

Increasing the Human Resources Capacity of the LazisMu Pajangan Service Office

Muhammad Eko Atmojo*

Government Science Study Program, Faculty of Social and Political Sciences
Universtias Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

*muhammadekoatmojo05@gmail.com

Abstract: Along with the development of the Muhammadiyah organisation, especially the Muhammadiyah Branch Leadership in Pajangan, it was only natural for organisational management and human resource capacity building to be enhanced. Since before the pandemic, the Muhammadiyah organisation in the Pajangan area has been rapidly growing, with one of the developments being the emergence of autonomous Muhammadiyah organisations. Some autonomous organisations that had begun to emerge include the Muhammadiyah Youth, LazisMu, and Nasiyatul Aisiyah. Therefore, competent human resources were needed to develop these organisations, one of which was at the LazisMu Pajangan Office. This community service activity would utilise the Participatory Rural Appraisal (PRA) approach, which involves community participation in the development process of an activity. The activities to be carried out in this regard included conducting group discussion forums, providing training for the LazisMu Service Office managers, upgrading financial management with direct guidance from the LazisMu Regional Office in Bantul, and branding the service office through social media. The activity was conducted from January to March 2023, and the training participants were approximately eight daily managers of the LazisMu service office in Pajangan. Based on the community service activity results, it could be concluded that the LazisMu service office managers in Pajangan understood how to manage administration in the service office. This was because the training provided positively impacted the office managers, especially in understanding the flow and administration bookkeeping in LazisMu services.

Keywords: human resources; LazisMu; organization

© 2024 Bubungan Tinggi: Jurnal Pengabdian Masyarakat

Received : 5 July 2023

Accepted : 23 February 2023

Published : 16 July 2024

DOI : <https://doi.org/10.20527/btjpm.v6i3.9393>

How to cite: Atmojo, M. E. (2024). Increasing the human resources capacity of the lazismu pajangan service office. *Bubungan Tinggi: Jurnal Pengabdian Masyarakat*, 6(3), 612-618.

INTRODUCTION

Muhammadiyah is one of the most successful organisations with its various branches. In organisational terms, Muhammadiyah has a spirit of renewal movement that can be implemented within the organisation down to the grassroots and its branches.

Muhammadiyah also carried out the renewal movement in urban and remote areas (Amar & Setiawan, 2018). In addition to the proclaimed spirit of the campaign, the development of the Muhammadiyah organisation is also supported by highly competent human resources. The enhancement of these

existing human resources is also a result of collaboration among Muhammadiyah organisations, from the central level, regions, districts, and branches, to universities involved in human resource development.

In an organisation, the most fundamental and essential aspect to consider is human resources, which are the main supporters in achieving the organisation's goals. In Pajangan, Muhammadiyah also operates at the branch level. However, the concept and understanding of Muhammadiyah's mission among the community still need to be fully established, so there is still a need for more prominent movements or activities to promote Muhammadiyah's mission in Pajangan. This was also emphasised by (Al-Hamdi & Atmojo, 2021), stating that the understanding of members, cadres, and officials of Muhammadiyah in Pajangan District, Bantul, especially regarding Islam and Muhammadiyah, comprehensively viewed from various perspectives, is still relatively weak and needs to be further improved so that their enthusiasm for preaching can flourish.

One manifestation of preaching in Pajangan is establishing the LazisMu Pajangan Service Office. The LazisMu Pajangan Service Office is one of the organisations under the Regional LazisMu and is supervised by the Muhammadiyah Pajangan Branch Leadership. LazisMu is also part of the preaching method within the Muhammadiyah Pajangan Branch Leadership, aimed at supporting the understanding of Islam and Muhammadiyah for the community or congregation of Muhammadiyah in Pajangan. Additionally, according to Helena (Maududi, Yunan, & Supendi, 2021), specific strategies and methods are needed to develop the organisation so that the messages conveyed can be understood, accepted, and followed. According to (Suwandi & Samri, 2022),

the ZIS institution will greatly assist the Muhammadiyah preaching movement regarding human resource development and poverty alleviation through empowering disadvantaged communities.

