

# Sustainable Development through the Z-Chicken Baznas Initiative: A Community-Based Approach in South Tangerang City

Taufik Setyudin

Sekolah Tinggi Agama Islam Al Hikmah 2

Email: [taufiksetyudin@staialhikmahdua.ac.id](mailto:taufiksetyudin@staialhikmahdua.ac.id)\*



p-ISSN: 2808-9529 (Printed)  
e-ISSN: 2808-8816 (Online)

Jurnal Ilmu Sosial Indonesia (JISI)  
<http://journal.uinjkt.ac.id/index.php/jisi>  
VOL. 4, NO. 2 (2023)

Page: 72 – 78

#### Recommended Citation (APA Style):

Setyudin, T. (2023). Sustainable development through the Z-Chicken Baznas initiative: A community-based approach in South Tangerang City. *Jurnal Ilmu Sosial Indonesia (JISI)*, 4(2), 72 – 78.

<https://journal.uinjkt.ac.id/index.php/jisi/article/view/37127>

#### Available at:

<http://journal.uinjkt.ac.id/index.php/jisi/article/view/37127>

#### Article History:

Received 03 Jun 2023

Accepted 09 Juli 2023

Available online 31 Desember 2023

\* Corresponding Author



This is an open access article under CC-BY-SA license  
© Copyright Attribution-Share Alike 4.0 International  
(CC BY-SA 4.0)

**Abstract.** This research aims to find out the manifestation of economic independence within the community through the Z-Chicken program of Baznas in South Tangerang City. The program is considered as one of the efforts to enhance the welfare of the community. The research method employs a qualitative approach, involving the study of data and documents related to the Z-Chicken program of Baznas in South Tangerang City. Qualitative methods are deemed the most appropriate approach to gather information regarding the improvement of economic independence within the community through the Z-Chicken program of Baznas in South Tangerang City. The study of the Z-Chicken program in South Tangerang as an initiative to enhance the economic independence of the community reveals sustainable impacts, such as transforming beneficiaries into contributors. The presence of this empowerment program should be expanded in its reach. Furthermore, regular mentoring for beneficiaries who have gained from the Z-Chicken program in South Tangerang is essential for program evaluation and development.

**Keywords:** Economic Independence, Z-Chicken Program, Baznas, Kota Tangerang Selatan, Mustahik, Muzakki.

**Abstrak.** Penelitian ini memiliki tujuan untuk mencari tahu wujud dari kemandirian ekonomi masyarakat melalui program Z-Chicken Baznas Kota Tangerang Selatan. Program tersebut merupakan salah satu upaya dalam rangka meningkatkan kesejahteraan masyarakat. Penelitian ini menggunakan pendekatan metode kualitatif, yaitu dengan cara mempelajari data dan dokumen yang berhubungan dengan Program Z-Chicken Baznas Kota Tangerang Selatan. Metode kualitatif ini dianggap sebagai pendekatan yang paling tepat untuk menggali informasi mengenai peningkatan kemandirian ekonomi masyarakat melalui program Z-Chicken Baznas Kota Tangerang Selatan. Penelitian program Z-Chicken Baznas Tangsel sebagai upaya peningkatan kemandirian ekonomi masyarakat, ternyata dapat memberikan dampak yang berkesinambungan, salah satunya mengubah mustahik jadi muzakki. Keberadaan program pemberdayaan ini harus lebih diperluas jangkauannya. Dan adanya mentoring secara berkala terhadap mustahik yang telah menerima manfaat dari program Z-Chicken Baznas Tangsel sebagai bahan evaluasi dan pengembangan program.

**Kata Kunci:** Kemandirian Ekonomi, Program Z-Chicken, Baznas Kota Tangsel, Mustahik, Muzakki.

## INTRODUCTION

One of the main parts in building a country into a developed country is the economy. Because the economy is said to be the main benchmark in development. However, in fact developing countries that are endowed with abundant natural resources are not always accompanied by good economic growth, of course, this will also have an impact on the absence of guarantees of a prosperous life or in other words, there are still many people who live in an economy of poverty.

