

**SWOT ANALYSIS OF THE GRESIK BERDAYA PROGRAM:
COMMUNITY DEVELOPMENT VILLAGE OF THE 'MEKAR
SARI' LIVESTOCK GROUP IN KEMBANGAN VILLAGE, GRESIK**

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Abstract

This study examines the implementation of the Gresik Berdaya Program through the Kampung Community Development in the 'Mekar Sari' Livestock Group in Serembi Hamlet, Kembangan Village, Kebomas District. This program is designed to empower mustahik and overcome poverty through the development of the livestock sector, which is becoming increasingly relevant amidst economic challenges. The subjects of the study included members of the 'Mekar Sari' livestock group and managers of BAZNAS Gresik Regency. Using a SWOT analysis approach, this study evaluated the strengths, weaknesses, opportunities, and threats faced by the group in implementing the program. The results of the study indicate that empowerment initiatives, such as livestock management training and market access, have had a positive impact on increasing the economic independence of group members. This program not only helps reduce dependence on aid but also encourages active community participation in local economic development.

Keywords: *Zakat Utilization, ZCD Village, Livestock Group, SWOT Analysis, Community Empowerment*

Abstrak

Penelitian ini mengkaji terkait implementasi Program Gresik Berdaya melalui Kampung Community Development pada Kelompok Ternak 'Mekar Sari' di Dusun Serembi, Desa Kembangan, Kecamatan Kebomas. Program ini dirancang untuk memberdayakan mustahik dan mengatasi kemiskinan melalui pengembangan sektor peternakan, yang menjadi semakin relevan di tengah tantangan ekonomi. Subjek penelitian meliputi anggota kelompok ternak 'Mekar Sari' dan pengelola BAZNAS Kabupaten Gresik. Menggunakan pendekatan analisis SWOT, penelitian ini mengevaluasi kekuatan, kelemahan, peluang, dan ancaman yang dihadapi kelompok dalam pelaksanaan program. Hasil penelitian menunjukkan bahwa inisiatif pemberdayaan, seperti pelatihan manajemen ternak dan akses pasar, telah

memberikan dampak positif dalam meningkatkan kemandirian ekonomi para anggota kelompok. Program ini tidak hanya membantu mengurangi ketergantungan pada bantuan tetapi juga mendorong partisipasi aktif masyarakat dalam pengembangan ekonomi lokal.

Keywords: *Pendayagunaan Zakat, Kampung ZCD, Kelompok Ternak, Analisis SWOT, pemberdayaan Masyarakat*

INTRODUCTION

Indonesia with a population of more than 237.53 million, or 86.9% of the total, is the country with the largest Muslim population. Zakat offers the Muslim community the opportunity to actively participate in changing the nation's economic landscape (Makkulan, 2020). Muslims have an obligation to set aside a portion of their wealth to give to certain groups, known as zakat. Zakat is a way to obey Allah SWT and contribute to the well-being of society. The commandment to pay zakat has two missions: spiritual and social. Zakat Law Number 23 Year 2011 article 27 paragraph 1 states that zakat can be used for productive businesses to improve the welfare of the community (Bariyah et al., 2012).

The Gresik Regency Government established the Badan Amil Zakat Nasional (BAZNAS) as an organization for the collection and use of zakat, with an emphasis on programs related to economic empowerment as a means of alleviating poverty in the region. Gresik Berdaya Program is one of the initiation programs of Baznas Gresik Regency to optimize the utilization of zakat funds in order to empower the economy of the community, especially mustahik or zakat recipients through various productive activities (Salsanila, 2020). The goal of the program is to give Mustahik more economic power so that they can improve their own standard of living and in a sustainable manner. The establishment of Zakat Community Development (ZCD) in Serembi Hamlet, Kembangan Village, Kebomas District, is one example of Gresik Berdaya initiative. The livestock group "Mekar Sari" was established as a beneficiary of this program with the aim to empower the livestock industry which has enormous development potential.

The purpose of utilizing zakat collected by BAZNAS Gresik Regency is to provide capital to mustahiks so that they can build sustainable businesses. In this case, livestock farming is considered the right sector to be a forum for empowerment so as to minimize dependence on aid. With this initiative, mustahiks who were previously zakat

recipients will become financially independent individuals or organizations (Nurul, 2023). This makes the utilization of zakat more beneficial and sustainable for the regional economy and beneficiaries.