One way to develop the organisation is by establishing LazisMu Pajangan. However, to achieve the organisation's goals, developing and enhancing human resources capacity at the LazisMu Service Office is necessary. Capacity-building activities are highly appropriate for the LazisMu service office because, with this capacity enhancement, it is hoped that innovations will be created within the LazisMu service office. Additionally, LazisMu Pajangan was established only recently, about three years ago. Therefore, with the advancement of technology, training and upgrading are needed every year. LazisMu's annual income is approximately 50-80 million, which is still relatively small because LazisMu has yet to be fully maximised, especially for promotion and rebranding within the Pajangan community.

From the observed developments, Muhammadiyah in Pajangan District has been growing rapidly. Numerous activities have been conducted since Muhammadiyah youth, Lasiz, and Nasiatul Aisiyah were established. LazisMu, an organisation operating in Charity and Zakat, supports these activities. However, despite the considerable number of activities, there are still serious issues, especially regarding administrative orders.

METHOD

The community service conducted at the LazisMu Pajangan office focused on human resource development and office service branding. This was because the main issues had been the suboptimal branding of the service office and the need for more knowledge among administrators regarding the

management of financial administration for zakat, infaq, and sadaqah (ZIS). Community activities utilised the Participatory Rural Appraisal (PRA) approach, which involved community participation in the development process (Yudha, 2019). This method was highly appropriate because, according to (Ridwan et al., 2019), empowerment methods prioritised formulating results that met program implementation needs.

The location selection for implementing this community service was because the LazisMu Pajangan service office needed to be better-socialised, and its personnel needed training and development. Therefore, this community service was conducted there to enhance the employees' competence and improve the service office's branding. The methods used in this activity included the following:

- a) A Forum Group Discussion was conducted to solve problems and find solutions. The participants in this FGD activity included the administrators of the LazisMu Regional Office in Bantul, the LazisMu Service Office in Pajangan, and the Muhammadiyah youth.
- b) Training and branding for the LazisMu Pajangan service office. This training was conducted to enhance the competence of employees, especially in office administration management and service office branding. Additionally, this training was part of the performance evaluation for the LazisMu Pajangan service office employees. With this evaluation, it was hoped that the employees of the LazisMu Pajangan service office could improve their performance in terms of office administration.

RESULTS AND DISCUSSION

The implementation of community service at LazisMu Pajangan was carried

out successfully. This process was focused on developing human resources, especially in terms of enhancing the capacity of personnel in managing the LazisMu Pajangan Service Office. Looking back, philanthropic institutions like LazisMu have become numerous and significantly assisted the government in managing ZIS funds. However, a major problem that persisted was the limited human resources experience. Therefore, as a developing philanthropic institution, LazisMu Pajangan requires personnel with competent and high-quality skills. As stated by (Armansyah & Siregar, 2020), excellent human resources were one of an institution's assets aimed at improving its performance and maintaining the community's trust in managing ZIS funds.

This development was undertaken because of numerous issues, such as the staff's lack of administrative knowledge in managing LazisMu's administration and bookkeeping. As a result, in the first year, operations could not run orderly and organised. Therefore, human resource development and branding for the LazisMu Pajangan service office were initiated in the second year. The steps taken for human resource development and branding included the following:

Forum Group Discussion (FGD)

FGD was one of the activities conducted to gather information and data and to solve existing problems. Through these FGDs, it was hoped that the issues at the LazisMu Pajangan Service Office could be addressed individually. During these FGD sessions, much of the discussion focused on human resource development and branding for the LazisMu Pajangan office. This was because the Lazis service office was still very new and needed to be more optimal in management and branding. As a result, many people still needed to become

familiar with the functions of the LazisMu Pajangan office.

During the FGD session, the Head of the LazisMu Regional Service Office in Bantul also attended directly. In this stage of the FGD implementation, the head of the LazisMu Pajangan service office presented the existing issues, followed by responses and input from the head of the LazisMu Regional Office in Bantul. The participants of this FGD were the daily administrators of the LazisMu Pajangan Service Office. The discussions held during this session would greatly contribute to the development of the LazisMu Pajangan Service Office, especially in terms of human resource development and branding. This was because the role of human resources was crucial, especially in the advancement of an organisation (Pratiwi & Cahyono, 2018). Additionally, according to Halimah (2016), cited in (Pratiwi & Cahyono, 2018), competent and skilled human resources would significantly contribute to an organisation's achievements. The following are the FGD activities carried out by the daily administrators of the LazisMu Pajangan Service Office and the administrators of the LazisMu Bantul Regional Service Office, as shown in Figure 1.



