

Economic Empowerment of Community Participants in Lazismu Banyumas Productive Program Based on Mosques

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Abstract

LazisMu, the leadership regional of Muhammadiyah in Banyumas, operates as a non-profit entity with a clear mission: to empower the local community by effectively utilizing zakat, infaq, and wakaf funds contributed by community members. These funds are strategically allocated to support economic empowerment initiatives, with a particular focus on micro, small, and medium enterprises (MSMEs). One notable initiative is the support provided to the congregation of Masjid Al Ikhlas in Karang Tawang Hamlet, Banteran Village, Wangon District, Banyumas. This community serves as a prime example of Lazismu Banyumas' successful implementation of empowerment programs targeting farmers and MSMEs. Through this program, farmers receive valuable assistance in managing post-harvest processes, enhancing the value of their crops and ultimately improving their quality of life. The implementation of Community Science and Technology Services further aids farmers in optimizing their rice harvests to maximize profitability. Additionally, comprehensive training sessions covering various aspects such as marketing strategies, product innovation, and financial management for households and MSMEs are expected to yield tangible benefits, contributing to the overall welfare and development of the community and society at large.

Keywords: *Empowerment, LazisMu, Marketing Strategy, Innovation and Family Financial Administration.*

1. INTRODUCTION

Indonesia is an archipelagic country with a vast and fertile expanse of land (Setiawan, 2023). This condition makes Indonesia known as an agricultural country and makes the main factor that the majority of Indonesian people who live live have their main livelihood in the agricultural sector. Economic development in society with an orientation towards the agricultural sector is a concrete economic development strategic step to encourage community economic independence and increase community income. With the abundance of existing natural resources, human resources are needed who are able to process and utilize all the potential they have so that it can produce good results. To be able to encourage and improve the economy of the community in each region, support and cooperation from various parties is very necessary. The implementation and administration of agricultural extension activities can be successful and run well according to its objectives if there is support from expert and professional extension workers (Novianda Fawaz Khairunnisa et al., 2021). Embracing the community to work together to build and empower the economy is a program that can be carried out to facilitate achievements in the economic development process. The community has a strategic role in increasing the growth of the national economy (Disemadi & Roisah, 2019).

Muhammadiyah has become a social organization that not only operates in the field of religious da'wah, but also actively moves in efforts to improve the welfare of the people, especially in raising the status of the mustadhafin by optimizing ZISWAF funds. Through the Amil Zakat Infaq and Shodaqoh

Muhammadiyah (LazisMu) institutions, they formed a movement focused on empowering the community's economy with a non-profit approach and carrying out philanthropic movements. LazisMu has a working area level which is divided into three, namely central (national), provincial and regional (district/city). In 2002, the Muhammadiyah Central Leadership founded LazisMu Banyumas and has shown real evidence of its excellent performance, proven by many awards such as LazisMu Banyumas as the institution with the best financial reporting in 2018 and in the previous period it became the best zakat processing institution at the national level.

LazisMu is an institution that has five pillars, namely the education pillar, the da'wah pillar, the social pillar of humanity, and the economic pillar and believes that the teachings of the Islamic religion contain rahmatan lil 'aalamiin to be able to create a just, prosperous and prosperous life for its people. It can be said that the current conditions are still far from ideal and are not evenly distributed in several regions. This inequality occurs because the potential possessed by society has not been utilized optimally. Limited knowledge in society is the main factor that makes it difficult for the community's economy to develop. As is the case with farmers and MSMEs in Grumbul Karang Tawang, Banteran Village, Wangon District, Banyumas Regency, who still lack knowledge in post-harvest product management, product marketing management systems, packaging, branding and financial management. The majority of farmers and MSMEs in Indonesia still apply traditional traditions (Gultom & Harianto, 2021). With these limitations, all the potential that the region has is less than optimal in its management, which results in the community's economy developing slowly.

LazisMu, Banyumas Regency, through its community economic empowerment program, is hereby trying to improve the economy of farmers and MSMEs in the Grumbul Karang Tawang area, Banteran Village, Wangon District, Banyumas Regency through mosques as mediators which exist in almost every region. The mosque as a place of worship to pray to Allah SWT is also a place for regular meetings and gatherings of people. Mosques can be used as a forum for community economic empowerment because mosques have strong and solid ties with the community. Mosques become public spaces to jointly discuss community issues in the environment and become agents of social change for society (Alwi, M.A., 2020). So that with mutual cooperation and a congregational spirit we can strengthen each other and improve the community's economy.

Al Ikhlas Mosque, Karang Tawang Hamlet, Banteran Village, Wangon District, Banyumas Regency, has become a cooperative and proactive mosque in the community economic empowerment program. The target of the economic empowerment program is not only for the congregation, but also for prospective congregation members who are expected to become congregation members whose hearts are close to the mosque and who always want to participate in the process of fighting to position the mosque as a center for community empowerment. Agricultural human resources are one of the factors whose presence is really needed in the agricultural sector because they not only act as a production factor but are factors that can also support the implementation of the Ministry of Agriculture's main program in making agriculture a success (Ermawati *et al.*, 2023). The agricultural program built by LazisMu Banyumas in Banteran Village as a form of community economic empowerment has the main target, namely farmers and MSMEs in the area. For this reason, community economic empowerment planning is needed which is a guide in formulating integrated economic improvement strategies, especially regarding the lack of knowledge in post-harvest product management, product marketing management systems, packaging, branding and financial management that is suitable for farmers and MSMEs. These limitations make the potential that should be a factor in improving the community's economy become hampered and difficult to develop.

