

## THE ROLE OF BAITUL MAAL WA TAMWIL TUNAS HARAPAN SYANTARA IN THE MANAGEMENT OF CLEAN WATER FACILITIES IN PESANGGRAHAN VILLAGE, EAST LOMBOK

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### Abstract

This research departs from the problem of managing clean water sources in Pesanggrahan Village, East Lombok which was carried out by Baitul Maal wa Tamwil Tunas Harapan Syantara. In conducting research, the study used qualitative research based on interviews, documentation and questionnaires as primary data in this research. In the next stage, the study analyzes the data using management theory and SWOT to look at planning, organizing, implementing, controlling models and the problems faced. After going through a long academic research process, the result indicates that the value of strengths-weakness (2.53-0.58):  $2 = 0.98$ , while opportunities (1.50) – Threats (1.14):  $2 = 0.18$ . The finding also indicates that the SWOT analysis quadrant graphic, the position of clean water source management is in quadrant I, which means it is good for the continuation of clean water management in Pesanggrahan Village. The next strategy that must be carried out is promotion, using advertising, sales promotion, personal selling, direct marketing and public relations.

### Keywords

BMT Tunas Harapan Syantara, Management, SWOT Analysis and Clean Water Management

## INTRODUCTION

Currently, Islamic economics has played a large role in the national economy in several state economic policies. State institutions were also formed to support its development. The establishment of the Sharia economic and financial directorate at Bank Indonesia, the Sharia Financing Directorate at the Ministry of Finance and Baitul Maal wa Tamwil (hereinafter abbreviated as BMT), is a business institution that focuses on its work in the financial sector, such as savings and loans, and also carries out social work. BMT and amil zakat institutions (LAZ) are responsible for collecting funds from infaq, shodaqoh, waqf and other social financial sources. BMT seeks to improve the economy and welfare of member countries. In addition, this system uses sharia principles in business (known as *Musyarakah*, *Mudharabah*, *Bai'u Bitsaman Ajil*, *al-Qardhul Hasan*, and so on) without using interest or usury. The principle of profit sharing is basically part of the profit sharing during the agreement. (Ridwan, 2004)

BMT itself is the application and realization of value through small or micro sharia financial institutions. The differences between conventional banks and Islamic banks concern contracts and legal aspects, dispute resolution institutions, organizational structure, business and ventures financed, as well as work environment and culture (Antonio, 2011) BMT is also based on professionalism, trust, unity (*kaffah*), family, alliance, and independence in the management process. To help improve the quality of life in human society, BMT can improve the welfare of members and encourage employees to become more professional, Islamic and sustainable in facing challenges throughout the world.

In general, BMT carries out two functions, namely as an institution in the financial services sector and aspects of social activities. BMT activities in the financial services aspect have the same function as banking systems or other Islamic sharia-based financial institutions, namely collecting and distributing funds from and to the community. Meanwhile, in the aspect of social activities, BMT has Baitul Maal which functions to be a solution to problems being experienced by the surrounding community. Sharia financial institutions must continue to be improved and achieve progress that benefits society as a whole. Sharia banks focus on profitable products that meet customer needs and help move and improve the community's economy. To ensure sharia compliance, these products are benchmarked and monitored by the Sharia Supervisory Board (DPS) (Rachmad, 2024).

Processing and managing clean water for the community, including in the Pesanggrahan Village area, East Lombok, is one of the social problems that often occurs. Water discharge on Lombok Island fell by 50% compared to 1985. Between 2000 and 2003, water discharge in the Dodokan watershed fell by -61.2% and the Menanga watershed fell by -65.6%. Apart from that, the water deficit of 1,252.03 million cubic meters was caused by forest damage upstream due to illegal logging, land conversion and forest land conversion. These factors all cause a decrease in river discharge by an average of 30%, which has a direct impact on a water deficit of 1,252.03 million cubic meters (Sudiyono, 2012). In 2011, there was a clean water crisis in East Lombok, Central Lombok and North Lombok Regencies. There is a shortage of clean water of 15,000 liters per day at a price of 1,050,000 (Sayaka, 2006.).