Figure 1 FGD with the head of the LazisMu regional service office in bantul

In addition to the input and guidance from the Head of the LazisMu Regional Service Office in Bantul, several tips and tricks related to human resource

development and branding were also provided. These tips aimed to make the human resources at the LazisMu Pajangan Service Office more innovative and capable of developing well, especially shortly, to have a positive impact, particularly in the administration of infaq and zakat. Training that supported the competence and skills of employees was necessary to enhance employee productivity and innovation. This was also emphasised by (Maulyan, 2019), stating that training could increase employees' knowledge, development, and skills, positively impacting employee productivity.

During the FGD, one of the recommendations was to conduct training for the service office administration administrators; additionally, mentoring was provided. Furthermore, the FGD directed a massive social media campaign, especially by leveraging technology to create social media platforms familiar to the community. This was essential as it could significantly impact branding and introduce LazisMu Pajangan to the wider community of Pajangan. Moreover, branding through social media could also serve as an indicator that the activities of the LazisMu Pajangan Service Office were being carried out effectively.

Administration and Branding Management Training

Based on the FGD results, the next step needed was training. One of the essential training sessions to conduct was training on the administration management of Infaq and Zakat. This training was indeed crucial to enhancing the competence of administrators and managers at the LazisMu Pajangan Service Office. This training was expected to positively impact the administration and understanding of managing funds for ZIS. According to Kamil (2012), this training method would provide conceptualising skills and could improve

employee performance. Additionally, according to (Sholihah & Firdaus, 2019), the quality of human resources could be assessed based on their creativity and productivity.

The LazisMu Regional Service Office in Bantul attended and guided the training. In this training session, the administrators and office staff of the LazisMu Pajangan Service Office participated directly. The material presented in this training session began with an understanding of the principles regarding managing zakat, infaq, and sadaqah funds. This was essential knowledge for both administrators and office staff because the funds being managed were from the community. Therefore, the Lazis Regional Service Office emphasised that administrators must understand the principles and know who would receive these ZIS funds. In managing ZIS funds, there were institutions given specific authority, one of which was Baitul Maal, an institution authorised to manage the wealth of the Islamic community, such as zakat, infaq, and sadaqah. This was done to ensure effectiveness and efficiency in management and, most importantly, transparency (Rosyida, 2019).

Based on the explanation, 8 asnaf had the right to receive those funds, whereas during the training session, it was also mentioned that there was the right of amil that the administrators could also manage. With an understanding of the principles and management, this greatly assisted the managers and administrators, especially in the distribution of these funds. According to (Bashori, Putra, and Huwaida, 2022), intensive mentoring in the Service Office was very important and optimal, especially in zakat management. Certainly, this mentoring enhanced the spirit and professionalism in managing the LazisMu Branch Service Office. The following a picture of the administration training activity conducted by the Head

of the LazisMu Regional Service Office in Bantul, held at the LazisMu Pajangan Service Office, as shown in Figure 2.



Figure 2 Administrative management training by the head of the LazisMu regional service office in bantul

In addition to training on managing ZIS funds, there was a need to modernise services, especially in information technology. Therefore, to introduce the LazisMu Pajangan Service Office, a media platform needed to be utilised. This media was used to introduce LazisMu Pajangan and as a platform for mass preaching. Below is an image of the social media platform for the LazisMu Pajangan Service Office.

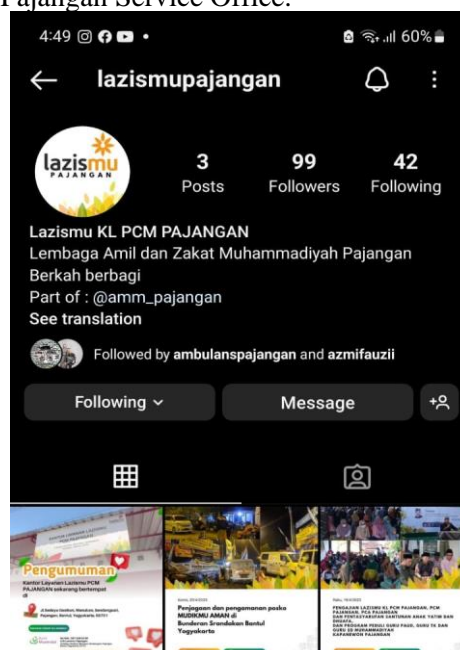


Figure 3 Social media of the LazisMu pajangan office

With this branding, the community could have more widely trusted the LazisMu Pajangan office. Fundamentally, branding aimed to influence and shape public perception, build trust in the institution, and cultivate the community's love for the institution (bbs.binus.ac.id, 2020). The community's trust in LazisMu Pajangan indirectly enhanced the reputation of Muhammadiyah within the community.

