



ZChicken as a mustahik economic empowerment program by BAZNAS: A qualitative analysis

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ABSTRACT

Introduction

BAZNAS has launched numerous economic empowerment programs for mustahik. One of the programs that has been introduced is ZChicken, which focuses on the sale of crispy fried chicken. However, there is still a limited amount of research available on ZChicken.

Objectives

This study aims to analyze ZChicken as an economic empowerment program for mustahik from various perspectives, including its development, the need for halal certification, and the achievements obtained.

Method

This study employed a qualitative approach to analyze the ZChicken program as an economic empowerment initiative for the mustahik by BAZNAS. The research methodology employed in this study involved conducting a content analysis of ZChicken-related materials on the BAZNAS website as well as other news websites.

Results

The result shows that BAZNAS introduced the ZChicken as an empowerment program in the culinary sector that revolves around a fried chicken franchise concept. ZChicken has been received well in the society, has been certified halal, and has its own brand.

Implications

BAZNAS needs to maintain quality program in ZChicken to ensure trust among muzakki and the society. ZChicken should maintain its halal and brand certification by monitoring and supervision from BAZNAS.

Originality/Novelty

This study provides insights on how ZChicken as an economic empowerment program from BAZNAS has grown to be a successful force for empowering mustahik in many locations.

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INTRODUCTION

Islam places a significant emphasis on the eradication of poverty, as evident in the pillar of zakat. The needy and the poor are identified as the primary recipients of zakat in the Quran. Recognizing that poverty can lead to various social problems, such as crime, lack of education, health issues, and even apostasy, zakat serves as a fundamental pillar of Islam that directly impacts the socio-economic well-being of the community (Atabik, 2016; Ayuniyyah et al., 2022; Herianingrum et al., 2023; Mawardi et al., 2023).

Indonesia, as an archipelagic country with regional autonomy, has entrusted Badan Amil Zakat Nasional abbreviated BAZNAS with the responsibility of building a national zakat ecosystem. As a non-structural institution mandated by law to manage zakat at the national, provincial, and regency/city levels, BAZNAS plays a vital role in optimizing zakat potential and ensuring structured and systematic zakat management (Hakim, 2016; Rofam & Abdushshamad, 2019; Suhara & Juwandi, 2020; Al-Mubarak et al., 2021).

A key aspect of enhancing zakat management lies in implementing effective strategies for zakat collection. BAZNAS's strategic plan for 2020–2025 emphasizes the importance of mapping zakat potential and formulating policies to optimize area-based and district/city-based zakat potential throughout Indonesia (M. A. Rachman & Salam, 2018; Bahri & Khumaini, 2020; BAZNAS, 2020). With successful mapping efforts completed in 2022 (BAZNAS, 2023a), BAZNAS has launched various empowerment programs, including the ZChicken business program, to uplift the economic status of mustahik (those eligible for zakat) and help them achieve prosperity (Amanda, 2023; Marwoto, 2023).

Through the ZChicken program, BAZNAS aims to provide intensive assistance in business development, financial record-keeping, self-confidence building, and mental-spiritual strengthening to empower mustahik. This program, which focuses on sustainable fried chicken franchise businesses, not only offers business capital and raw material support but also equips participants with a comprehensive sales management system. Since its inception in 2020, the ZChicken program has trained and assisted 527 mustahik individuals in various regions across Jakarta, Depok, Bekasi, Kuningan, Tasikmalaya, Bandung, Subang, Garut, and Serang Regencies (Junaedi, 2022).

The program has expanded its reach to cover the entire Java Island in 2022, providing selected participants with training, business assistance, sales carts, and complete equipment worth IDR 9 million per person. The plan is to establish 100 outlets in DKI Jakarta, 200 outlets in West Java, 250 outlets in Central Java, 250 outlets in East Java, 100 outlets in Yogyakarta, and 100 outlets in Banten (InfoPublik, 2022; Kantor Kementerian Agama Kabupaten Semarang, 2022). By empowering micro, small, and medium enterprises (MSMEs) like ZChicken, BAZNAS contributes to the government's efforts in fostering innovation, improving product quality, utilizing digital platforms, and

expanding marketing opportunities for MSMEs throughout Indonesia (Aini & Mundir, 2020; Fauziyyah et al., 2021; Usman & Sholikin, 2021).