This case of poverty is a problem in various countries, because it is not easy to reduce poverty quickly or generally decrease by 2% in one year. Therefore, to reduce poverty in a country requires good planning from various systematic levels, starting from the national to the regional level (Girsang, 2011).

Towards a prosperous family, in Indonesia it has been regulated in Law No. 10 of 1992 concerning Population Development and Prosperous Family Development. Based on this regulation, the benchmark of poor families in Indonesia is at least 240–320 kg of rice per year for rural areas and 360–480 kg of rice per year for urban areas (Iskandar, 2012).

One of the cities that attracts attention in terms of population poverty is the city of South Tangerang, Banten Province. As a satellite city of the capital city of Jakarta, of course, the rotation of the wheels of the economy should be faster than other regions. This is seen from the many business sectors that have indeed touched all levels of society in South Tangerang City. Reporting from the Central Statistics Agency (BPS) in 2019, the number of poor people in South Tangerang City was 29,160 people, increasing significantly in 2020 to 40,990 people. It increased again in 2021 to 44,570 people, tending to be the same in 2022 to 44,290 people. It can be seen, in this data in the 2019-2022 period, the poverty rate in the South Tangerang area tends to increase. Referring to Keynes's theory (1936) in Sugianto (2022), related to the problem of poverty in South Tangerang City, it arises because of the alignment with the theory of "poverty in the *midst of plenty*" which means poverty in the *midst of* abundance, this theory is explained by Keynes in his interpretation Endogenous instability allows and sees that the unfettered functioning of labor and capital markets instills strong market clearing tendencies. Keynes's emphasis on the inability of the system to make automatic adjustments was the cause of the imbalance between public consumption and the production of public demand, giving rise to inequalities that drove marginalized groups.

Therefore, actions and programs are needed to overcome the problem of increasing poverty in South Tangerang City, this is in accordance with the mandate of Law No. 24 of 2004 concerning Poverty which mandates the Government from the national to regional levels to be responsible for alleviating poverty, to achieve social welfare for the community. One of them is with the economic independence program. According to Chotib (2023), independence is the spirit of responsibility for one's own ability to bring changes to economic, social and other aspects from previously still dependent to not dependent on anyone. *Economic self-sufficiency* or economic independence is a paradigm of political economy that is currently part of what is currently believed by certain groups as an effort to achieve community welfare. Economic independence is one of the efforts to achieve the adequacy of the most basic living needs of the community, both of which are emphasized in food, clothing, health facilities and others. Currently, the concept of economic independence is applied as an alternative to the hope of achieving a society on a micro scale to become "prosperous" in the midst of global markets and liberalization (Yuliantri, 2021).

Regulation of the Minister of Home Affairs of the Republic of Indonesia No. 7 of 2007 Article 8 concerning Community Empowerment Cadres defines economic independence as a review of building oneself together or in a group to achieve a prosperity in the life of the individual or community group. According to Astuti (2021), economic independence is an action in creating a prosperous society and being able to build its own economy without involving the government as an aid worker. Independence is a condition in which a person has psychosocial abilities, this is reflected in actions without any pressure from any party, does not depend on the abilities of others, is not affected by his environment, and has too much in managing his own needs (Nurhayati, 2011). According to Kartono (2007), independence is the ability to stand alone in all actions and with courage to be responsible for all behavior in order to fulfill their own obligations and needs. The opinion that is said to bring independence is a person's behavior is able to realize his own initiative, has the ability to overcome obstacles, and has self-confidence and can take action without the help of others (Maryam, 2015).