This makes the utilization of zakat more beneficial and beThe Baznas Productive Goat Farming Village initiative is a revolving fund-based mentorship initiative designed to help farmer groups maximize the potential of local livestock. Good animal husbandry techniques are coached to the farmers, who also instruct the farmers on how to contribute and take part in the development of the assisted villages. The livestock group known as “Mekar Sari” is an example of how the idea of zakat empowerment is applied through long-term initiatives. Members of the local community form this group, as do Mustahik Zakat. Group members are given the opportunity to develop their livestock business with support from BAZNAS. The assistance provided is not only in the form of capital, but also in the form of technical training related to livestock management, to wider market access. This is to enable the “Mekar Sari” cattle group to function professionally and compete in an increasingly competitive market. In addition, BAZNAS offers consistent support to ensure that the team follows the established plan and is equipped to handle any obstacles that may arise.rsustainability for both the local economy and the beneficiaries.

Empowerment through livestock groups is very relevant considering the considerable potential of livestock in Serembi Hamlet. Geographically, this area has supportive natural resources, such as the availability of vast land and a suitable environment for livestock development. The local community's experience in raising livestock is also one of the strengths that can be optimized. By utilizing existing local resources, the “Mekar Sari” livestock group is expected to not only be able to meet the economic needs of its members, but also to become the driving force of the village economy. With increased livestock productivity, the potential economic benefits generated can bring greater benefits to program beneficiaries. One successful application of zakat for community empowerment is the Gresik Berdaya Program of the “Mekar Sari” livestock group in Serembi Hamlet. In addition to offering financial support, the program provides Mustahiks with the knowledge and resources they need to develop their own enterprises (Anwar, 2018).

This research will use the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis method to look at the operation of the program from various angles. This research will analyze in detail the opportunities and dangers that may affect the effectiveness of the program, as well as the internal strengths and weaknesses of the “Mekar Sari” cattle group. This analysis will focus on strengths such as the natural resource potential of Serembi Hamlet and the full support of BAZNAS and program weaknesses such as limited capital and poor business management will be of particular concern during the monitoring phase. In addition, SWOT analysis can be used to find outside opportunities that the livestock organization can take advantage of. Meanwhile, in order to create appropriate countermeasures, threats to the sustainability of the program should also be taken into account. This study will not only review these factors individually, but also how the relationship between these factors affects the overall success of the program (Zulkifli, 2022).

One technique that can be used to examine several aspects that affect the success of this program is SWOT analysis (Riza, 2011). With SWOT analysis, it will be easier to identify the potential that can be maximized and the challenges that need to be overcome by the “Mekar Sari” livestock group in order to achieve sustainability and better development. By using the SWOT analysis approach in the monitoring and evaluation process, the results obtained are expected to provide a comprehensive picture of the effectiveness of the Gresik Berdaya program in empowering mustahiks through the “Mekar Sari” livestock group. This analysis will serve as the basis for making strategic decisions needed to strengthen the program in the future, both in terms of increasing the capacity of livestock groups and in anticipating and facing external challenges.

THEORETICAL REVIEW

A. Community Empowerment Theory

The concept of social empowerment emerged as a result of the failure of the development paradigm used in Indonesia (during the New Order) and other Asian countries. This idea is crucial for sustainable development as it encompasses community empowerment, which is the process of enabling communities to contribute to

environmental development by strengthening the capacity and level of economic, ecological, and social self-reliance of communities in a sustainable manner (Noor Harini, 2023).

The term empowerment is the root of the English word “empowerment,” which combines the word “power” with the prefix “ber,” which signifies strength. Power comes from power, and being empowered comes from having power. Giving something power or having power is one way to understand this empowerment. The process of improving human resources or the community itself by bringing out individual potential, inventiveness, competence, critical thinking, and action better than before is known as community empowerment. Given that the recent rapid advances in technology and economy will have a significant impact on the ability of individual levels to meet their requirements, empowerment is necessary and important. Therefore, community empowerment is supposed to enable the larger community to stay up to date (Arsyad, 2023).

Empowerment, according to Jim Ife, is the development and empowerment of communities with the aim of raising the standard and value of human resources. efforts to provide people with the resources, opportunities, knowledge, and skills they need to become more competent, engaged, and able to transform people's lives. In terms of direction and purpose, community development targets individuals, groups, and the physical and social environment. Six categories of community strengths were identified by Jim Ife as useful in the empowerment process. Freedom of expression, capacity to assess one's own requirements, institutional capabilities, access to financial resources, autonomy during reproduction, and capacity to make personal decisions are the six strengths (Jim, 2010).

