

INTISARI

Kemiskinan bukanlah masalah baru di dalam perekonomian khususnya perekonomian Indonesia. Berbagai solusi telah dilakukan namun angka kemiskinan di Indonesia tetap tinggi. Mengingat hal tersebut, maka solusi-solusi lain terus diupayakan dan dievaluasi. Salah satu solusi tersebut adalah pemberdayaan masyarakat melalui program *IZI To Success* yang diinisiasi oleh Inisiatif Zakat Indonesia (IZI) DIY dengan menyalurkan zakat produktif kepada para mustahik. Tujuan dari program tersebut adalah kemandirian ekonomi para mustahik sehingga bisa mengubah status mustahik menjadi muzakki. Selain penyaluran zakat produktif, program ini juga mendampingi dan membina para mustahik khususnya dalam mengembangkan usaha mikronya. Penelitian ini mengevaluasi program *IZI To Success* dengan menganalisis omzet, profit dan pengembangan usaha para mustahik sebelum dan sesudah mustahik menerima bantuan dana zakat produktif. Metode analisis yang digunakan adalah deskriptif persentase dan uji beda Wilcoxon. Hasil uji deskriptif persentase menunjukkan index rata-rata sebesar 75,31%, yang artinya Program *IZI To Success* dinilai sudah tepat sasaran dalam penyalurannya. Selain itu, 70,4% atau 19 orang dari total 27 orang mampu menambah varian dalam produk yang dijualnya dengan kata lain mampu mengembangkan usahanya setelah mengikuti program ini. Hasil uji beda menunjukkan probabilitas omzet sebesar 0,1391 atau $> 0,05$ dan probabilitas profit sebesar 0,2193 atau $> 0,05$. Artinya terdapat peningkatan jumlah omzet dan profit meskipun tidak signifikan.

Kata kunci: Inisiatif Zakat Indonesia (IZI) DIY, *IZI To Success*, Zakat Produktif, Omzet Mustahik, Profit Mustahik, Pengembangan Usaha Mustahik

ABSTRACT

Poverty is not a new problem in the economy, especially the Indonesian economy. Various solutions have been implemented but the poverty rate in Indonesia remains high. Bearing this in mind, other solutions continue to be sought and evaluated. One of these solutions is community empowerment through the IZI To Success program initiated by the DIY Indonesian Zakat Initiative (IZI) by distributing productive zakat to mustahik. The aim of the program is the economic independence of mustahik so that they can change the status of mustahik to muzakki. Apart from distributing productive zakat, this program also assists and develops mustahik, especially in developing their micro businesses. This research launched the IZI To Success program by analyzing the turnover, profit and business development of mustahik before and after mustahik received productive zakat fund assistance. The analytical method used is descriptive percentage and Wilcoxon difference test. The results of the descriptive percentage test show an average index of 75.31%, which means that the IZI To Success Program is considered to be on target in its distribution. Apart from that, 70,4% or 19 people out of a total of 27 people were able to add variants to the products they sold, in other words, were able to develop their business after participating in this program. The results of different tests show a turnover probability of 0.1391 or > 0.05 and a profit probability of 0.2193 or > 0.05 . This means that there is an increase in turnover and profit, although not significant.

Keywords: Inisiatif Zakat Indonesia (IZI) DIY, IZI To Success, Productive Zakat, Mustahik's Revenue, Mustahik's Income, Mustahik's Business Development.