Meanwhile, economic independence, according to economic observers from the *Institute for Development of Economics and Finance* (INDEF) Avilliani (2023), is defined as a group of people in a nation with the ability to make their own economic wheels without having to stand idly by with any agency. Community economic independence can be interpreted as a condition where the population of

an area already has economic resilience and does not depend on others. In the context of this economic independence, the community is able to develop its ability which is realized by building and running its own business. Z-Chicken is a community economic empowerment program. Z-Chicken is one of the flagship programs launched by the Badan Amil Zakat Nasional (Baznas Tangsel, 2023a). Z-Chicken's funding itself is the result of collecting zakat received by Baznas and then donated in the form of empowerment programs. Basically, the implementation of zakat distribution can be divided into 4 (four) models, namely: **First: traditional consumption**, zakat is given to *mustahik* to be used to meet the needs of life; **Second: creative consumption**, zakat is given to *mustahik* to meet other consumptive needs (example: scholarships, building school infrastructure); **Third: traditional productive**, zakat given with a productive goods assistance model (for example: providing animal assistance to be farmed so that it breeds, work tools to support business); **Fourth: creative productive**, zakat distributed as a form of capital in the business world (Huda, 2019).

According to Edi Suharto (2005), the distribution of zakat in productive form is closely related to efforts to empower *mustahik*. Empowerment in this case is a policy or action to achieve the goal of making the meiskin community a prosperous society. With various efforts such as helping, motivating, and increasing awareness of its potential. This program can be called traditional productive assistance, where zakat is given under the productive goods assistance model. The Z-Chicken program in the business world is known as Micro, Small and Medium Enterprises (MSMEs). Z-Chicken is called MSMEs because it is very clear as stated in Law No. 20 of 2008 concerning Micro, Small and Medium Enterprises is a productive business owned by individuals and/or individual business entities with a net worth of at most Rp. 50,000,000,000 (*fifty million rupiah*). The wealth does not include land and buildings for business premises.

**Table 1. Micro, Small and Medium Enterprises Category\***

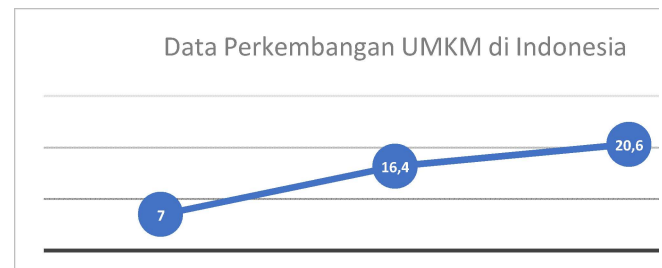
Category	Business Capital	Annual Sales Results
Micro	up to Rp. 1.000.000.000	up to Rp. 2.000.000.000
Small Business	More than Rp. 1.000.000.000 to Rp. 5.000.000.000	more than Rp. 2.000.000.000 to Rp. 15.000.000.000
Medium Enterprises	more than Rp. 5.000.000.000 to Rp. 10.000.000.000	more than Rp. 15.000.000.000 to Rp. 50.000.000.000

\*Remarks: Business capital does not include land and buildings for business premises.

Source: Directorate General of Wealth Negara <https://www.djkn.kemenkeu.go.id/>

Based on the development of MSMEs in Indonesia is expanding and growing quite rapidly, based on data from the Ministry of Cooperatives and SMEs until now the number of MSMEs has reached 65.46 million. And those that have been digitally recorded or that enter the digital ecosystem reach 20.26 million businesses (Rizaty, 2022). The following is a graph of MSMEs entering the digital ecosystem from 2020 to 2022 (Figure 1):