B. SWOT Analysis Theory

SWOT analysis is a method that can be applied as a tool for selecting core strategies. Rangkuti (2006) states that SWOT analysis is a set of techniques used to determine many elements in order to create an organizational strategy. This research is based on logic that can reduce risks and vulnerabilities while increasing advantages and capabilities. When planning business models, strategies, and development, the SWOT approach is used to

evaluate the strengths, weaknesses, opportunities, and threats of a project or speculative business idea. These four components form the acronym SWOT (strengths, weaknesses, opportunities, threats). For SWOT discussions, it is advisable to use a table created on a wide sheet of paper so that the relationships between the various components can be thoroughly investigated.

The SWOT method entails figuring out the exact objectives of the project or company and recognizing the internal and external elements that help and hinder the achievement of those objectives. One can conduct a SWOT analysis by first organizing and examining several factors that influence the four factors using the SWOT matrix image (eni, 2023). The application then focuses on how strengths can deal with current hazards, how weaknesses can prevent opportunities from being created, and how strengths can capitalize on existing opportunities.

According to Sun Tzu from 1992, “if we already know our own strengths and weaknesses, and know the strengths and weaknesses of our opponents, we will surely be able to win the battle,” the fundamentals of SWOT analysis seem pretty obvious (Gusti, 2018). Furthermore, SWOT analysis is used to create a long-term strategy that ensures the company's goals and direction are achieved in a clear and timely manner. We will soon be aware of the company's future location, the best way to get there, and the steps to take to maximize our possibilities for success and play to our strengths.

To compare internal and external elements, conduct a SWOT analysis. Threats and opportunities represent external factors, but strengths and weaknesses represent internal factors. The purpose of a SWOT analysis is to gather information from the situation analysis and categorize it as internal issues (such as strengths and weaknesses) and external issues (such as opportunities and threats). In a discussion of the various situations that a business might contemplate (Rio, 2024). A SWOT analysis will clarify whether the data points to something that will help the organization achieve a systematic direction. A SWOT analysis is necessary to improve the management standards of a company or other institution because the analysis and description provided serve as a benchmark for the future development of the organization. After the analysis, a more thorough vision, mission, goals, and work schedule should be created to improve the previous program.

C. Utilization/Distribution of Zakat

Utilization can be understood as an effort to maximize use or to make something useful. The terms “power” and “usefulness” are very important for utilization. According to the Big Indonesian Dictionary, usefulness is defined as benefit, and power is defined as the capacity to accomplish anything. This proves that the utilization of zakat is an effort to allocate funds in an ethical manner, such as investing them or utilizing them to support the establishment of businesses for those who are unable to afford them (Yusuf Qardhawi, 2025).

The accuracy of the distribution and use of zakat funds, as well as the number of people receiving zakat (mustahiq zakat), can be used to measure how effective empowerment through zakat is. Those who are designated as zakat recipients are known as mustahiq zakat (Wahbah Al-Zuhaili, 2005). The people who are entitled to receive zakat in accordance with Surah At-Taubah verse 60 are:

إِنَّمَا الصَّدَقَاتُ لِلْفُقَرَاءِ وَالْمَسْكِينِ وَالْعَامِلِينَ عَلَيْهَا وَالْمُؤَلَّفَةِ قُلُوبُهُمْ وَفِي الرِّقَابِ وَالْغَارِمِينَ وَفِي سَبِيلِ اللَّهِ وَابْنِ السَّبِيلِ^ط
فَرِيضَةً مِّنَ اللَّهِ وَاللَّهُ عَلِيمٌ حَكِيمٌ

Meaning: *In accordance with the requirements of Allah, zakaah is only for the poor and needy, as well as the administrators of zakaah, the mu'allaf who are moved to free slaves and debtors, and for the cause of Allah and those who are on a journey. Moreover, Allah is All-Knowing and All-Wise. (QS. At-Taubah: 60)*

Eight categories of people are eligible to receive zakat, according to the above scriptures. These people fall under the following categories:

- a. Faqir (someone whose requirements cannot be met on a daily basis and no family member is available to provide assistance)
- b. Poor (Inadequate (his salary barely covers his daily expenses))
- c. Amil zakat (which consists of zakat administrators who distribute and receive zakat)
- d. Muallaf (individuals who have just received guidance or converted to Islam)
- e. Slaves or Riqab (those enslaved to gain their freedom).
- f. Gharim (a debtor who is unable to make payments on his obligations)
- g. Fisbilillah (one who fights to follow the Way of Allah)
- h. Ibn Sabil (a traveler in need of assistance who is unable to do so for immoral reasons)