With the vast potential of the country's young demographic and the significant role of MSMEs in the Indonesian economy, the development of halal certification for MSME products becomes crucial. To ensure the halalness of products and provide legal certainty, it is imperative to establish clear regulations, such as Law No. 33 of 2014, which mandates the halal certification of products entering and circulating in Indonesia. The government, through the Halal Product Assurance Organizing Agency (BPJPH), takes responsibility for implementing halal product guarantees and issuing relevant regulations to support this initiative (Kristiana et al., 2020; Fuadi et al., 2022; Nadya et al., 2023).

In order to create a transparent and reliable system, it is essential to provide the public with accurate information about the halal and haram status of food, beverages, drugs, cosmetics, and other products. Islamic Sharia mandates the consumption and use of halal, good, holy, and clean materials. The government's role in guaranteeing the halalness of products is crucial to protect and assure consumers. BPJPH, together with various ministries, institutions, local governments, and partners, works towards the success of the 10 million halal-certified products program (Hosen & Lathifah, 2018; Noviyanti, 2020; Khairuddin & Zaki, 2021). Additionally, initiatives such as the Free Halal Certificate (Sehati) program aim to strengthen micro and small business actors. By establishing a robust halal certification system and supporting the development of MSMEs, Indonesia can fully harness its potential for economic growth and social development.

Previous research background indicates that there is limited information available on ZChicken. Therefore, the purpose of this study is to analyze ZChicken as an economic empowerment program for mustahik, implemented by BAZNAS. The study aims to examine the origins of ZChicken, the challenges it has faced, and its current achievements. By doing so, this research contributes to the existing body of knowledge on economic empowerment in developing countries and within the Muslim community.

LITERATURE REVIEW

Previous studies have many different focuses on mustahik economic empowerment program by BAZNAS. Some of these studies provide insights on empowerment program at general or based on location. Mashur et al. (2022) conducted an analysis on the significant contribution of BAZNAS towards community empowerment through a range of programs that have been implemented across various sectors. These programs encompass the provision of working capital, commercial equipment, agricultural seeds, and animal husbandry capital for mustahik individuals. The assistance provided by the BAZNAS extends beyond the healthcare sector and includes support in education, humanitarian initiatives, and other areas. These forms of aid aim to fulfill the community's needs, elevate their socio-economic standards, foster a spirit of mutual assistance, and promote independence. The assistance programs by BAZNAS serve as

a means to educate the community, raise awareness of generosity, and encourage compliance with the practice of tithing.

Idrus & Manan (2021) analyzed the role of Lembaga Pemberdayaan Ekonomi Mustahik BAZNAS in enhancing the economic well-being of mustahik individuals. Their study revealed that Lembaga Pemberdayaan Ekonomi Mustahik BAZNAS contributed to the growth of micro-, small-, and medium-sized enterprises (MSMEs), with a focus on fostering potential creative businesses. The institution empowers these businesses by providing capital assistance for their development. One of the programs implemented by Lembaga Pemberdayaan Ekonomi Mustahik BAZNAS involves the provision of business development capital assistance, which is allocated based on the budget proposal submitted by the mustahik individuals and approved by the institution.

Fitrianto (2018) analyzed the distribution of zakat by BAZNAS Kuantan Singingi, an official government zakat institution operating in a district in Riau Province. BAZNAS Kuantan Singingi allocated the collected zakat funds through diverse program models, including consumptive zakat programs, provision of health services such as medical aid, educational scholarships, and development of habitable housing for asnafs. Additionally, productive zakat programs were implemented, which involved skill training for asnafs and the provision of venture capital for various businesses. These programs were designed to enhance the welfare of mustahik individuals in the region.

