

ABSTRACT

Hasan, M. Nur. 2013. THESIS. The Effectiveness of Program Zakah, Infaq, Shadaqah (ZIS) Implementation in Improving Corporate Image (Study on BMT MMU Sidogiri).

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Keywords : Effectiveness, Zakah, Infaq, Shadaqah, Corporate Image.

Corporate social responsibility program is very important to be implemented because it gives a balance among company, society, and environment. It also builds the corporate image and helps the company's development on an ongoing basis for a long term.

This study aims to examine the implementation of Zakah, Infaq, and Shadaqah (ZIS) program conducted by BMT MMU Sidogiri, as well as to measure the effectiveness of its implementation in improving Corporate Image of BMT MMU Sidogiri.

The results of this study show that the implementation of ZIS program in BMT MMU Sidogiri is able to improve communication and good relationship between the company and its stakeholders. In addition, the application of ZIS program has been effective in improving corporate image. It can be seen from the lack of conflict between the company and society, as well as the increasing volume of services product sales of BMT MMU Sidogiri. Based on the case, it is suggested for the company to implement social responsibility program because it supports the sustainability of the company on an ongoing basis.