In addition, found that in June 2012, six villages in NTB experienced a water crisis. This crisis occurred in two villages in East Lombok Regency, two villages in Central Lombok Regency, and two villages in West Lombok Regency. One month later, in July 2012, the clean water crisis spread to the islands of Lombok and Sumbawa. 18,594 families lack clean water (Sudiyono, 2012). They are located in four districts on Lombok Island: East Lombok, Central Lombok, West Lombok and North Lombok. They are spread across 83 hamlets, 25 villages and 12 sub-districts (Kabul and Ahyat, 2015). This is in accordance with the opinion of experts who say that if the availability of clean water is not managed well, Indonesia will face a clean water crisis in 2025.

Apart from the problem of decreasing water discharge, the unavailability of adequate clean water facilities is also another problem that reduces people's access to clean water, according to data submitted by the West Nusa Tenggara Province Central Statistics Agency in 2023:

**Table 01.** Percentage of Community Access to Clean Water

| Regency/City               | Percentage of Households that Have Access to Proper Drinking Water Source Services (Percent) |       |       |
|----------------------------|--|-------|-------|
|                            | 2021   | 2022  | 2023  |
| <b>Bima Regency</b>        | 96,40  | 98,21 | 99,11 |
| <b>Dompu Regency</b>       | 96,57  | 98,30 | 98,93 |
| <b>West Lombok Regency</b> | 91,76  | 91,12 | 93,94 |

|                               |       |        |       |
|-------------------------------|-------|--------|-------|
| <b>Central Lombok Regency</b> | 92,52 | 90,45  | 93,26 |
| <b>East Lombok Regency</b>    | 95,00 | 97,99  | 97,11 |
| <b>North Lombok Regency</b>   | 88,35 | 90,74  | 91,15 |
| <b>Sumbawa Regency</b>        | 96,88 | 96,77  | 96,42 |
| <b>West Sumbawa Regency</b>   | 95,41 | 99,02  | 96,38 |
| <b>Bima City</b>              | 99,93 | 99,37  | 98,83 |
| <b>Mataram City</b>           | 98,16 | 100,00 | 99,58 |
| <b>West Nusa Tenggara</b>     | 94,60 | 95,40  | 96,0  |

**Source:** BPS West Nusa Tenggara, 2023

Looking at the table, there will be a decrease in access to clean water from 2022 to 2023 in several areas in Bima Regency, Central Lombok, East Lombok, Sumbawa, West Sumbawa, Bima City and Mataram City. Especially in the East Lombok region, there will be a reduction in access to clean water of around 0.88% in 2023 compared to 2022.

To overcome this problem, the people of Pesanggrahan Village use makeshift pipes to get clean water and pipe it from the nearest spring. However, in recent years, there have been frequent social conflicts caused by fighting over water sources and damage to pipes by certain individuals, so that there are often acts of accusing each other between individuals, even leading to wider social conflicts. To overcome this problem, BMT Tunas Harapan Syantara takes a role in managing clean water and as far as the author's research goes, only BMT Tunas Harapan Syantara carries out this clean water management. This reality further increases the author's passion for conducting research related to the role of BMT in clean water management in Pesanggrahan Village, East Lombok. We are interested in researching this reality using Management Theory.

## LITERATURE REVIEW

### Management Theory

Many scientific works provide different definitions of management given by experts, each of whom presents their own perspective. Consequently, understanding may differ. The following are several perspectives on management: (1) Management is defined as the process of achieving predetermined organizational goals through the division of tasks and interaction of resources; (b) Management is defined as individual efforts to achieve organizational goals by optimizing human, material and financial resources; and (c) Management is defined as a process carried out by individuals to achieve organizational goals. The achievement of organizational goals, both specific and general, is the main conclusion from several of the views mentioned above. Human (labor), material (land), financial (capital) and resources used must be managed proportionally and professionally to achieve organizational goals.

In general and simply, states that the POAC process, which means planning, organization, action and control, allows management to achieve organizational goals well. Coordination, the process of integrating and aligning different operations within an organization, is one management theory. In addition, there are concepts of planning and motivation. Planning is determining organizational goals and creating strategies to achieve them. Motivation is an effort to change the way a person acts in order to achieve organizational goals (Wijaya. & Rifa'i, 2016).