The act of transmitting or distributing products or other products to individuals or locations is known as distribution (Meity, 2011). According to Surah At-Taubah verse 60 on individuals entitled to receive zakat, the process of distributing zakat to those entitled to receive it either for consumptive or productive purposes is thus referred to as zakat distribution. When allocating zakat funds, the closest individual also referred to as local distribution should take precedence. This applies to both institutional direct distribution and community-based zakat collectors. This kind of distribution is also known as the centralized method because it facilitates the distribution of all zakat payments to each region

Mustahiq receive zakat, which is both productive and consumptive. The poor and those in need receive productive zakat in the form of business capital, with the income being used to help them. Consumptive zakat is given only to cover needs and is given immediately. Yusuf Qordowi claims that Islamic governments are allowed to use zakat to create businesses or industries, with the profits going to those who are unable to pay for their basic needs. In addition, it is necessary to provide direction and guidance while allocating productive zakat to the poor to ensure that the assets provided can be put to good use. In this situation, government-established amil zakat or other amil zakat institutions, such as the National Amil Zakat Agency, are the ones authorized to offer assistance.

METHODS

A. Type of Research

Through the use of SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), this research uses a qualitative research method using a descriptive approach in an effort to provide a comprehensive picture of the implementation and influence of the Gresik Berdaya program: Kampung Zakat Community Development. This approach was chosen because it is suitable for investigating a contextual and comprehensive understanding of social phenomena that arise in the field, especially in terms of community empowerment through locally-based zakat initiatives.

The qualitative research paradigm offers a comprehensive and rich way to understand social phenomena. Through a focus on interpretation, meaning, and context, qualitative

research allows researchers to delve deeper into the complexities of people and society. Naturally, the basis of qualitative studies is a research method focused on natural phenomena or symptoms. With naturalism this research is undoubtedly fundamental. This type of research is sometimes called observational studies, field studies, or naturalistic research because it must be conducted in the field (Hani, 2020). Meanwhile, qualitative research using a descriptive approach offers evidence based on real events to explain the “meaning of data” and phenomena collected or recorded by researchers while conducting fieldwork (Sulistyawati, 2023).

B. Research Location

The research was conducted in two places, namely the ZCD Village of 'Mekar Sari' Livestock Group located in Serembi Hamlet, Kembangan Village, Kebomas District, Gresik Regency to obtain direct field data and also carried out at the Gresik Regency Baznas (National Amil Zakat Agency) Office located in the Gresik Regent's Office Area, Jl. Dr. Wahidin SH No. 245 to obtain secondary data to support the research.

C. Research Subject

The livestock group “Mekar Sari”, one of the recipient groups of supported zakat distribution in the form of goats, became the subject of this research. This research topic was chosen because the Kampung Zakat Community Development program is one of the initiatives that is still in the planning stage and in line with the researcher's study in the community development sector. Therefore, it is believed that this research will help scholars learn about actual empowerment initiatives and, in the future, may help realize some of these initiatives..

D. Data Source

1. Primary Source

Primary data is data collected or obtained by researchers directly from data sources. Primary data can also be referred to as the latest available data. To get primary data, researchers must actually collect it (Sujarweni, 2014). The main source of data used in this research is field data, namely participant interviews conducted on Friday, 30 August 2024, with a number of mustahiq recipients of the Gresik Berdaya program, including

members of the Mekar Sari Livestock Group. Furthermore, researchers obtained data sources from Gresik Regency Baznas staff, specifically Mr. Muhtadin, S.H.I., M.M., and Mr. Hanif, who are directly responsible for the distribution of zakat through the livestock program.

In obtaining this data, the researcher conducted participatory interviews in stages during the field work practice activities, namely from August 26 to September 20, 2024. The researcher made direct observations of the location of the livestock village to collect more precise and in-depth data, and he documented some of the information needed to support the validity of the research.

2. Secondary Sources

Secondary data is indirectly obtained using primary media that have been obtained and recorded by other sources. Secondary data is usually in the form of documented data, which can be published or unpublished, such as records, evidence, or historical reports that have been collected in archives (Abdurrahman, 2006). In this case, researchers obtained administrative archive data and information related to the Gresik Berdaya program through the distribution of goats through the contact person Mr. Hanif as the person in charge of the program. The data obtained included a description of the program, the organizational structure of the group, indicators of the selected mustahiq, and other data that serves to support researchers in analyzing related themes raised.

