

Analysis of the Quality of Services Provided by the Sedekah Nasi Berkah (SNB) Program in Meeting the Needs of Beneficiaries in Jember Regency

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Keywords

social programs;
food needs;
beneficiary satisfaction

ABSTRACT

The Sedekah Nasi Berkah Program (SNB) is a long-term routine program implemented by the RIZKI Amil Zakat Institution by distributing boxes of rice to livelihood fighters on the streets of Jember Regency. The determination of respondents was taken according to the criteria for the SNB program, namely livelihood fighters, especially online pedicab and motorbike taxi drivers. Sampling was carried out at Kaliwates and Arjasa terminals because these locations met the criteria for asnaf. Before implementing this program, of course there were donors from the RIZKI amil zakat institution who always supported the running of this program. For implementation every Monday and Friday at lunch time or around 13.30 and after Friday prayers. This research aims to analyze beneficiary satisfaction with the SNB or Sedekah Nasi Berkah Program and evaluate obstacles in implementing the program. The approach used was descriptive quantitative with a survey of 13 respondents, the majority of whom worked as pedicab drivers with an average age of 61 years. The results show that 92% of respondents felt their food needs were met through this program. However, there are deficiencies in socialization, survey data shows that 53.8% of respondents did not know about the existence of the program before receiving assistance. Based on these findings, the research recommends increasing socialization, improving implementation time, and program sustainability strategies.

INTRODUCTION

Social development in Indonesia faces major challenges, particularly in efforts to alleviate poverty and meet the basic needs of vulnerable groups (Huraerah et al., 2026; Nugroho et al., 2021; Suryahadi et al., 2021; Widodo & Galang, 2019). One of the basic needs that is a primary focus is food, which is directly linked to people's survival. Social programs aimed at improving the well-being of the poor and underprivileged are expanding, including those focused on meeting food needs. These social programs are generally implemented by community-based organizations (CBOs) with the goal of improving community well-being.

Furthermore, HSO, as defined by Lendriyono (2017), is an organization focused on providing services to people. This organization carries out a social mission to serve the community based on the values of humanity, solidarity, loyalty, and togetherness. The RIZKI Zakat Management Institution has objectives that align with the principles of a Human Service

Organization (HSO) because both focus on service. However, RIZKI specifically manages zakat to support community welfare. Both are committed to improving the quality of life for the community by emphasizing the values of generosity and collaboration in achieving broader social goals (Hidyantari et al., 2025; Sa'adah & Roslan, 2022; Saputra, 2025).

RIZKI's initial programs focused on community empowerment providing skills training and business capital to community members with the goal of increasing their productivity and self-reliance (Faizi & Wardah, 2026; James, 2025; Karimah et al., 2025; Standsyah & Ramadhan, 2024; Sunarso et al., 2025). In addition, RIZKI's programs also focus on food provision, aimed at meeting their basic needs to ensure the community receives adequate nutrition. Through these efforts, RIZKI identified community needs to create a positive impact, particularly on the people of Jember. RIZKI also runs several programs, one of which is the Sedekah Nasi Berkah (SNB) Program, initiated by the RIZKI Zakat Management Agency in Jember Regency. This program aims to provide free boxed meals to highly vulnerable groups, such as pedicab drivers, online motorcycle taxi drivers, waste pickers, and others in similar occupations who often struggle to obtain adequate meals.

The SNB (Sedekah Nasi Berkah) program, run by the RIZKI Zakat Management Agency in Jember Regency, is part of an effort to empower communities and meet their basic needs, with the goal of reducing poverty in the region. By regularly distributing boxed meals on specific days, the program is expected to have a positive impact on the quality of life of its beneficiaries. However, although this program is fairly well-known, it is important to evaluate the quality of service provided by the agency managing the program, as well as the extent to which it is able to meet the food needs of its target community (Elbehiry et al., 2023; Lecoutere et al., 2023; Sundareswaran et al., 2024).

On the other hand, meeting food needs is a key aspect of achieving social well-being. Social programs aimed at addressing poverty and food security, such as the SNB, play a strategic role in fostering sustainable social resilience. The quality of service in social assistance programs significantly influences the sustainability of these programs, both in terms of improving the quality of life for beneficiaries and in achieving the program's objectives (Ramadhani and Cahyani 2023).

In this study, the quality of service provided by the SNB program will be analyzed with a focus on several key indicators: first, reliability in managing food distribution; second, responsiveness to beneficiaries' needs; and third, beneficiaries' satisfaction with the services provided. Thus, this study aims to evaluate the extent to which the quality of service provided by this program influences the fulfillment of beneficiaries' food needs in Jember Regency.

Research on service quality in this social assistance program is crucial because, in addition to providing a deeper understanding of the program's successes and shortcomings, the results of the analysis can also offer recommendations for future program improvements. Amid increasingly complex economic challenges, service quality in social assistance programs such as the SNB is becoming increasingly important in efforts to achieve sustainable food security and community empowerment.

As research in the field of service quality has progressed, many studies have examined the relationship between service quality and beneficiary satisfaction in the context of social programs. According to Dewi and Saraswati (2021), good service quality can increase beneficiary satisfaction, which in turn enhances the program's effectiveness in achieving its

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social objectives. Another study by (Ramadhani and Cahyani 2023) states that service quality in social assistance programs is closely related to program sustainability; that is, satisfied beneficiaries tend to be more involved in supporting the program's continuation.