One component of management success is innovation. Innovation is the process or result of creating something new or updating existing ones with the aim of increasing efficiency, effectiveness or added value. Innovation can be a new idea, application of new technology, or a new way to meet a need. This is not only limited to business, but also covers many fields, such as technology, education, health, and many more, because innovation is essential for

progress and improving the quality of life. Innovation is a term that refers to new methods that companies use to organize the workplace. This is to increase competition. Therefore, organizational innovation is the need to make goods, processes, or services better or better. Although innovation always results in change, not all change is innovative (Diharto, 2022).

Innovation in management means applying new ideas, concepts or methods to improve efficiency, performance and results in managing an organization or project. This may change the strategy, processes, or structure of the organization. Apart from increasing the company's productivity, efficiency and competitiveness, the aim is to generate profits for the company.

### **SWOT Analysis**

To obtain this innovation, of course an evaluation must be carried out regarding strengths, weaknesses, opportunities and threats. At this stage, the author uses SWOT analysis to look at these four factors. SWOT analysis itself is a strategic planning method used to evaluate the strengths, weaknesses, opportunities and threats of a project or business speculation. SWOT analysis consists of four factors, namely Strengths, Weaknesses, Opportunities, and Threats. SWOT is the process of identifying strengths, weaknesses, opportunities and threats in a company's internal environment. SWOT is used to assess the strengths, weaknesses and opportunities of company resources as well as external opportunities and challenges (Jogiyanto, 2005).

### **Previous Research**

Research on this theme has received many studies from several previous researchers, some of whom are R. Nurul Imaroh with the title "Determinants of the Weak Role of Baitul Maal in Baitul Maal Wa Tamwil (BMT) in Indonesia and Alternative Solutions". The research method used is through a qualitative approach with a thorough tool, namely Analytic Network Processes (ANP). The author has conducted academic research and found that a number of factors contribute to the lack of role of the Baitul Maal division in BMT in Indonesia. They include unprofessional human resources, institutions that do not have good governance and a clear and measurable vision and mission, a government that has not fully supported Islamic social finance, and a public that has not been well educated and lacks knowledge about Islamic social finance. Limited time, energy, costs and pandemic conditions are other obstacles in this research (Imaroh, 2021).

Apart from the article above, there is research by Lalu Muh. Kabul and Muhamad Ahyat entitled, "Water Resources Management in East Lombok: Water Deficit and Factors That Influence It" which was published in 2015. By using quantitative methods, the authors managed to come to the conclusion that forest and structural disturbances are two components that affect water deficit. To overcome forest destruction, forest conservation in upstream areas is a strategy. To overcome institutional factors, strengthening the capacity of P3A and establishing multi-stakeholders is a strategy. The author's research and articles both depart from water resources research. However, their perspectives are different. While Kabul and Ahyar use an environmental approach, this research analyzes the opportunities and challenges of clean water management using SWOT theory (Kabul & Ahyat, 2015).

Next is an article entitled "The Role of Baitul Maal Wat Tamwil in Empowering Micro and Small and Medium Enterprises Amanah Ummah Surabaya" written by Hardianto Ritonga. Using a qualitative approach by focusing on case studies. After carrying out a long research process, the author concluded that because BMT is present in society, they actively contribute to empowering poor communities, or people who are powerless. The term empowerment can be compared with the term development or development. In a people-centered development perspective, BMT Amanah Ummah advocates the empowerment of MSMEs (Ritonga, 2019.).

This research examines both the advantages and disadvantages of clean water empowerment, while the article only explains the empowerment process. This differentiates this study from the authors' research.

