

ABSTRACT

Islamic boarding schools are places to learn about Islamic Religious Education that are spread throughout Indonesia. Currently, there are 27.722 Islamic boarding schools with a total of 4.175.531 students. The function of Islamic boarding school as community empowerment, especially in terms of economy still requires further development. This is supported by data where there are still 63,27% of Islamic boarding schools that do not yet have a business unit. In fact, an Islamic boarding school has difficulty building business units, especially in fulfilling production facilities due to a lack of funds or capital. From the existing problems, the solution that can be given is to develop waqf application. In developing this application requires the design of a business model. Designing a business model for waqf application using the lean canvas method. The data needed in designing a business model of waqf application is secondary data derived from literature studies. After the data is collected, then next to the process of designing a business model. Next is the logic verification and risk identification. The proceed with the verification and design of the mock-up, then after the mock-up is designed, it will continue to the problem and solution validation process. The customer segments of this business model are Islamic boarding schools in Indonesia which are small type and the Indonesian people with problems faces from the Islamic boarding school perspective are the difficulty of planning and managing business unit management, the difficulty of procuring production facilities due to lack of capital, and a weak mindset to building economic independence from concept and spirit. While the problem faced from the community side are understanding of waqf based on consumptive waqf (land), limited access to information needs at Islamic boarding schools, and the waqf proceed from the community which is cut off when the waqf is finished. The unique value proposition is the ruangwakaf application as a step to obtain capital assistance for production facilities of Islamic boarding schools and the easiest step to waqf for the community. The solution offered is to use an application that has features endowments, buying and selling, consulting, reports, and education. The unfair advantage of this application is working with a team from the Indonesian Waqf Board (BWI) and entities from universities. The revenue streams originate from infaq of application users from wakif and business unit product sales commissions. The cost structure of ruangwakaf application are the cost of making and developing the application, information technology costs, legal costs, employee salaries, promotion, cloud service, maintenance, and tax. The selected key metrics are the number of application installs, the number of account registrations, the number of active users, and the retention rate. The channels used are social media, word of mouth, and event marketing.

Keywords: Pesantren, waqf application, business model, lean canvas