

## ABSTRAK

Penelitian ini berjudul “ Strategi Inisiatif Zakat Indonesia (IZI) dalam pemberdayaan Mustahik melalui program pelatihan pangkas rambut”. Penelitian ini bertujuan untuk melihat apakah strategi dalam menjalankan program pelatihan pangkas rambut memiliki pengaruh terhadap kesuksesan program serta kompetensi dan berdampak pada peningkatan taraf hidup para Mustahik penerima manfaat pelatihan program. Metode penelitian yang digunakan ialah metode penelitian kualitatif dengan teknik pengambilan data melalui observasi dan wawancara. Lokasi penelitian dilakukan di Palembang dan data primer diperoleh melalui laporan akhir program serta wawancara bersama 5 informan. Salah satu informan merupakan perwakilan Lembaga IZI Sumatera Selatan sementara yang lain merupakan penerima manfaat program pelatihan. Hasil penelitian yang diperoleh melalui pengamatan, analisis data, dan afirmasi menunjukkan bahwa strategi dalam menjalankan program pelatihan pangkas rambut memiliki pengaruh terhadap kesuksesan program serta berdampak pada kompetensi dan taraf hidup Mustahik.

Kata kunci : **Inisiatif Zakat Indonesia, Zakat Produktif, pelatihan pangkas rambut**

## **ABSTRAC**

*This research is entitled "Indonesian Zakat Initiative (IZI) Strategy in empowering Mustahik through barber training programs". This research aims to see whether the strategy in running the barber training program has an influence on the success of the program as well as competency and has an impact on improving the standard of living of the Mustahik beneficiaries of the training program. The research method used is a qualitative research method with data collection techniques through observation and interviews. The research location was carried out in Palembang and primary data was obtained through the final program report and interviews with 5 informants. One of the informants is a representative of the South Sumatra IZI Institute while the other is a beneficiary of the training program. The research results obtained through observation, data analysis and affirmation show that the strategy in running the barber training program has an influence on the success of the program and has an impact on the competency and standard of living of Mustahik.*

**Keyword : Indonesian Zakat Initiative, Productive Zakat, barber training**