Apart from that, research written by Didi Suardi and Jafar Abdul Hafidz discusses how to optimize the management of ZISWAF funds to improve the financial welfare of members of the Benteng Micro Indonesia Sharia Cooperative, Cikupa Branch, Tangerang. Soritua Ahmad Ramdani Harahap and Mohammad Ghozali (2020) discuss this theme and discuss the role of BMT in improving the economy of the people. Apart from these three articles, there is also an article by Krisna Sudjana and Rizkison (2020) which discusses the role of Baitul Maal Wat Tamwil (BMT) in realizing a competitive sharia economy, and an article by Sri Wahyuni and Denas Hasman Nugraha (2022) which discusses the zakat fund management model at the Baitul Maal Wa Tamwil (BMT) Sharia Financial Services Cooperative (KJKS) Ya Ummi Fatimah Pati.

There is also an article by Arrizqah Bariroh (2023) about the Baitul Maal Wa Tamwil Strategy in the Development of Micro, Small and Medium Enterprises. In this research, he found that Baitul Maal wa Tamwil (BMT) comes from two words, Bayt al Maal (house of money) and Bayt at Tamwil (house of financing). With these words, BMT can be interpreted as a financial institution that functions as a place to store money and borrow money. Operation Baitul Tamwil Teknosa, which was founded by Activists from the Salman Mosque ITB Bandung in 1984, was the beginning of BMT. To date, BMT has grown to almost thousands of units established in Indonesia. In all economic sectors, micro, small and medium enterprises (MSMEs) are independent productive business units established by individuals or business entities. BMT uses three strategies to develop MSMEs: Communication, Development and Supervision (Bariroh, 2023).

Sandi Rahayu (2023) also wrote about the Role of BMT in the Development of Micro and Small Enterprises (Case Study of BMT Ibaadurrahman Sukabumi City). Syahfitri (2022) regarding Analysis of the Role of Baitul Maal Wattamwil in the Development of Micro, Small and Medium Enterprises (Case Study at Baitul Maal Wattamwil Mitra Khazanah). Uslifatun Jannah (2023) with the title The Role of BMT in Improving the Welfare of Micro Business Actors (Case Study of BMT Syariah Jaya Abadi). Neri Aslina (2023), Contribution of Bmt Al-Muhajirin in the Development of Micro, Small and Medium Enterprises in Tiban Indah, Batam City. Hatmaka (2013), with the title What is the Role of the Baitul Maal Wat Tamwil Financial Institution for the Growth of Micro, Small and Medium Enterprises? This paper differs from some previous studies in terms of research focus. Previous research has focused on BMT as a whole (Neri, 2023). However, this research focuses on management and the role of BMT in clean water management.

## RESEARCH METHOD

This research adopts a qualitative approach, in line with the exploratory and descriptive nature of this research. Denzin & Lincoln (1994) state that qualitative research is research that uses natural settings with the aim of interpreting phenomena that occur and is carried out by involving various existing methods. Data sources in this research consist of primary and secondary data sources. Primary data consists of questionnaire results, interviews and documentation. Meanwhile, secondary sources consist of books, scientific journals, magazines, newspapers and other data that is in accordance with the theme raised by the author in this research.

Data from questionnaires, interviews and document analysis will be mutually confirmed to ensure the validity of the research findings. To find out the weight in the SWOT analysis, the author conducted interviews with the PDAM (Regional Drinking Water Company) in the East



Lombok Regency area and the village officials who handle spring water management. Meanwhile, to find out the rating, the author distributed questionnaires and conducted interviews with consumers or customers of the clean water. The informants that the author interviewed and gave questionnaires were 10% of the members.

## RESULTS AND DISCUSSION

### Clean Water Management in Pesanggrahan Village

The management of springs in Pesanggrahan Village is called Pamdus Kompak Besopok (Village Level Drinking Water Supply Program). Managerially, Pamdus Kompak Besopok uses four categories: planning, organizing, actuating and controlling which are explained further as follows:

#### 1. Planning

Initially, Pamdus Kompak Besopok itself was created to cover the clean water needs of the people of just one hamlet. However, to date, Pamdus Kompak Besopok has served three hamlets, namely Bangle Main Hamlet, North Bangle and Camek Hamlet with a total of 208 beneficiaries. Regionally, Bangle Main Hamlet is the first location where the Pamdus Kompak Besopok program was started, where in this hamlet there are several problems faced by the local community related to the clean water management system.