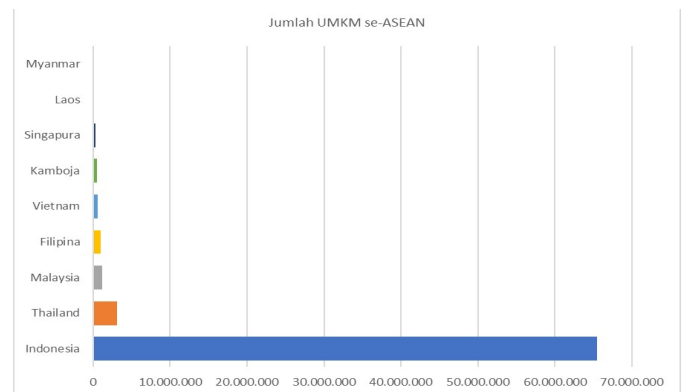
**Figure 1. Number of MSMEs 2020 – 2022 and Netted in Indonesia's Digital Ecosystem**



Source: Ministry of Cooperatives and SMEs

According to the ASEAN Investment Report, Indonesia has the most MSMEs in ASEAN (Ahdiat, 2022). The report states that the number of Indonesian MSMEs in 2021 reached around 65.46 million. And that number is much higher compared to neighboring countries (as shown in the graph of Figure 2). The following is the graph of MSMEs released by the ASEAN Investment Report:

**Figure 2. The Highest Number of Indonesian MSMEs in ASEAN**



Source: ASEAN Investment Report

Meanwhile, the number of Tangsel MSMEs (Table 2) based on scale and type that grow and develop in South Tangerang City, are as follows:

**Table 2. Number of MSMEs by Scale and Type in South Tangerang City in 2021**

Kind	Micro	Small	Intermediate	Sum
Automotive	3781	107	16	3904
Accommodation	9644	126	2	9772
Expedition	100	57	2	159



Electronic	1219	47	4	1270
Pharmacy	538	37	4	579
Furniture	1087	32	18	1137
Mobile Counter	2900	57	1	2958
Creative	325	19	0	344
Culinary	54804	460	44	55308
Education	1457	87	7	1551
Care/Health	2949	102	6	3057
Fishing	738	17	0	755
Agriculture	119	2	4	125
Vegetables / Fruits	4166	33	2	4201
Transportation	3166	103	2	3271
Fashion	2906	22	14	2942
Convection	954	15	3	972
Grocery Stores	36553	1066	47	37666
Accessories / Craft	543	6	1	550
Other Services	14014	2822	140	16976

Source: Cooperative Office, Small and Medium Enterprises

In the "Business Profile of Micro, Small and Medium Enterprises (MSME Profile)" it is explained that MSMEs have a very important and strategic role in national economic development. Even MSMEs also have a positive impact on economic growth and employment and play a role in distributing development results. If you look back when Indonesia experienced a crisis in 1997-1998, it turns out that the existence of MSMEs was able to stand strong even though the situation in the monetary crisis situation tensed Indonesia (LPPI & BI, 2016).

Therefore, the existence of MSMEs that have such a large contribution to the pace of economic development in Indonesia. So specifically, Z-Chicken MSMEs not only have a positive impact on the welfare of the people who benefit from the program. If the program can run well and develop, it can provide wider benefits, one of which is the creation of new jobs.

## METHOD

This research uses a qualitative method approach, namely by studying data and documents related to the Z-Chicken Baznas Program in South Tangerang City. Qualitative method is an approach that observes social conditions and behaviors that occur in their environment, and interacts directly with them (Nasution, 1988). And the qualitative approach is considered the right approach to explore information about increasing the economic

independence of residents through the Z-Chicken Baznas program in South Tangerang City.

## RESULT AND DISCUSSION

Z-Chicken is one of the leading economic empowerment programs implemented by the Badan Amil Zakat Nasional of South Tangerang City (Baznas Tangsel). In fact, Z-Chicken is an economic empowerment program by partnering with the community in the culinary sector and products marketed in the form of crispy chicken (Baznas RI, 2023). Communities that want to partner are not 100% funded by Baznas, Z-Chicken is sold to partners in the form of cart outlets at affordable prices. That way, in all walks of life who want to open a business can easily make it happen.