Salsabila & Ratnasari (2021) analyzed an economic empowerment program based on productive zakat implemented by BAZNAS Gresik. BAZNAS Gresik established the Goat Livestock Village Program specifically designed for mustahik individuals. The economic empowerment process involved several stages, and the program yielded positive outcomes that significantly improved the economic conditions of mustahik families. Over the course of five years, from 2015 to 2020, the Productive Goat Livestock Village Program demonstrated considerable success in achieving its objectives within the economic empowerment program.

Umatin & Fikriyah (2021) evaluated the economic empowerment program implemented by BAZNAS Kabupaten Jombang. They identified several challenges, including the following: a lack of professional expertise and experience in agriculture within BAZNAS Kabupaten Jombang; suboptimal management practices within BAZNAS Kabupaten Jombang; incomplete readiness of the local community in Kecamatan Bandarkedungmulyo to participate in the Productive Farmer Empowerment Program; farmers in Kecamatan Bandarkedungmulyo have not fully transitioned from using chemical fertilizers to organic fertilizers; limited understanding among the community in Kecamatan Bandarkedungmulyo regarding the role of BAZNAS Kabupaten Jombang as the program organizer; and deviation from the initial program timeline in the implementation of the Productive Farmer Empowerment Program in Kecamatan Bandarkedungmulyo.

Abidin et al. (2023) demonstrated that BAZNAS Indragiri Hilir District implements several strategies in its program to care for the impoverished community. These strategies include direct economic improvement, economic improvement through the provision of skills and expertise, economic improvement through business capital

assistance, and economic improvement through job creation. Tambunan et al. (2023) analyzed the economic empowerment program for mustahik by Baznas Kota Tebing Tinggi through the Bebas Riba Tanggung Renteng program. The program involved the distribution of productive zakat, infaq, and sadaqah. The Bebas Riba Tanggung Renteng program provided cash loans to mustahik based on their micro businesses. The program was implemented using a joint or group responsibility system, without any interest charges imposed on the recipients.

Maulina et al. (2023) conducted the earliest research on ZChicken as one of the economic empowerment programs for mustahik by BAZNAS Kota Semarang. Their study indicates that the program has proven to be effective in utilizing productive zakat to foster the growth of micro, small, and medium enterprises (MSMEs). The role of BAZNAS Semarang City is highly supportive and has a positive impact through monthly training sessions and evaluations. The study identified the importance of collaborative synergy between the mustahik and the amil agency to optimize the welfare of the mustahik.

METHOD

This study employed a qualitative approach to analyze the ZChicken program as an economic empowerment initiative for the mustahik by BAZNAS. The research methodology employed in this study involved conducting a content analysis of ZChicken-related materials on the BAZNAS website as well as other news websites (Ramakrishnan et al., 2016). The purpose of this analysis was to gather comprehensive information about the program, including its origins, development, challenges, achievements, and other relevant aspects.

Content analysis allowed for a thorough examination of the available information on ZChicken, offering insights into the program's evolution over time. By examining various sources, such as BAZNAS publications and news reports, a comprehensive understanding of the program's implementation, successes, and difficulties can be achieved. The collected data provided valuable insights into the strategies employed by BAZNAS to empower the mustahik through the ZChicken program.

The analysis also sheds light on the multifaceted nature of the ZChicken program, exploring different aspects, such as its impact on the local economy, challenges faced during its implementation, and notable achievements. By employing a qualitative research approach, this study aims to provide a detailed and comprehensive analysis of the ZChicken program, contributing to the existing body of knowledge on economic empowerment initiatives for the mustahik.

RESULTS AND DISCUSSION

Mustahik Economic Empowerment Program

BAZNAS reported that the collection of zakat, infaq, alms (ZIS), and other social religious funds (DSKL) in Indonesia reached IDR 14 trillion by 2021. However, this amount represents only approximately 4.28 percent of the country's projected zakat potential,

estimated at IDR 327 trillion. BAZNAS has disbursed zakat funds to 1,834,320 recipients across Indonesia. In 2022, BAZNAS aims to collect IDR 26 trillion in zakat through 560 Zakat Management Organizations (OPZ), benefiting 46 million individuals. The national zakat collection potential consisted of IDR 144 trillion from zakat within the corporate sector, IDR 139 trillion from income zakat, IDR 58 trillion from potential zakat savings and deposits, IDR 19.8 trillion from agricultural zakat, and IDR 9.5 trillion from livestock zakat. These potentials are spread across 514 urban districts throughout Indonesia ([CNN Indonesia, 2022](#); [Y. Rachman, 2022](#); [Rahmawati & Yuniarto, 2023](#)).