E. Data Collection Techniques

1. Direct Observation (Observation)

Using one or more of the five senses to gather information, create a clear picture of an event or incident, and provide answers to research questions is the process of observation (Mudiia Rahardio, 2011). Here, researchers used participatory observation techniques to collect a broad picture of data about the Gresik Berdaya program for goat livestock distribution by directly involving informants or resource persons of the “Mekar Sari” livestock group at the research location.

2. Participatory interview

Researchers can obtain various information from sources in various contexts and situations by conducting interviews. Interviews are conducted by researchers to ask questions directly to informants. By using interview techniques, participants can also communicate more effectively, which allows researchers to get more detailed answers to the questions presented to them (Zhahara, 2021). Researchers used participatory interview techniques because it involved several informants to get more specific data. Initially, the researcher's interview time was not planned because it was carried out spontaneously when the leadership invited directly to the research location, namely on August 30, 2024 with relevant informants named Mrs. Sokha and Mr. Suyatno as mustahiq (zakat beneficiaries) who are also part of the members of the 'Mekar Sari' Livestock Group. Furthermore, researchers conducted interviews with Baznas to ask further various information related to the theme studied. Not only that, researchers also conducted another interview to certify the validity of the data is accurate and can be analyzed further.

3. Documentation

The process of collecting data about a study phenomenon from documents, archives and other written sources is known as documentation. You can also use books, letters, reports, notes and other official documents. Document analysis highlights past events, choices, possibilities, and progress relating to the topic under study (Ardiansyah, 2023). These data were obtained from sources responsible for the program being studied by researchers by asking permission to be allowed to use the data analyzed. This process was carried out during the field work practice program in the span of 26 August-20 September 2024 in stages, considering that researchers also consider other activities that become the duties of researchers at work.

The process used to guarantee the precision, integrity and reliability of the data collected for a research project is known as the data validation approach. Theoretical triangulation was used in this study to validate the results. The technique used for data validation is the theoretical triangulation methodology. By comparing the data with anything other than the data itself, the triangulation approach can be used to confirm the

accuracy of the data (dini, 2021). Theoretical triangulation, data source triangulation, data collection process triangulation, and researcher triangulation are the four elements of triangulation. Researchers should combine the three data collection techniques of participatory interview, documentation, and observation that have been used in the past to obtain complete and exhaustive data when using triangulated data collection methods.

F. Analysis Technique

Miles & Huberman's interactive analysis paradigm allows data analysis to be carried out when or after the researcher returns from the field when conducting qualitative research. This research has combined the data collection process with data analysis. The flow of analysis, according to Miles and Huberman, is based on an interactive analysis model consisting of the following three stages (Sirajuddin, 2017):

1. Data Reduction

Once the data has been collected, data reduction is done to identify related data, consolidate data that helps with problem solving, searching for meaning, or answering research questions. At this point, the information collected from observations, interviews, and documentation on the implementation of the Gresik Berdaya program has been summarized or made simpler. Selecting, illustrating, and abstracting data pertinent to the study objectives are steps in this process. To provide a clearer picture of the program's strengths, weaknesses, opportunities, and threats (SWOT), irrelevant data was excluded and important data was kept.

2. Data Presentation

To assist in mastering information or data, researchers create narratives, matrices, or tables so that they do not struggle to understand the material as a whole or in specific parts of the research findings. If data can be displayed, realization is required as a data component. In this study, the four main components of SWOT (strengths, weaknesses, opportunities, and threats) are used to organize data in a way that facilitates understanding. Researchers will find it easier to understand the overall dynamics of the program with an organized presentation.

3. Conclusion Drawing

After that, the existing data is combined to create a unit of information that, following holistic principles, establishes categories and can be understood without requiring further information. The consolidation of data related to similarly perceived information into one category allows for the creation of new categories from those that already exist, or it can be said as an effort to interpret the data collected by researchers from the beginning of the study until the end of the research is conducted. This conclusion is continuously verified and reviewed throughout the research process to ensure its validity. Researchers also identified strategic factors that need to be optimized or anticipated in program development, such as strengthening institutional aspects, risk management, and potential collaboration.

RESULTS AND DISCUSSION

A. Zakat Community Development (ZCD)

One of the strategic initiatives introduced by BAZNAS of the Republic of Indonesia to encourage the optimal use of zakat through a community empowerment approach is the Zakat Community Development program. (ZCD). Recommended by BAZNAS RI for the ZCD program to be implemented in areas regulated by the BAZNAS at the district and provincial levels. The official Baznas website states, in a quote, "Zakat Community Development (ZCD) is a BAZNAS empowerment initiative that integrates the sectors of human rights, health, education, and economy through villages and communities." Zakat, infaq, almsgiving, and other religious social funds are some sources of funding. ZCD has been widely accepted in Indonesia. ZCD is expected to contribute to the economic growth of the community. "Additionally, it is hoped that he will be able to free the Mustahik from his poverty" (sari et al., 2023).