CONCLUSION

Based on the implementation of the community service activities conducted, two activities could be carried out, namely group discussion forums and training on the management of administration and branding of the LazisMu service office. The indicators that could be achieved in these activities included short-term and long-term success indicators. In the social aspect, the potential results that could have been expected during this service process were the increasing understanding of the administrators and managers in documenting the administration of ZIS funds. Additionally, a massive increase in the Muhammadiyah preaching movement in Pajangan could have been anticipated in the long term. Furthermore, introducing the role and function of the LazisMu Pajangan Service Office to the community could have been beneficial in utilising technology. Social media's presence further enhanced public trust and introduced the LazisMu Pajangan Movement.

REFERENCES

- Al-Hamdi, R., & Atmojo, M. E. (2021). Peningkatan kualitas kader muhammadiyah di tingkat cabang. *Prosiding Seminar Nasional Pengabdian Masyarakat 4 Inovasi Teknologi Tepat Guna dan Model Peningkatan Kapasitas Masyarakat Era Covid-19*. LPM Universitas Muhammadiyah Yogyakarta.
- Amar, F., & Setiawan, E. (2018). Model dakwah muhammadiyah di daerah terpencil, terluar dan terdalam: studi kasus di kalimantan tengah. *Prosiding Seminar Nasional Berseri*, 538–552.
- Armansyah, & Siregar, S. (2020). Analisis penerapan akuntansi sumber daya manusia sebagai aset pada lembaga filantropi. *Seminar Nasional Teknologi Komputer & Sains (SAINTEKS)*, 601–602.
- Ayuningtyas, R.D., Ichsan, N., & Fauzi, M.A. (2019). Pelatihan manajemen zakat, infaq, dan shadaqah kepada pengelola dana sosial desa lopait, kecamatan tuntang, kabupaten semarang. *Jurnal Abdimas Unwahas*, 4(1), 31-35.
- Bashori, D. C., Putra, D. W., & Huwaida, H. (2022). Pelatihan manajemen pengelolaan zakat bagi petugas kantor layanan di lingkungan lazismu jember. *Mujtama' Jurnal Pengabdian Masyarakat*, 2(2), 25-34.
- bbs.binus.ac.id. (2020). Fungsi, tujuan, dan manfaat branding.
- Kamil, M. (2012). *Model pendidikan dan pelatihan (Konsep dan Aplikasi)*. Bandung: Alfabeta.
- Maududi, M. M., Yunan, Z. Y., & Supendi, M. (2021). Analisis pola rekrutmen kader pimpinan cabang muhammadiyah kebayoran baru. *Jurnal Ekonomi Islam*, 12(1), 118-128.
- Maulyan, F. F. (2019). Peran pelatihan guna meningkatkan kualitas sumber daya manusia dan pengembangan karir: theoretical review. *Jurnal Sain Manajemen*, 1(1), 40-50.
- Pratiwi, S. L., & Cahyono, H. (2018). Pengaruh pendidikan dan pelatihan terhadap peningkatan kualitas sdm bank syariah pada bank syariah mandiri kcp lamongan. *Jurnal Ekonomi Islam*, 1(2), 88-96.
- Ridwan, I., Dollo, A., & Adriyani, A. (2019). Implementasi pendekatan participatory rural appraisal pada

- program pelatihan. *Journal of Nonformal Education and Community Empowerment*, 3(2), 88-94.
- Sholihah, I., & Firdaus, Z. (2019). Peningkatan kualitas sumber daya manusia melalui pendidikan. *Jurnal Al-Hikmah*, 7(2), 33-46.
- Suwandi, A., & Samri, Y. (2022). Peran LazisMu (Lembaga amil zakat, infaq dan sodaqah Muhammadiyah) dalam mengentaskan kemiskinan masyarakat kota medan. *Management of Zakat and Waqf Journal (MAZAWA)*, 3(2), 15-30.
- Yudha, V. (2019). Participatory rural appraisal dalam praktik desa wisata. Retrieved April 1, 2022 from <https://ww.desabisa.com/participatory-rural-appraisal-dalam-praktik-desa-wisata/>