Some of these problems: (1) horizontal conflicts often occur regarding the pipe flow system from upstream to downstream which is not neat and the use of pipes which are not standard to SNI. (2) The water source of the community group in Bangle Hamlet has a very small discharge. (3) Community groups do not have a good management system, so they tend to create social jealousy between members. Based on these factors, BMT Tunas Harapan Syantara submitted a plan to organize the management of springs in the area with the hope of creating quality and sustainable management of springs for the surrounding community. Apart from that, BMT THS also hopes that there will be a reduction in the unemployment rate in the area, because of the large number of workers needed to manage the Pamdus Kompak Besopok spring. In this planning stage, the management carries out several activities:

- a. Deliberation with local residents
- b. Forming a management structure, according to individual expertise
- c. Designing a financing model (RAB)
- d. Prepare spring water sources that are good in quality and quantity
- e. Provide the required materials

#### 2. Organizing

The measure used to measure the achievement of strategic targets to create visionary organizational managers is the number of free of interest products. The characteristics of a visionary person are that they always maintain behavior in accordance with the demands of aqidah and sharia guidance. Therefore, increasing the number of products that comply with maqasid sharia, namely riba-free, is a measure of achieving the target of this strategy. Measures that can be used to measure strategic targets to create a compliant and consistent organization are the availability of a code of conduct and audit findings (Firdaus, 2018)

Management of Pamdus Kompak Besopok has a hierarchical structure that facilitates the administration process. A framework or graph that shows a person's place in an association is known as hierarchical design. These constructs are created to ensure that work or practice is performed consistently and authoritative goals are achieved. Examples of practice can be guidelines, jobs, and obligations. Taking exploration into account, researchers assume that compartmentalization is the most common method of dividing work

into small tasks, assigning those tasks to individuals according to their capacity, distributing resources, and planning them in a system that functions to ensure the achievement of hierarchical goals that sustainable.

The results of the research show that it is difficult for associations in Pamdus Kompak Besopok to organize members because of individual, group and class interests. As a result, association heads must concentrate on adaptation in their management. The organizational structure makes it clearer how the duties and functions of each position are carried out. The members of the Clean Water Facilities Management Agency were selected by the management of Pamdus Kompak Besopok based on the residents' history and experience regarding the geographical conditions of Pesanggrahan Village.

After building the organizational structure, the Pesanggrahan Village Clean Water Facilities Management Agency needs employees in the field of human resource management (HR) to help carry out the various plans that have been agreed upon. Basically, staffing is the act of giving work to the ideal person to achieve the usual results. Where all the work is done by unprofessional people, good preparation, division of tasks and ins and outs will be wasted. This shows how important employee capabilities are to the board. So, every organization or association must place perfect individuals, both in terms of ability and number, in certain positions. The management structure of Pamdus Kompak Besopok is as follows: Sarni (Chairman), Sabri (Secretary), Sadli (Treasurer), Husnadi and Adrian Syatbi (IT Team), and Masri, Abdurrahim, Malkan, and Sirajudin (Technical Team).

### **3. Actuating**

During its implementation, the Pamdus Kompak Besopok Management Agency supervises production variables to provide labor and goods to the local area, adjusts them, and makes various efforts to gain profits and meet local needs. The process of implementing the clean water management program is as follows:

- a. Promotion and recruitment of Pamdus Kompak Besopok members
- b. Socialization and deliberation between the administrators and members of Pamdus Kompak Besopok regarding the main program, payment system, and several matters related to this program
- c. Distribute clean water to each member's house

### **4. Controlling**

If there is no monitoring cycle, the management of Pesanggrahan Village's water resources will not be successful. Supervision not only reviews and reports the results of management activities, but also suggests changes to achieve goals in accordance with the plan. Management conducts interviews and observations about the quality and quantity of water received during this control stage. The board organizes field officers to check the water flow and pipes to ensure that members still have water in their respective homes.