Zakat Community Development (ZCD) is a community or local empowerment program that coordinates financial and social aspects, including funds for education, welfare, religion, disaster relief, and other beneficial activities, in order to provide government assistance and local autonomy. The muzakki receives donations, infaq, and zakat as its main sources of funding. The local community is given the opportunity to identify, investigate, and harness their potential through the goals and programs of

Community Development to break free from the cycle of poverty. The strategies to be achieved in the zakat community development program include the following:

1. Developing Local Cadres and Strengthening Program Facilitators
2. Utilizing Local Resources
3. Community-Based
4. Technology-Based and Appropriate
5. Establishing Local Institutions (for preaching, sharia microfinance, and health guidelines for educational institutions)
6. Building Disaster Preparedness Villages to enhance community capacity for community-based disaster risk reduction.

The National Zakat Agency (BAZNAS) of the Republic of Indonesia has introduced Zakat Community Development (ZCD) as a strategic project to optimize the impact of zakat on community development. This program aims to use zakat funds as a tool for economic empowerment that not only targets material aspects but also builds the capacity and skills of the community sustainably. Through ZCD, BAZNAS RI strives to create positive change across various layers of society with an integrated and community-based approach.

The main objective of the ZCD Kampung program is to improve the living standards of the general community through economic and social development. This program aims to identify and meet the specific needs of affected communities and facilitate projects that can provide long-term benefits. Therefore, the ZCD Village in Srembi Hamlet, Kembangan Village, Kebomas District combines several programs, including Gresik Takwa, Gresik Peduli, Gresik Sehat, and Gresik Cerdas. Due to its long duration, this program is carried out in stages over an extended period (Zulkifli, 2022).

The ZCD program is essentially a shift in perspective from the idea of zakat as an obligation to the idea of change as a prerequisite for the welfare and empowerment of the people. The principles of Participation, Sustainability, Integration, and Reliability, among others, form the foundation of the Community Development Program. The goal of the Zakat Community Development program is to enable communities to identify, explore,

and realize their own potential in order to break the cycle of poverty and advance community welfare through long-term initiatives.

B. Mekar Sari Livestock Group

Figure 1 Student Visit to Mekar Sari Group



1. Profile of the 'Mekar Sari' Livestock Group

The Mekar Sari livestock group, located in Srembi hamlet, Kembangan village, Kebomas district, initially did not have a formal structure in its management. Before the intervention from BAZNAS, this group operated informally without a clear division of roles. This causes several obstacles in communication, coordination, and operational management of the livestock group. To address this issue and improve management effectiveness, an organizational structure for livestock groups was introduced. The establishment of this structure is expected to facilitate communication among group members, as well as enhance coordination with BAZNAS, particularly in reporting developments and issues related to livestock.

Along with the development of empowerment programs driven by BAZNAS, the organizational structure of the Mekar Sari livestock group has been introduced to

optimize management and coordination. This structure is designed with the designation of several key roles, one of which is the position of group coordinator. The formation of this structure aims to create a more organized system and facilitate the flow of information both within the group and between the group and external parties such as BAZNAS. The coordinator of the Mekar Sari Livestock Group plays a crucial role in maintaining operational smoothness and communication. The coordinator is required to report the latest developments regarding livestock to the BAZNAS facilitator, including information on livestock deaths, births, sales, health issues, and more. Accurate and timely reporting is essential for BAZNAS to provide the necessary support and solutions.

2. The Program Run by the Mekar Sari Livestock Group

According to H. Muhammad Mujib, the Chairman of Baznas Gresik Regency, this ZCD village initially started as a productive goat breeding program in collaboration with Baznas East Java Province. In 2023, there will be a total of ten recipients; each mustahiq (zakat recipient) will receive four goats, three females and one male. Baznas from Gresik Regency provides assistance with the shelters, and Baznas from East Java Province supplies a total of 41 goats (BAZNAS, 2024).

