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Fundraising at AQL Islamic Center)

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# Analysis of the Effectiveness of Waqf Volunteers' Training (Case Study: Waqf Volunteers' Training Based on Digital Fundraising at AQL Islamic Center)

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## Abstract

The training system is a process designed so that the training carried out can achieve the expected goals. Significant changes are certainly expected after the training process ends. However, the institution must be aware that the abilities possessed by each training participant are certainly different from one another. This research uses descriptive qualitative research with a case study approach, because to analyze the effectiveness of a process of training workers or volunteers in an institution or organization requires a detailed description so as not to cause an error in analyzing. The results of this study indicate that the training carried out by the AQL Islamic Center is less effective, the AQL Islamic Center does not apply the training evaluation method in accordance with the method of measuring the effectiveness of the training. The AQL Islamic Center only implemented an evaluation system in the form of an internal meeting called MONEV (Monitoring and Evaluation), but the MONEV internal meeting only discussed training events that had been held. the conclusion that the training organized by the AQL Islamic Center has been running smoothly and according to what has been planned but has not been effective based on the measurement of the effectiveness of the training.

## Keywords

The purpose of training, Training effectivity, Evaluation of training

## 1 Introduction

This study was conducted to analyze the effectiveness of the training organized by the AQL Islamic Center (as known as AQL) which is an institution under foundation called Yayasan Pusat Peradaban Islam in Jakarta. One of the goals of this institution establishment is to develop the potential of the ummah or society in general in the economic and business fields, especially social entrepreneurship (sociopreneur) in the form of a productive waqf market so as to cultivate the character of the people or the character of a society that is more generous, independent and prosperous.

Yayasan Pusat Peradaban Islam (YPPI) was established on 1 Muharram 1429 H (December 29, 2008). This foundation is an institution that has "*islah*" or improvement and "*tajdid*" or renewal movements, engaged in da'wah, education, social, economic, cadre, which is eager to return the general public to the Qur'an.

AQL Islamic Center is mostly engaged in social institutions and Islamic boarding schools (*Pesantren*) that focus on teaching Islam and have a complex and dynamic system. *Pesantren* itself can be said as a form of non-formal education, which is as a supporting education. The structure of *Pesantren* is a system consisting of interrelated elements in order to achieve goals. *Pesantren* also presents as a stimulus in the economic welfare of the community because the movement of education that continues to grow increasingly presents economic activities in the surrounding community.

AQL's vision is to build civilization with the Qur'an, and AQL's missions are (1) to seek and spread God's greatest mercy, namely the mercy of the Qur'an, which eradicates blind meaning of the Qur'an; (2) to practice the Qur'an functionally after beautifying the rituals of the Qur'an; (3) to spread the concept of tadabbur Al-Qur'an; (4) to form individuals with the character of the Qur'an; (5) to achieve the glory of the hereafter.

AQL is located in several areas spread across various provinces in Indonesia, and has its head office in Tebet, South Jakarta. The target of the learning community includes all ages from toddlers to the elderly. In its activities, AQL does not only focus on the study of religious knowledge, but also political practitioners with the principle of empowering potential and available human resources.

The organizational structure is drawn up with mutually agreed deliberation including the chairman of the foundation, secretary, finance, security, health, public relations, IT, and all parties who play a role in the organization. Each element is responsible for its duties and must report developments or problems that occur transparently. For example in the allocation of funds, cash, income, and expenses that must be reported transparently to all members of the organization.

AQL Islamic Center activities do not only focus on Islamic education but are also active in Islamic economic activities, one of which is productive waqf activities. So that a special institution was formed to handle productive and marketing waqf which aims to teach as many people as possible or the community in general so that the price that is owned and delivered has broad benefits. This activity is a separate education for all members who join this institution because it fosters a social entrepreneurial spirit and has a major effect on behavior and social roles in society. However, it is very necessary to have training for volunteers in the scope of AQL for employees and volunteers to get better understanding and to have marketing innovations so that productive waqf will be maximally and widely socialized in the community.

