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**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

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OPTIMIZING COLLABORATIVE ECONOMY IN ZAKAH INFAQ AND SADAQAH (ZIS) COLLECTION THROUGH KENCLENG CULTURE

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Abstracts

Economic and cultural collaboration has a strategic role. Its role is to optimize the collection of zakah infaq and sadaqah (ZIS). One form is through the kencleng (charity box) culture with the involvement of non-Muslims. This article aims to analyze the implementation of the collection of ZIS funds through kencleng in Sumenep City from the perspective of Islamic economics and a cultural perspective. The research method used is a qualitative approach with data collection techniques through in-depth interviews with LazisNU Sumenep administrators, shop owners who collaborate with LazisNU, and people who use kencleng as a medium to contribute to ZIS. This interdisciplinary research uses the Shariah Compliance Index Theory of Zakah Management Organizations (IKSOPZ) and phenomenology. The data is analyzed through content analysis techniques to identify the level of sharia compliance and patterns of ZIS culture that arise through the use of kencleng. This research ensures that the sharia compliance of LAZISNU Sumenep City remains based on Shariah compliance with four indicators: 1) Socialization of zakah, 2) The object of zakah, 3) zakah infaq and sadaqah (ZIS) collection, 4) Other Religious Social Funds (DSKL). Furthermore, this article shows that 1) kencleng plays an important role in facilitating ZIS culture in the Sumenep community. 2) Shop owners and LazisNU Sumenep collaborate to run the kencleng program. 3) Through the kencleng program, the culture of sharing and social care among the community grows and develops. Meanwhile, the inhibating factor of implementing ZIS culture through kencleng can be identified as: lack of public understanding of the ZIS concept, and its supporting factor as: expansion of cooperation partners with business units and development of more effective communication strategies.

Keywords: Collaborative Economy, Collection, Kencleng Culture