The Zakat Potential Mapping Index (IPZ) measurement conducted in 2022 covers 416 regencies and 98 cities in 34 provinces of Indonesia. The potential zakat objects in each district and city were comprehensively analyzed. The recapitulation of zakat potential in each district and city revealed that DKI Jakarta Province ranked first with a zakat potential value of IDR 64.5 trillion, followed by East Java and West Java provinces with values of IDR 36.2 trillion and IDR 30.6 trillion, respectively. East Java province also had the highest potential for agricultural zakat, livestock zakat, and company zakat, with values of IDR 3.2 trillion, IDR 2.4 trillion, and IDR 36.6 billion, respectively. DKI Jakarta province had the highest potential for cash zakat and income zakat, with IDR values of 37.7 trillion and IDR 26.8 trillion, respectively ([BAZNAS, 2022a](#); [Solekhan, 2022](#)).

The function of zakat as an instrument for poverty alleviation is mandated by Law no. 23 of 2011, specifically Article 3 B, which states that zakat management aims to promote community welfare and alleviate poverty. Data from the Central Statistics Agency in 2022 indicated that the number of poor people in Indonesia as of September 2021 was 26.50 million, a decrease of 1.04 million from March 2021. To evaluate the performance of zakat management, BAZNAS has been measuring the impact of zakat on the welfare of mustahiks (zakat recipients) since 2016, using the Zakat Impact Assessment instrument ([Widiawati et al., 2018](#); [Jaenudin & Hamdan, 2022](#); [A. T. G. N. Azizah et al., 2023](#)).

The Zakat Impact Assessment is an integral part of the National Zakat Index, serving as a performance measurement tool for national zakat management in accordance with the 2020–2025 BAZNAS Strategic Plan (Renstra). The Zakat Impact Assessment Instrument comprises BAZNAS Welfare Indicators (IKB) and Poverty Indicators. According to the poverty line standard, the National BAZNAS Welfare Index falls in the good category (0.62). Calculations based on the BPS poverty standard (March 2021) of IDR 2,121,637 per poor household per month revealed that BAZNAS RI successfully alleviated poverty for 49% of the recipients of poverty alleviation programs, equivalent to 52,563 individuals. Overall, Zakat Management Institutions (LPZ) throughout Indonesia have managed to alleviate poverty for an average of 48% of recipients, totaling 397,419 individuals. Understanding the economic potential of each region is crucial for implementing effective collection strategies to enhance the ZIS collection in each area ([Wahyuni, 2016](#); [Hilmiyah et al., 2018](#); [Sulistiyowati & Rahmi, 2018](#); [Mazidah & Rahmatika, 2021](#); [Elvira, 2022](#)).



ZChicken

BAZNAS, through ZChicken, is committed to continuously enhancing the businesses of the mustahik, not only by providing capital assistance but also by offering intensive support in business development, financial record keeping, fostering self-confidence, and promoting mental and spiritual well-being. This program reflects BAZNAS' dedication to poverty alleviation and the welfare of the people. Moreover, it underscores BAZNAS' responsibility in effectively managing the funds entrusted by muzaki to ensure they directly benefit the mustahik (BAZNAS, 2022c).

BAZNAS places its focus on ensuring that the mustahik experience significant benefits from the donations contributed through BAZNAS. Consequently, BAZNAS strives to ensure that the assistance provided is precise and transparent, allowing the public to witness the proper allocation of funds. BAZNAS channels the funds received from the community into the ZChicken business assistance program (BAZNAS, 2023c). Aligned with BAZNAS' vision for the people's welfare, the organization aims for the mustahik to become self-empowered, generating sustainable income that will positively impact their family's economic well-being. BAZNAS consistently implements programs to support the underprivileged, such as ZChicken, with the goal of reviving the ummah's economy. Through the ZChicken business assistance program, the wide market potential for ZChicken business promotion is harnessed. BAZNAS not only provides capital assistance but also establishes a business management ecosystem to optimize the program. For this purpose, BAZNAS forms a business management group to act as a distributor of ZChicken raw materials, which is owned by the mustahik group (BAZNAS, 2022b).