Previous research that fits the focus of this research is the research of Arum Aprilia Charismi, Mochammad Djudi, Ika Ruhana, entitled "Analysis of Training Effectiveness" (Study at the Career Development and Entrepreneurship Unit, Universitas Brawijaya Malang). The study analyzed the effectiveness of the training carried out by the career development and entrepreneurship unit of Brawijaya University, Malang. It concluded that the training had an effective success rate assessed from the results of measuring the effectiveness of the training. Next research is from Danny Albert Tilon's research entitled "Human Resources Training and Development" (case study on A&W Restaurant in City of Tomorrow Surabaya). This study used a qualitative method by concluding that the process of training and human resource development had an effect on the performance of A&W restaurant employees. Based on the similar research studies found by authors, it was found that the training and education had an effect on the performance of employees or volunteers who were given training.

Simamora in Mandang, Lumanauw, and Walangitan, 2017; Wellem, Silva, and Doncellino (2020) argued that training is a learning process that involves the acquisition of skills, concepts, rules or attitudes, to improve performance. While Meitaningrum, Hardjanto, and Siswidiyanto (2013) said that, training is one way to be able to develop the capabilities and expertise of employees so that they can adapt and understand technology that is constantly evolving from time to time. Based on these definitions, the authors conclude that training is an intermediary tool to train prospective workers to acquire knowledge, and train candidates and workers to be able to face competition in their work.

Murtie (2012) said that the training methods are divided into two types, including the following: (1) On the job training is taking place in a normal work situation, using actual tools, equipment, documents, or materials that will be used by the trainer. There are several methods of on the job training, namely demonstration, hands-on practice, and self-training methods; (2) Off the job training is a method that takes place away from normal situations. The method usually used in off the job training is the lecture method. The speaker will tell you about everything that needs to be said, while the employee just listens.

Gomes in Charismi, Djudi, and Ruhana (2016) stated that in measuring the effectiveness of a training program it can be evaluated based on information obtained at five levels, including: (1) Reactions, which is to find out the opinions of the participants regarding the training program, after attending the training the participants were asked about how far they were satisfied with the training as a whole, with the presenters, the material presented, its content, the materials provided, and the training environment (room, rest time, food, air temperature); (2) Learning, which is to find out how far the participants have mastered the concepts, knowledge and skills provided during the training, and usually carried out by holding written tests (essays or multiple choice), performance tests and simulation exercises; (3) Behaviors, judging from the participants before and after training, can be compared to determine the level of influence of training on changes in their performance; (4) Organizational result, which is to test the impact of training on work groups or the organization as a whole. Data can be collected before and after training on the basis of criteria for productivity, turnover, absenteeism, accidents, complaints, quality improvement, client satisfaction and the like; (5) Cost effectiveness, which is intended to determine the amount of costs spent on training programs, and whether the costs for the training are small or large compared to costs arising from problems experienced by the organization.

Based on these definitions, it can be concluded that, firstly, training is a learning process carried out to acquire knowledge and an expertise that can be used by trainees in their field in the future. Secondly, in the implementation of the training, the methods used are divided into two, namely the On-the-Job

Training method and the Off the Job Training method. The on-the-job training method is a method in which the trainees carry out training directly at the work location as well as work practices, while the off the job training method is a training method where the implementation is carried out other than at the work location or indirectly, for example, seminars and courses. Thirdly, the measurement of training effectiveness is carried out in five ways, including reactions (reactions), learning (learning), behavior (attitudes or behavior), organizational results (organizational results), and cost effectiveness (the amount of costs used)

## 2 Methods

The type of research used by researchers in research on the analysis of the effectiveness of training (Case Study: Waqf Volunteers' Training Based on Digital Fundraising at AQL Islamic Center) is a qualitative descriptive study. Qualitative descriptive is used to better describe in detail the process carried out in performance training. The reason for using qualitative descriptive with a case study approach is because to analyze the effectiveness of a workforce training process in a company or organization requires a detailed description so as not to cause an error in analyzing. The type of data used in this study is qualitative data, which consists of primary data and secondary data. Data that cannot be counted (data that is not in the form of numbers), in the form of information or explanations based on a theoretical approach and logical thinking. Primary data is sourced from interviews with internal of AQL Islamic Center, namely training participants, presenters, and training implementers or AQL Islamic Center staff. While secondary data obtained by researchers from interviews with surrounding communities and beneficiaries of waqf.