Figure 3. Stages of the Z-Chicken Program



The mainstay product of Z-Chicken is crispy chicken with distinctive spices and has its own uniqueness. Z-Chicken's partners should also form a business group in hopes of building a distribution network. With this distribution network, the business will automatically be easier to develop and the products sold become sold in the market. On the other hand, the formation of a distribution network, namely as a control of product quality both from taste, promotion, and service.

The Z-Chicken program, specifically the Baznas of South Tangerang City, has been successfully realized or distributed to 30 *mustahik* spread across Pondok Aren District, North Serpong District, Serpong District, Ciputat District, and Setu District. Seeing that the current number of distributions is not too much, at least with an even distribution of locations, it can attract other people to flock to become partners.

According to the Head of Deputy Head III for Distribution, it is said that the Z-Chicken Program is an economic empowerment program in South Tangerang City and the priority of the program is people who are classified as underprivileged. So, people who previously had difficulty in entrepreneurship and did not have adequate skills,

did not even have access to capital to improve the family's economic level. So, with this program, people can easily have businesses with limited capital (Baznas Tangsel, 2023b).

*"Alhamdulillah, we can all be in good health to be able to carry out this friendship as well as hospitality for the recipients of this Z-Chicken."*

As a form of assistance to the community who become partners get technical direction procedures from the initial stage to the end. This assistance is carried out so that *mustahik* can run this business as well as possible and be able to produce fried chicken with a taste according to the standards of Z-Chicken Baznas RI.

In addition to getting training, mentoring is not only limited to theory or training. However, all partners get a cooking demo practice directly guided by the Chef. And the assigned Chef will direct partners who are practicing cooking demonstrations to season chicken flour and how to fry chicken that can produce crispy skin of the highest quality.

According to *mustahik's* confession in a visit packaged in friendship, this program has a very positive impact on the recipients (Baznas Tangsel, 2023b).

*"By receiving Z-Chicken's assistance, it really helped us in developing our business from the beginning, we have all been facilitated in helping sales storefronts, sales materials and packing places. And with such a strategic location, it can improve the economy for our family."* Z-Chicken Recipient Statement.

The existence of the Z-Chicken program as Baznas' flagship program to realize independence and improve community welfare, of course, there are clear target outcomes and outputs.

**First, Outcome:** 1) Increased income of Z-Chicken Partners from micro and small enterprises; 2) Increasing the skill capacity of micro and small businesses. **Second, Output,** 1) Distribution of business capital assistance funds for partner businesses; 2) Increased product diversification, product quality, and sales; 3) Increased ownership of productive assets of target partners; 4) Building a business ecosystem with partners; 5) Increasing the *hard* skill capacity of partners in the field of micro and small enterprises ; 6) Increasing the soft skill capacity of partners in the field of micro and small enterprises.

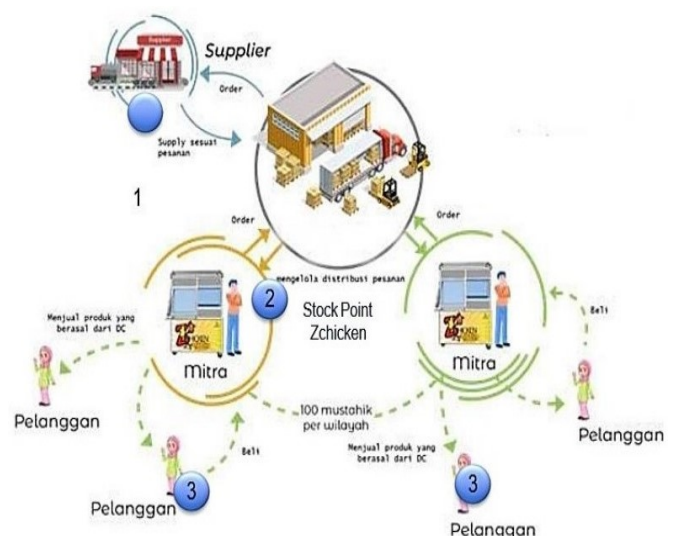
This program still requires a long-term development plan, namely by building *mustahik's* Z-Chicken business ecosystem from upstream to downstream, namely developing chicken farming

businesses and building chicken slaughterhouses, and distribution centers. The importance of building a *mustahik* joint venture corporation in preparing raw materials and product quality standards. And build a Z-Chicken franchise to expand the marketing network.