The ZChicken business ecosystem encompasses chicken farms, Marinated Chicken Production Houses, and distribution centers. This business model aims to maximize the mustahik's income and contribute to their prosperity. BAZNAS welcomes collaborations between various agencies to promote community welfare, particularly those involving the community and muzaki who have channeled their funds through BAZNAS. It is essential for the mustahik, as beneficiaries, to trust and be accountable for the assistance provided, taking the ZChicken business seriously (BAZNAS, 2023e).

To ensure the quality of the fried chicken products produced by the assisted mustahik, BAZNAS RI has established a mentoring program. Additionally, the chicken meat supply will be sourced from the Baznas-assisted chicken breeding center. In this regard, BAZNAS has formed a business management group to serve as a distributor of ZChicken raw materials, which is owned by the mustahik group. The government and relevant stakeholders should provide support, including issuing home industry permits and halal certification, to further bolster this initiative (BAZNAS, 2023d).

Halal Certification

The ZChicken program implemented by BAZNAS aims to empower the mustahik to achieve economic independence by generating income through their ZChicken outlets. This initiative falls under the category of micro-, small-, and medium-sized enterprises (MSMEs). The existence of MSMEs is expected to significantly contribute to societal

welfare, particularly in addressing persistent issues such as high poverty rates, rising unemployment, and income inequality. Because Indonesia is predominantly Muslim, consumers place great importance on halal labels when choosing products. Therefore, MSMEs must ensure productive and efficient production processes that yield high-quality products aligned with market demand. However, many MSME actors, especially mustahik, who benefit from the ZChicken program, lack knowledge about the halal certification process conducted by the Indonesian Ulama Council (MUI) (Fikriawan, 2018; Rido & Sukmana, 2021).

In Islam, halal (permissible) and haram (forbidden) are fundamental concepts that guide Muslims' actions. Muslims are obligated to abide by halal and haram principles in their daily lives, particularly with regard to food consumption. Allah SWT explicitly prohibits the consumption of pork, carrion, blood, and animals slaughtered in the name of anything other than Allah SWT, as stated in Surah Al-Baqarah (2:168). Therefore, every food product distributed among Muslims must be certified halal, meaning that it adheres to Allah's rules. In the case of ZChicken products, which primarily consist of chicken meat, it is crucial that the meat originates from a slaughterhouse with valid halal certification to ensure its authenticity and reliability (BAZNAS Kabupaten Karanganyar, 2023). Given the complex nature of the global food chain and concerns surrounding halal food, Indonesia has taken significant steps to revamp its halal food control system. Indonesia is the only country that has a government agency dedicated to regulating and certifying halal products. The country's halal food control system comprises five essential components: halal food regulation, management control, laboratory examinations, education, communication, and training (BAZNAS Kabupaten Kendal, 2022).

For the ZChicken program, the mustahiks who participated in the program, supported by BAZNAS, must follow specific procedures to obtain halal certification for their products. These procedures involve providing a list of products and materials used in the halal production process, accompanied by a valid Halal Certificate. The regulations state that materials derived from natural sources, such as plants and minerals, that do not undergo extensive processing and pose no risk of containing prohibited substances are exempt from the certification requirement. The submission process for halal product certification from MSMEs entails validating and verifying data related to production processes, sites, services, locations, and tools used to process halal products. By adhering to these procedures, MSMEs ensure the authenticity and halal status of their products (Ali, 2016; Safa'at, 2022).