The method used by researchers in the data collection process is based on 2 ways of collecting data, namely interviews and documentation. In general, the interview is a data collection that requires the researcher and the respondent to meet face to face to collect data which will then be analyzed by the researcher. While documentation according to Bogdan and Biklen in Ahmadi (2016) stated, "documents refer to materials (materials) such as photography, videos, films, memos, letters, diaries, recordings, and the like that can be used as information. supplement as a case study whose main data source is participant observation or interviews". This study only uses 2 data collection techniques without any observation process, this is because the training and education process is not being carried out by the AQL Islamic Center at the time of the research.

As for the data analysis method, the authors use Miles and Huberman analysis. Miles and Huberman (1994) stated, "there are three main things in interactive analysis". Firstly, Data Reduction can be interpreted as a selection process, focusing attention on simplification, abstracting the transformation of rough data. that emerged from the written notes in the field (field notes). Secondly, Data Display is a collection of structured information that provides the possibility of drawing conclusions and making decisions that continue to develop into a cycle and presentation of biased data is carried out in a matrix. Thirdly, verification or drawing conclusions is part of an activity and a complete configuration. Where, conclusions are verified during the research.

## 3 Results and Discussion

The types of training held by AQL Islamic Center are seminars or workshops. So far, the training seminars held by the AQL Islamic Center consist of two types, namely job training seminars and entrepreneurship seminars and leadership seminars. The training carried out by the AQL Islamic Center has been running smoothly and well. Based on the training that had been carried out by the AQL Islamic Center, the training activities were held in the AQL Islamic Center Hall and online. Based on the results of an interview with Samade Saputra, one of the staff of the AQL Islamic Center on June 14, 2021 at the AQL Islamic Center Office, he said, "We saw that the response of the participants was very enthusiastic, very responsive, because it turned out that some of the participants who joined employees and volunteers were friends who had small businesses and have an interest in social entrepreneurship, especially in the field of waqf, when attending seminars there are many benefits because the information and material provided makes the spirit to continue to be useful for the ummah".

This shows that the training held not only attracted the interest of volunteers to gain knowledge or briefing in the world of social entrepreneurship but was successful enough to arouse the interest of

volunteers in terms of social entrepreneurship. The training facilities attended by around 30-50 participants were sufficient. The training is carried out offline and online. The training facilities such as rooms, air conditioners (AC), LCD or projectors, chairs for training participants, the audio systems function, are very well, as well as online facilities that are maximized with the presence of an internet server that is very adequate. The training participants also received facilities such as notebooks and food to support the running of the training.

The AQL Islamic Center has not implemented a direct evaluation yet to the training participants either before or after the training was carried out. Therefore, based on the opinions of the training participants regarding the training that had taken place and the impact of the training obtained from the training, authors could use it to evaluate the training in terms of reactions, learning, behavior. The evaluation process carried out by the AQL Islamic Center is only in the form of an internal meeting called MONEV (Monitoring and evaluation). The internal meeting was attended by both the leadership and all staff of AQL Islamic Center. The results of the meeting are used by the AQL Islamic Center as a guide to improve the training that will be held in the future. This statement is in accordance with the results of an interview on June 20, 2021 with one of the AQL Islamic Center staff named Arif Nurwahid who stated, "Every time there is an event we always hold monitoring and evaluation or MONEV in terms of holding a meeting and then recording what things are lacking and we close it. to be repaired and we record the things that are not maintained for the future of the next event". The training carried out by the AQL Islamic Center can be said to have already achieved the goals that have been arranged, namely bridging between volunteers or employees with the right waqf or community as recipients of waqf. Based on examples of volunteer and employee data and waqf income based on digital funding, it can be seen that the training participants have successfully applied the knowledge gained and got good performance according to their goals. With this training, it really helps the volunteers to get better preparation for themselves and be more creative to become pioneers of social entrepreneurship, especially in the field of waqf

## 4 Conclusions

Based on the analysis and discussion, the conclusions in this study are: (1) The registration stage for the waqf volunteer training was in accordance with the procedure. Prospective trainees register online. Submission of material is carried out by two way communications; (2) The training methods applied by the AQL Islamic Center are online and offline, namely seminars consisting of training seminars on digital advertising skills and social entrepreneurship seminars which take place in the AQL Islamic Center hall and online at meet and zoom as well as the youtube platform. The training carried out by the AQL Islamic Center was effective, it can be seen based on the output (results) of the measurement of the effectiveness of the training.

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