraising strategy is one of the most important inputs in the organization of organizations, including educational organizations such as Islamic boarding schools. In its implementation, the fundraising strategy has four stages (1) Identifying the characteristics of donors, namely identifying suitable donors and examining their focus interests and the funding process. (2) Retention of donors, namely building long-term relationships in the donation process and involving potential donors. (3) Funds Application Strategy. (4) Donor stewardship, namely maintaining relationships and showing appreciation This study uses a qualitative descriptive approach that was extracted from respondents and informants with data collection techniques, namely: in-depth interviews, observation and documentation. The data analysis technique used is data reduction, data presentation, conclusion drawing and verification. Checking data validity through credibility, transferability, dependability, and confirmability. The results showed that the fundraising strategy at the Assalafi Raudhatul Jannah Batusilira Islamic Boarding School and the Nurul Abshor Islamic Boarding School had been carried out well, although there were some similarities and differences between each Islamic boarding school in the process of identifying socio-economic characteristics, retention, application for funds and stewardship. From the results of the research above, it can be concluded that the socio-economic characteristics of donors based on income show that the income of the informant has an income of Rp. 1-3 million and more. As for the level of education, the characteristics of the informants are SMA / equivalent, S1, S2, and S3. The characteristics of the informants based on the research results show that the informants consist of civil servants, lecturers/lecturers, and the private sector. In the retention stage, the Assalafi Raudhatul Jannah Batusilira Islamic Boarding School and the Nurul Abshor Islamic Boarding School did so by establishing friendship with the parents/guardians of students and community leaders, continue to maintain the trust and loyalty of donors. In the funding application stage, these two Islamic boarding schools have something in common, namely using a direct fundraising strategy and an indirect fundraising strategy. As for the stewardship stage, the Assalafi Raudhatul Jannah Batusilira Islamic Boarding School and Nurul Abshor Islamic Boarding School expressed their gratitude, made activity reports submitted to donors through meetings and e-mail, social media and the Islamic boarding school's official website.