To ensure the long-term sustainability of the BAZNAS ZChicken program, it is crucial to provide comprehensive business management assistance and improve the quality of the ZChicken products. Obtaining halal certifications plays a significant role in this regard. With over 65 million MSMEs spread throughout Indonesia, there is a substantial potential for halal certification. Indonesia, with its largest Muslim population in the world, presents a unique opportunity to develop halal-certified MSME products (Maulida, 2013; Rohmah et al., 2020). Recognizing this potential, the Minister of Religion launched the 10 Million Halal Certified Products Program, which is set to be achieved by 2024. This

initiative aligns with President Joko Widodo's vision of positioning Indonesia as a global hub for halal production. Therefore, it is imperative for the ZChicken program to facilitate the halal certification process and expand its outlets to various regions of Indonesia to enhance product quality.

Given advancements in food processing technology, distinguishing between halal and haram ingredients has become increasingly challenging. Therefore, it is crucial to ensure that the ingredients used in the production process are traceable and halal. This urgency highlights the significance of the Halal Product Process (HPP), which encompasses a series of activities to guarantee the halal status of a product, including material provision, processing, storage, packaging, distribution, sales, and presentations. This is particularly important for chickens, as it requires halal identification because of the Islamic guidelines governing its slaughter. Currently, halal-certified slaughterhouses adhere to halal standards to meet these requirements (Faridah, 2019; Wajdi & Hadita, 2021).

In recent times, ZChicken has experienced significant development. On November 17, 2022, ZChicken obtained halal certification from Halal Product Assurance Body (ZChicken Indonesia (@zchicken_official), 2023). Furthermore, ZChicken, which offers crispy and flavorful fried chicken sold through affordable cart outlets, has also obtained a trademark certificate issued by the Ministry of Law and Human Rights of the Republic of Indonesia (N. Azizah, 2023). These achievements are accompanied by halal certification for the businesses operated by several mustahik under BAZNAS (BAZNAS, 2023b). This demonstrates that as one of BAZNAS' economic empowerment programs for the mustahik, ZChicken has the potential to enhance the welfare of its beneficiaries.

CONCLUSION

BAZNAS introduced the ZChicken business program as part of its efforts to enhance the economic well-being of the mustahik. ZChicken is an empowerment program in the culinary sector that revolves around a Fried Chicken Franchise concept. BAZNAS provides business support for ZChicken, including capital investment, raw materials, and assistance with sales management systems. ZChicken outlets represent micro and medium enterprises (MSMEs) that have gained traction in the community. Consequently, the establishment of ZChicken program outlets to empower BAZNAS mustahik in various regions of Indonesia necessitates undergoing the halal certification process to enhance product quality. The present advancement in product processing technology poses challenges in discerning between halal and haram ingredients. Hence, it is crucial to ensure that the ingredients used in ZChicken can be traced and are guaranteed to be halal. This underscores the urgency of obtaining halal certification for ZChicken. ZChicken has been successfully certified by Halal Product Assurance Body and needs to maintain its quality for the benefit of mustahik as well as other member of society

This study provides an overview of ZChicken as one of BAZNAS' successful economic empowerment programs. It also explains how ZChicken has been developed and achieved several accomplishments, such as halal certification, trademark certificate,

and branch growth in various regions. This implies the importance of maintaining the program's quality to ensure its success reaches a larger number of mustahik beneficiaries.

However, it should be acknowledged that this study has some limitations, including limited data obtained online, constraints in the analysis method, and the absence of a reference location to analyze ZChicken as the research object. Therefore, future research can be conducted by expanding the study on more specific topics and utilizing broader data sources.

Author Contributions

Conceptualization	M.F. & S.M.A.	Resources	M.F. & S.M.A.
Data curation	M.F. & S.M.A.	Software	M.F. & S.M.A.
Formal analysis	M.F. & S.M.A.	Supervision	M.F. & S.M.A.
Funding acquisition	M.F. & S.M.A.	Validation	M.F. & S.M.A.
Investigation	M.F. & S.M.A.	Visualization	M.F. & S.M.A.
Methodology	M.F. & S.M.A.	Writing – original draft	M.F. & S.M.A.
Project administration	M.F. & S.M.A.	Writing – review & editing	M.F. & S.M.A.

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Informed Consent Statement

Informed consent was not required in the study.

Data Availability Statement

The data presented in this study are available online in entries in the references.

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Conflicts of Interest

The authors declare no conflict of interest.

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