Furthermore, the activities that the Mekar Sari Livestock Group has undertaken include receiving a visit from the Gresik Regency Livestock Office to check on the health and food supply of the livestock. This visit is part of a continuous initiative to improve the quality and outcomes of goat farming in the region. The health of the goats was carefully examined by the Livestock Service team during the visit. Physical assessment, skin condition examination, and digestive system examination are part of this test. Providing the goats with the right food is also a primary goal of this visit. This visit is an important milestone in the long-term efforts to improve the living standards of the farming community in Dusun Srembi and to promote the overall prosperity of the goat farming industry.

Figure 2 Supporting Infrastructure for EduTourism in the Zakat Community Development Village of Serembi



As part of the sustainability initiative of the 'Mekar Sari' cattle group, the EduWisata area has been developed with the planting of California papaya trees. In addition, the beneficiary takes care of the goats and pays attention to the results. However, the maintenance of the garden in the Edu Tourism area will also have an impact. because the Mustahik is responsible for everything. The children have also been taken on an educational tour to ZCD Village, supervised by this group, to learn more about caring for goats and to introduce them to the local flora and fauna. Interestingly, there is no special fee for visitors who attend. On the contrary, visitors are encouraged to give donations to the beneficiaries managing the area by placing their sincere contributions into the provided donation box. To educate the community, especially children, so that they can become accustomed to giving donations from a young age (BAZNAS, 2024).

This EduWisata will eventually be open to the public, ranging from schoolchildren to university students. The Gresik Regency Baznas continues to strive to develop the ZCD Village, located in the city center, as an innovative and competitive educational tourism destination. The progress of tourism development has begun with the establishment of a gazebo to enhance visitor comfort, which serves as the initial step in building family-friendly facilities. The future hope that Baznas Gresik Regency aims to achieve is to empower the mustahiq to the fullest, where the location will not only serve as a recreational center but also as an economic empowerment hub through various fruit and vegetable gardens. With this concept, visitors will be able to learn directly about organic farming while enjoying the beautiful scenery. In addition, interesting photo spots and a Rabbit Park will be presented to enhance the appeal for visitors, especially children. These facilities are expected to enhance social and economic interactions between visitors and

the local community, creating a tourism ecosystem that is not only entertaining but also educational and provides a positive economic impact for beneficiaries and the surrounding community. The facilities currently available are two livestock pens and a gazebo.

3. Development of the Zakat Community Development (ZCD) Village

As one of the efforts for community empowerment, the Zakat Community Development (ZCD) program has shown significant progress year by year. Various aspects of life in the ZCD village have undergone transformation, ranging from the enhancement of group members' skills to improved economic growth. The table below illustrates the progress achieved by the ZCD village and provides a clear depiction of the positive impact of this program in enhancing the welfare and independence of the beneficiary community.

Table 1. Trend and Change in the Development of ZCD Village

Year	Aspect
2020	<ul style="list-style-type: none"> • There is one livestock pen from BAZNAS Gresik Regency. • The maintenance is quite good. • Support from BAZNAS JATIM for the procurement of livestock. • The organizational structure is already in place. • BAZNAS always facilitates groups in monitoring the development of livestock production through summaries.
2022	<ul style="list-style-type: none"> • Beneficiaries have been selling livestock products extensively. Some livestock have died, so evaluation is necessary. • BAZNAS always facilitates groups in monitoring the development of livestock production through recaps
2021	<ul style="list-style-type: none"> • Beneficiaries have been selling livestock products extensively. Some livestock have died, so evaluation is necessary. • BAZNAS always facilitates groups in monitoring the development of livestock production through recaps.
2023	<ul style="list-style-type: none"> • BAZNAS facilitates the online sale of livestock through online qurban. • BAZNAS consistently supports groups in monitoring the development of livestock production through reports.
2024	<ul style="list-style-type: none"> • Farmers understands the proper care methods. • There is collaboration with the livestock service. • There is an initiation of educational tourism through the planting of productive plants and the construction of gazebos. In addition, visitors are taught to make donations as a substitute for the fee. • BAZNAS always facilitates groups in monitoring the development of livestock production through recaps.

Source: Processed and Analyzed by the Author Year 2024

In 2020, BAZNAS Gresik Regency recorded significant progress in community empowerment efforts through livestock programs. With a well-managed pen, livestock care becomes the top priority. Support from BAZNAS East Java for the procurement of livestock further strengthens this program, enabling local farmers to gain better access to the necessary resources. A clearly structured organization allows BAZNAS to implement

this program effectively. Each group of farmers is provided with facilitation to monitor the development of livestock production, which is recorded through regular summaries. With a strong collaboration and attention to capacity building, BAZNAS Gresik Regency has not only succeeded in increasing livestock production but also empowered the community to become economically independent.