2. METHODS

2.1 Counseling Method

The method used in implementing mosque-based community economic empowerment program activities carried out by farmers and MSMEs/congregants of the Al Ikhlas Mosque in Grumbul Karang Tawang, Banteran Village, Banyumas Regency, is the counseling or exposure method. The extension method is one of the most effective methods for achieving the goals of community empowerment (Nur Holis Majid *et al.*, 2023). This counseling or presentation method is carried out and adapted to the conditions of the target community economic empowerment program where farmers and MSMEs require more emphasis on understanding post-harvest product management, product marketing management systems, packaging, branding and financial management. With the initial step of providing counseling or presentation, it is hoped that it will increase understanding regarding the management of existing resources so that they can be processed optimally. Mastery of the basics in managing one's potential needs to be re-honed so that it can become a solution to problems that occur. This mosque-based community economic empowerment program seeks to grow and develop the community economy with the strength of the congregation through the mosque as the main basis for the changes to be achieved. This method is also expected to be able to have a good impact on increasing people's income, increasing people's productivity, and being able to compete with today's modern times.

2.2 preparation of materials

Tabel 1. *Materials Counseling*

Counseling	Material
Stage 1	The importance of building congregational strength and equalizing perceptions
Stage 2	Post harvest management and product innovation
Stage 3	Packaging
Stage 3	Branding
Stage 4	Marketing Management
Stage 5	Financial Literacy

2.3 Implementation of Community Economic Empowerment Activities

This community economic empowerment outreach activity was carried out at the Al Ikhlas Mosque, attended by 30 farmers who were also members of the Al Ikhlas Mosque congregation. Counseling is carried out using an LCD projector. The implementation of this community economic empowerment activity is through active and participatory learning which includes material counseling lectures, then practical/handling training is carried out through case simulations and continued with joint discussions. This joint discussion was carried out so that the farmers could understand each other in depth on the material provided. Handling training through case simulations is carried out so that farmers are able to handle cases that may arise after this activity is carried out. After carrying out case simulations and discussions, the next step is to carry out an evaluation of community economist empowerment outreach. With the evaluation provided, we are able to detect the advantages and disadvantages of the counseling process provided. Evaluation is also carried out to measure the level of achievement and success of the extension that has been carried out.

3. RESULT AND DISCUSSION

The economic empowerment activities for communities receiving the mosque-based Lazismu Banyumas productive program which were carried out in Grumbul Karang Tawang, Banteran Village, Wangon District, Banyumas Regency, were attended by 30 farmers and MSMEs who were also members of the Al Ikhlas Mosque. Community economic empowerment has an important meaning in the form of the concept of empowerment which provides a positive perspective for the use of human

resources which can also increase income and break the chain of poverty. (Yaslan, 2023). Developing human resources for farmers through economic empowerment of their congregation is a big goal regarding the revitalization of the function of mosques which become a forum for empowerment for community welfare. The right strategy in carrying out an empowerment program is the key to successfully achieving this. From activity strategies using counseling and discussion methods in order to increase understanding and simple technical knowledge in managing agricultural products, especially rice produced, through final product innvation, formulation of promotional and branding activities, and presentation of safe, syar'i financial management strategies while providing Optimal added value for farmers carried out at the Al Ikhlas Mosque, Karang Tawang Hamlet, Banteran Village, Wangon District, Banyumas, obtained the results described in the following table:

Tabel 2. *Indicators, Targets, dan Achievements*

No	Indicator	Target	Achievement	Ket
1.	Farmers and Congregants (Partners) understand both micro and macro problems in the agricultural sector	70%	82%	Achieved
2.	Farmers understand the stages and importance of marketing activities for farmers	40%	64%	Achieved
3.	Farmers/Congregants understand the importance of better management of crop yields to increase added value	50%	72%	Achieved
4.	Farmers / Congregants understand the importance of good product branding and packaging	50%	65%	Achieved
5.	Farmers/congregants understand the importance of financial literacy and its management	48%	80%	Achieved

From mosque-based community economic empowerment, the results show that mosque congregations who are economically empowered with indicators of economic empowerment can have an impact on the economic welfare of the mosque congregation community who are the beneficiaries, such as the availability of business capital, business capabilities, increasing positive behavior and advancing the mindset of farmers in that region.



Figure 1. *Evidence of implementation of material counseling*

4. CONCLUSION

The conclusion that can be drawn from the economic empowerment of communities receiving productive programs carried out for farmers and MSMEs in Grumbul Karang Tawang, Banteran Village, Wangon District in collaboration with LazisMu Banyumas is that this program is very appropriate in an effort to accelerate the improvement of community welfare, especially congregation-based farmers. This activity is also able to result in an increase in products that have a low branding position to a high one. Through counseling regarding organizational management, application of integrated marketing concepts and product innovation, it is hoped that farmers and MSMEs will gradually become better by adding value to the products they produce. Effective management of funds provided as a productive effort program to empower the community's economy will provide guarantees for the adequate needs of farmer/congregation households. There was an increase in participants' ability to deal with existing problems, as evidenced by the large number of farmers and MSMEs who were initially still confused and did not understand the concept of post-harvest product management, product marketing management systems, packaging, branding and financial management, but in the end their insight and feelings began to open up. want to develop and compete in improving the community's economy. It is proven in table 2 in the information column that it results in the achievement of the indicators which are the focus in empowering the community's economy. The sense of enthusiasm and encouragement from the institution also influences the achievements in this program. After going through this activity, the ability of participants, especially farmers, to absorb the extension material provided will be able to improve post-harvest management systems, better product marketing management systems, increasingly attractive packaging and branding and more orderly and well-structured financial management. This training concept, by developing the concept of open communication, further strengthens the relationship between mosque congregations and opens a network of information to exchange opinions regarding the obstacles faced. With this, the goals formulated will be quickly achieved with enthusiasm and effort for farmers and MSME players.

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