### Business Scheme

Based on the business scheme clearly illustrated in Figure 4, **First**, Cooperate with marinated chicken *supplier* vendors , sauces, and packaging: 1) synergize with suppliers related to the use of financial recording platforms for Z-Chicken Partners; 2) Cooperate with online buying and selling platforms or digital platforms; 3) Cooperate with marinated chicken supplier vendors as the person in charge of maintaining the quality of Z-Chicken partner products. **Second, Stock Point (SP)** is a distribution unit owned by Z-Chicken partners who are present in each program area: 1) SP can be formed by POROZ (c/g BAZNAS Program Implementer) and suppliers or utilize existing SP from suppliers; 2) SP manages the supply of sales needs of at least 30 ZChicken Partners; 3) SP can play an independent role in selling frozen raw materials to other consumers. **Third, Sales rules:** 1) Z-Chicken Partners are only allowed to sell goods originating from Stock Point; 2) The distribution of Z-Chicken Partners within the scope of one Stock Point is not too far away to facilitate distribution; 3) Z-Chicken partners conduct business in accordance with Stock Point Standard Operating Procedures (SOPs). **Fourth, Cooperatives** as the big house of Z-Chicken business processes: 1) Cooperatives exist as a form of program independence in a sustainable manner.

**Figure 4. Z-Chicken Baznas RI Business Scheme**



### Z-Chicken Business Scheme

Based on Z-Chicken's business scheme clearly illustrated in Figure 4, **First**, chicken farms and chicken slaughterhouses (RPA) can work together

locally in the program area. **Second**, the production house operates with supervision and quality control from central management. **Third**, Stock Point can cooperate with suppliers for the sale of Z-Chicken business supporting materials such as sauces, packaging, cooking oil. **Fourth**, Z-Chicken Partners are required to purchase sales raw materials from Stock Point, to obtain uniformity in product quality standards.

**Figure 4. Z-Chicken Baznas RI Business Scheme**



### Intervention Scheme

Interventions carried out in the Z-Chicken program, namely: **First**, Z-Chicken Partner Recruitment: 1) Carrying out the assessment process to partners carried out in terms of asnafan, effort, and commitment of partners who are asked for willingness to follow Z-Chicken Business SOPs. 2) Priority scale partners who already have Fried Chicken business experience. **Second**, provide training, and intensive mentoring: 1) Training is provided in the form of production management to business development; 2) SP Z-Chicken team conducts quality control periodically to partners. **Third**, Business Development: 1) One of the encouraged developments is the variety of partner businesses by building mini restaurants; 2) Mini restaurant is Z-Chicken's business level with a larger place and allows for dine-in (*dine-in*). Z-Chicken partners who have achieved good targets, can take advantage of access to capital outside Baznas, one of which is banking cooperation.

**Figure 5. Mustahik Assessment Principles (Z-Chicken Partners)**



## CONCLUSION

Baznas Kota Tangerang Selatan with real efforts has implemented a community economic independence program through the Z-Chicken program. Z-Chicken is a traditional productive aid distribution program to *mustahik* or Z-Chicken partners in the form of fried chicken businesses. The assistance provided to *mustahik* is in the form of complete facilities and *mustahik* is ready to run a business. With this empowerment program, *mustahik* became more independent and able to turn into *muzakki*.