## **SWOT Analysis of Clean Water Management in Pesanggrahan Village**

The strengths, weaknesses, opportunities and threats of clean water management in Pesanggrahan Village, East Lombok are as follows: (a) Clean water management has several strengths, namely (1) water has good quality and quantity, so it can be used for a long period of time long; (2) there is support from the local community; (3) the water source belongs to the management of the management institution; (4) there is a special management institution under the auspices of BMT Tunas Harapan Syantara; (5) There are clear rules. (b) Among the weaknesses are (1) investment costs are quite expensive; (2) monthly costs which are relatively high when compared with the income of the local community; (3) the reach of water pipes is

still limited. (c) Clean water management also has several opportunities, namely (1) bringing profits to BMT Tunas Harapan Syantara; (2) facilitating the community in getting clean water; (3) improving public health; (4) There are many springs which have not been utilized. (d) The threats to clean water management are (1) the absence of a strategy designed to anticipate a surge in the number of water users; (2) the presence of regional competitors, such as PDAM; (3) water clogs often occur.

Next, the author analyzes using IFAS (Internal Factor Analysis Strategy) and EFAS (External Factor Analysis Strategy) matrix calculations. IFAS itself is an internal factor that influences clean water management in Pesanggrahan Village, East Lombok, including strength variables and weakness variables. Meanwhile, EFAS describes external factors in clean water management. Among these external factors are opportunities and threats.

**Table 03. SWOT Internal Factor Matrix**

| No                     | Strategic Factors                                | Significant Level | Weight | Rating | Score |
|------------------------|--|-------------------|--------|--------|-------|
| <b>Strengths</b>       |  |                   |        |        |       |
| <b>S.1</b>             | Water has good quality and quantity              | 3                 | 0,16   | 4      | 0,63  |
| <b>S.2</b>             | There is support from the local community        | 3                 | 0,16   | 4      | 0,63  |
| <b>S.3</b>             | The spring belongs to the management agency      | 2                 | 0,11   | 3      | 0,32  |
| <b>S.4</b>             | There is support from BMT Tunas Harapan Syantara | 3                 | 0,16   | 4      | 0,63  |
| <b>S.5</b>             | There are clear rules                            | 2                 | 0,11   | 3      | 0,32  |
| <b>Strengths Total</b> |  |                   | 0,68   |        | 2,53  |
| <b>Weakness</b>        |  |                   |        |        |       |
| <b>W.1</b>             | The registration fee is quite expensive          | 2                 | 0,11   | 2      | 0,21  |
| <b>W.2</b>             | The monthly fees are fairly high                 | 3                 | 0,16   | 2      | 0,32  |
| <b>W.3</b>             | Limited reach of water pipes                     | 1                 | 0,05   | 1      | 0,05  |
| <b>Weakness Total</b>  |  |                   | 19     | 0,32   | 0,58  |
| <b>IFAS Total</b>      |  |                   | 1.00   |        | 3,17  |

**Table 04. SWOT External Factor Matrix**

| No                         | Strategic Factors  | Significant Level | Weight | Rating | Score |
|----------------------------|--|-------------------|--------|--------|-------|
| <b>Opportunities</b>       |  |                   |        |        |       |
| <b>O.1</b>                 | People need clean water facilities   | 3                 | 0,21   | 4      | 0,86  |
| <b>O.2</b>                 | Improving public health  | 1                 | 0,07   | 3      | 0,21  |
| <b>O.3</b>                 | There are quite a lot of springs   | 2                 | 0,14   | 3      | 0,43  |
| <b>Opportunities Total</b> |  |                   |        |        | 1,50  |
| <b>Threats</b>             |  |                   |        |        |       |
| <b>T.1</b>                 | There is no strategy designed to anticipate a surge in the number of water users | 3                 | 0,21   | 2      | 0,43  |

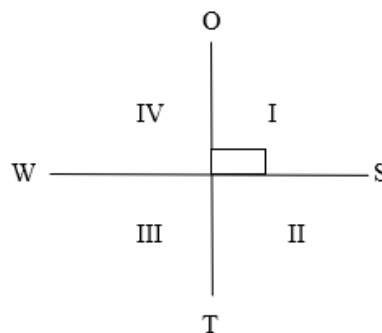


|                      |                                     |    |      |   |      |
|----------------------|-------------------------------------|----|------|---|------|
| <b>T.2</b>           | There are competitors, such as PDAM | 2  | 0,14 | 2 | 0,29 |
| <b>T.3</b>           | Water clogs often occur             | 3  | 0,21 | 2 | 0,43 |
| <b>Threats Total</b> |                                     | 14 |      |   | 1,14 |
| <b>EFAS Total</b>    |                                     |    | 1.00 |   | 2,64 |

