ABSTRACT

YAYAN RUKMANA. Formulation of Strategic Transformation for National Amil Zakat Institution of Dompet Dhuafa. Under Direction IRFAN SYAUQI BEIK and IMAM TEGUH SAPTONO.

This Study aims to examine strategic organization transformation of Dompet Dhuafa to analysis driving forces factor and the impact for strategic organization. The Study design used descriptive study technique in the form of case study. The data used in the study were primary and secondary data that processed and the used sampling method was getting the sample by “purposive sampling”. The Driver of change organization that are : regulation change and awareness of zakat. The SWOT result show of strength Dompet Dhuafa, that are : innovation program and fundraising zakat. The Dompet Dhuafa weakness that are : services standardization and finance control. The Opportunity for Dompet Dhuafa that are : international partnership and public zakat awareness. The treatment Dompet Dhuafa that are : regulation change and destroy public information. The result matriks IFE 2, 841 and EFE 3,051. Analysis matrik IE Matriks show the result Dompet Dhuafa position in quadrant II (Growth and Development Position ) to focus Growth Strategy. Alternative strategic organization is market penetration and product development. Strategic Map Dompet Dhuafa will come to the end years of 2025 is Islamic movement for global empowering.

Keywords : Organization Transformation, The Driver of Change, Matriks IE, Strategic Map.