From 2021 to 2022, the Mekar Sari livestock group has experienced an increase in the sales of livestock products. However, some livestock experienced deaths, so a thorough evaluation is necessary to identify the causes and prevent similar incidents in the future. BAZNAS continues to be committed to facilitating groups in monitoring the development of livestock production. Through regular summaries, important information regarding the health and productivity of livestock can be effectively monitored, helping the group to take necessary steps for improvement and enhancing future success.

.In 2023 to 2024, BAZNAS demonstrated its commitment to strengthening the livestock sector by facilitating the online sale of livestock through the online qurban program. This initiative not only facilitates market access but also increases the income of the beneficiaries. In an effort to enhance skills, BAZNAS continues to support farmer groups by providing training on proper animal care. Collaboration with the Livestock Service further strengthens this effort, ensuring that farmers receive information and best practices in managing their livestock. In addition, BAZNAS has initiated an interesting eduwisata program, which includes the planting of productive plants and the construction of gazebos for visitors. In this program, visitors are also taught about donations as a substitute for fees, creating awareness and participation in social activities. With these various innovations, BAZNAS not only strengthens the livestock sector but also provides a positive impact on the community and the environment.

C. SWOT Analysis

The research was conducted using a SWOT analysis approach (Strengths, Weaknesses, Opportunities, Threats) in an effort to analyze the potential, challenges, and opportunities for the development of the goat farming program of the "Mekar Sari" group under the Gresik Berdaya program by BAZNAS Gresik Regency. This analysis aims to provide a comprehensive overview of the program's assets that contribute to its success,

as well as its shortcomings, growth opportunities, and potential long-term risks. The empowerment initiative for the livestock sector of the "Mekar Sari" livestock group has the following SWOT analysis table:

Table 2. SWOT Analysis of the ZCD Village Program for the Mekar Sari Livestock Group

Streanght	Weakness	Opportunities	Treatths
This program is supported by funding from BAZNAS, which includes the provision of livestock goats, nutritional supplements, and training. It also receives support from various parties, such as the local village government.	Group members had limited basic knowledge of farm management before the program started.	There is a great opportunity to turn livestock farms into educational tourism for students.	The risk of the impact of climate change and extreme weather on the availability of feed. If there is a disruption in the supply of local feed, livestock groups may face difficulties in maintaining productivity
Group members received hands-on training from livestock experts and relevant agencies, enhancing their skills and knowledge in goat farming	The existing pens are still not fully adequate, affecting the health of the goats and production efficiency.	There is an initiative by a group that utilizes leftover land to grow various types of plants, which has the potential to increase income through the diversification of production results.	The threat of animal diseases that can reduce the health of goats and affect production outcomes.
The Mekar Sari group consists of organized and motivated members who empower themselves, making it easier to implement programs and collaborate.	There is a lack of facilities for proper feed storage and issues with the cleanliness of the pens that need to be addressed.	The Mekar Sari group is aware of the processing of livestock waste into fertilizer, allowing them to create value-added products that can be marketed more widely.	Organizational instability within a group can occur if there are disputes regarding livestock ownership.

There is support from Baznas Gresik Regency, which conducts monitoring of the condition of the goats every three months. Starting from the development of health and the environment for goat farming	There is a need for further guidance after the training to ensure the proper application of knowledge and practices in farming.	A stable market opportunity supported by Baznas, which facilitates groups in the process of selling their livestock, thereby easing access to consumers and increasing income potential	The potential for security disturbances such as livestock theft or local conflicts can threaten the group's efforts and diminish the trust of its members.
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Source: Processed and Analyzed by the Author Year 2024

CONCLUSION

Based on the SWOT analysis of the Gresik Empowerment Program: Zakat Village Community Development of the "Mekar Sari" Livestock Group in Serembi Hamlet, Kembangan Village, Kebomas District, it can be concluded that this program has strengths in terms of active community involvement and support from the National Amil Zakat Agency (BAZNAS) of Gresik Regency. This program is capable of empowering the local economy through sustainable livestock management and optimizing local potential. However, the identified weaknesses include limited access to modern technology and still minimal financial resources. From the perspective of opportunities, this program has the potential to grow further with the possibility of collaboration with external parties and local government. Meanwhile, the main threat comes from the instability of feed prices and unpredictable weather conditions, which can affect the sustainability of the business. Therefore, an appropriate strategy is needed to leverage strengths and opportunities, as well as to minimize weaknesses and threats, so that this program can continue to grow and provide optimal benefits for the community.

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