### The role of BMT Tunas Harapan Syantara in the Besopok Compact Pamdus Innovation

Overall, three aspects form BMT Tunas Harapan Syantara's efforts to encourage economic growth and spread the sharia system: (1) Providing financial assistance, namely by providing financing with sharia concepts to small entrepreneurs and encouraging customers to save, as seen in the Pamdus Kompak business Tomorrow. (2) Providing training to small entrepreneurs. BMT actively provides guidance to the managers of Pamdus Kompak Besopok. They are always given guidance by BMT every week regarding professionalism and productivity. (3) The religious sector, by encouraging Muslims to pay zakat and infaq as well as sadaqoh to BMT, will then be transferred to ZIS (Zakat, Infaq and Sadaqah) to be given to people in need based on the principle of *Qardul Hasan* financing (loans without costs).

However, of the three BMT roles, the author found that there was something missing from the BMT roles above. This is also in line with the author found that the value of strengths—weakness (2.53-0.58): 2 = 0.98, while opportunities (1.50) – Threats (1.14): 2 = 0.18. If you use the SWOT analysis quadrant graphic, the position of clean water source management is in quadrant I, which means it is good for the continuation of clean water management in Pesangrahan Village.



The main thing that must be done to improve and maintain clean water management is promotion. There are several steps that can be used by BMT Tunas Harapan Syantara in carrying out promotions: advertising, sales promotion, personal selling, direct marketing (direct selling), and public relations. As far as the author knows, the promotion of Pamdus Kompak Besopok only uses a public relations promotion strategy, namely by telling stories between members to other people who don't know yet. This of course will result in a less significant user level.

Therefore, BMT must consider alternative promotional strategies, such as advertising. According to (Hermawan, 2012), this strategy is almost the same as other marketing strategies, namely a continuous process consisting of three important stages: planning, implementation and control. Although the planning stage is often considered the most important stage, each stage remains critical to the success of the strategy. In the advertising strategy stage, the following things must be done: 1) Prepare: SWOT analysis of the product and advertising plan to be made; 2) Create: Create and carry out trials of serving advertisements to see people's reactions; 3) Check: Control the advertisements displayed, review public response, sales levels and other factors influenced by advertisements; and 4) Action: After controlling and evaluating

advertising deficiencies, the final action is Apart from that, BMT and the Pamdus Kompak Besopok management also need to design another promotional model, namely, sales promotion. "Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and/or increase the number of goods purchased by customers (Hermawan, 2012). There are several sales promotion techniques according to Oentoro (2012) that are applied to attract consumers: Point of purchase, Coupons, Price-off Deals, Premium and Advertising Specialties and Contest and Sweeptakes.

Some of these promotional strategies can be an option for BMT and the Pamdus Kompak Besopok management in choosing good promotional media for the continuity and development of clean water management. Apart from that, direct sales or direct selling is also experiencing rapid growth in the twenty-first century. This is due to advances in technology, more people using credit cards, and increased individualization marketing practices, which depict customers as individuals. So far, direct sales have grown rapidly in the areas of non-retail stores, food and beverage, insurance, property, health and repair services, and clean water supply.

## CONCLUSIONS

Strengths—weakness values (2.53-0.58):  $2 = 0.98$ , while opportunities (1.50) – Threats (1.14):  $2 = 0.18$ . If you use the SWOT analysis quadrant graphic, the position of clean water source management is in quadrant I, which means it is good for the continuation of clean water management in Pesanggrahan Village. The further strategy that must be carried out is promotion, whether using advertising, sales promotion, personal selling, direct marketing (direct selling), and public relations. At this stage, BMT Tunas Harapan Syantara not only plays a role in providing development funds, but it must also play a role being active in carrying out these promotions, so that Pamdus Kompak Besopok is better known to the public and can be used on a wider scale.

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