## REFERENCE

- Ahdiat, A. (2022). *Indonesia Has the Most MSMEs in ASEAN, how is Its Competitiveness?* DataBox Katadata. <https://databoks.katadata.co.id/datapublish/2022/10/11/indonesia-punya-umkm-terbanyak-di-asean-bagaimana-daya-saingnya>
- Astuti, S. A. D. (2021). Independence Economics Community Village Based Utilization Assets Productive at Kabupetan Mojokerto. *Journal R&D Policy*, Vol. 15, No. 2.
- Avilliani. (2023). *The Identity of the Nation Lies in Economic Independence*. UIN Syarif Hidayatullah Jakarta (UIN Online). <https://www.uinjkt.ac.id/avilliani-jati-diri-bangsa-terletak-pada-kemandirian-ekonomi/>
- Baznas RI. (2023). *Z-Chicken Program Materials*. <https://fliphtml5.com/zpdkk/kkvq/basic>
- Baznas Tangsel. (2023a). *Community Economic Empowerment Through C-More Chicken*. Badan Amil Zakat Nasional (BAZNAS) South Tangerang City. [https://kotatangerangselatan.baznas.go.id/news-show/Launching\\_ProgramZ-chickenTahun2022/628](https://kotatangerangselatan.baznas.go.id/news-show/Launching_ProgramZ-chickenTahun2022/628)
- Baznas Tangsel. (2023b). *Z-Chicken Merchant Gathering*. [https://kotatangerangselatan.baznas.go.id/news-show/Silaturrehmi\\_SaudagarZ-Chicken/1166?back=https://kotatangerangselatan.baznas.go.id/news-all](https://kotatangerangselatan.baznas.go.id/news-show/Silaturrehmi_SaudagarZ-Chicken/1166?back=https://kotatangerangselatan.baznas.go.id/news-all)
- Chotib, M. (2023). *Endowments and Economic Independence of the Ummah*. Yogyakarta: Diva Press.
- Girsang, W. (2011). *Multidimensional Poverty on Small Islands*. Ambon: Pattimura University Press.
- Huda, N. (2019). Mustahik Economic Empowerment in Lazismu Surakarta. *SUHUF*, 31(2), 161–178. <https://journals.ums.ac.id/index.php/suhuf/article/view/9042>
- Iskandar. (2012). *A New Paradigm of Poverty Benchmarking: A Study Toward the Use of a Single Indicator*. Bogor: IPB Press.



- Kartono, K. (2007). *Child Psychology*. Mandar Forward.
- Indonesian Banking Development Institute (LPPI) and Bank Indonesia (BI). (2016). *Business Profile of Micro, Small and Medium Enterprises (MSMEs)*. MSME Development Department (DPUM).  
<https://www.bi.go.id/id/umkm/penelitian/Pages/Profil-Bisnis-UMKM.aspx>
- Maryam, S. (2015). *Learning Independence*. New Ray.
- Nasution, S. (1988). *Qualitative naturalistic research methods*. Tarsito.
- Nurhayati, E. (2011). *Guidance, Counselling, and Innovative Psychotherapy*. Student Library.
- Rizaty, M. A. (2022). *20.76 million MSMEs in Indonesia Enter the Digital Ecosystem in 2022*. Indonesia Data.  
<https://dataindonesia.id/ekonomi/detail/2076-juta-umkm-di-indonesia-masuk-ekosistem-digital-pada-2022>
- Regulation of the Minister of Home Affairs of the Republic of Indonesia No. 7 of 2007 Article 8 concerning Community Empowerment Cadres.
- Sugianto. (2022). Analysis of Factors Affecting Poverty Rate in Banten Province. *Sibatik Journal*, Vol. 1, No. 4.
- Suharto, E. (2005). *Building Society, Empowering People, Strategic Study of Social Welfare Development & Social Work*. PT. Refika Aditama.
- Law No. 24 of 2004 concerning Poverty.
- Yuliantri, R. D. A. (2021). Tracing the Discourse of Economic Independence in Indonesia. *Journal of Education and History*, Vol. 7, No. 1.