Against this backdrop, this research aims to evaluate the quality of service provided by the Sedekah Nasi Berkah Program in meeting the food needs of beneficiaries in Jember Regency, as well as to provide a clearer picture of the program's impact on community well-being. This research is significant for several reasons. First, it provides empirical evidence that can help the RIZKI Amil Zakat Institution refine and improve the SNB program to better serve its target community. Second, it contributes to the broader academic discourse on service quality in community-based social programs. Finally, the findings may offer valuable insights for policymakers and other organizations seeking to design or evaluate similar food assistance initiatives. By understanding both the successes and shortcomings of the SNB program, stakeholders can work together to enhance its impact on the well-being of vulnerable groups in Jember Regency.

METHOD

This research employed a quantitative method. The research was conducted in accordance with the field conditions at the time. The research design used to analyze the Sedekah Nasi Berkah (SNB) Program through a survey employed a descriptive quantitative approach; aimed to describe the situation and effectiveness of the program in meeting the food needs of people struggling on the streets of Jember Regency, to gather information or opinions from beneficiaries through a series of questions, and to evaluate the satisfaction, influence, and impact of the implementation of the Sedekah Nasi Berkah (SNB) Program. Based on the survey, there were 130 respondents, the majority of whom were pedicab drivers. The majority of respondents were male, with an average age of 61 years.

The sampling technique used was purposive sampling, a method believed to represent a specific population. The sample for the Beneficiary Satisfaction Survey on the Distribution of the SNB (Sedekah Nasi Berkah) Program at the RIZKI Zakat Collection Agency consisted of 130 (one hundred thirty) respondents spread across several locations in the Kaliwates area of Jember Regency. The criteria for respondents' beneficiaries of the Sedekah Nasi Berkah (SNB) Program included pedicab drivers, motorcycle taxi drivers, and public minibus drivers located at two sites: the Arjasa and Kaliwates terminals. There were specific reasons behind the decision to select the target areas for the "Blessed Rice Alms" (SNB) Program beneficiaries, as the organization assessed that these areas met the ASNAF criteria namely, the destitute, the poor, and travelers. Another reason is that the office has established regional distribution guidelines for Jember Regency, dividing the area into western, eastern, northern, and southern zones; However, distribution of the "Sedekah Nasi Berkah" (SNB) Program in northern and eastern Jember has not yet been completed that month. Consequently, the distribution was directed to areas along Gadjah Mada Street and the Arjasa Terminal; furthermore, both of these areas also meet the eight ASNAF criteria.

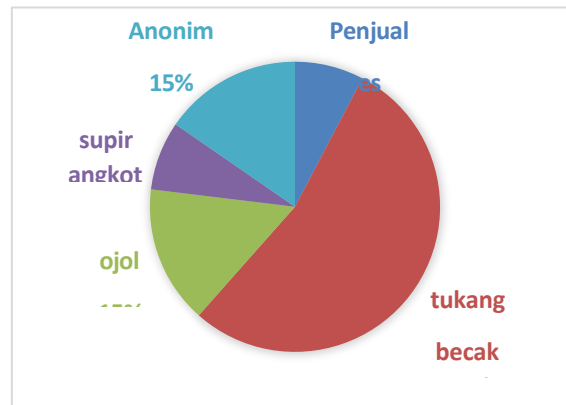


Figure 1. Beneficiary Employment Index
Source: Primary Data, Processed

Age	30	48	53	53	57	60	62		67	70	70	71	72	75
	Average age: 61 Year													

Figure 2. Percentage of Beneficiaries by Age
Source: Primary Data, Processed

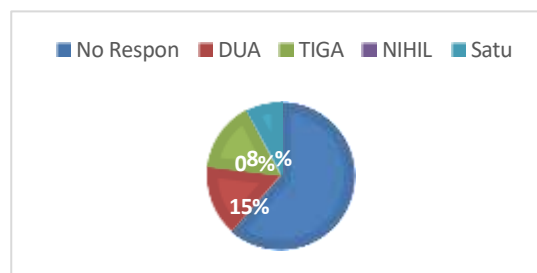


Figure 3. Number of Family Dependents
Source: Primary Data, Processed

RESULTS AND DISCUSSION

Public Awareness of the “Sedekah Nasi Berkah” Program Organized by the RIZKI Foundation

The measurement of the public's awareness of the Sedekah Nasi Berkah (SNB) Program is based on the extent to which the public is aware of this program. The assessment of this indicator can be seen in the diagrams below:

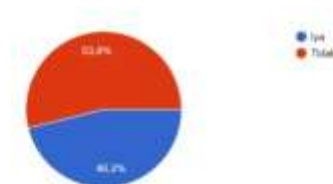


Figure 4. Percentage of the Public Aware of the SNB Program
Source: Primary Data, Processed

Based on the data above, it was found that 53.8% of the 130 respondents were unaware of the Sedekah Nasi Berkah (SNB) program run by the RIZKI organization. This means that the majority of beneficiaries are still unaware of the programs offered by RIZKI, particularly the Sedekah Nasi Berkah (SNB) program. This data clearly indicates that the SNB program is still not widely known among the public. Some respondents were aware of the Sedekah Nasi Berkah program from RIZKI's vehicles because of the “ Providing More Value ” sticker.

Beneficiaries' Assessment of Breakfast Before Starting Their Daily Activities

This measurement assesses whether beneficiaries eat breakfast before starting their activities. This assessment is broken down into four elements, as shown in the table below.

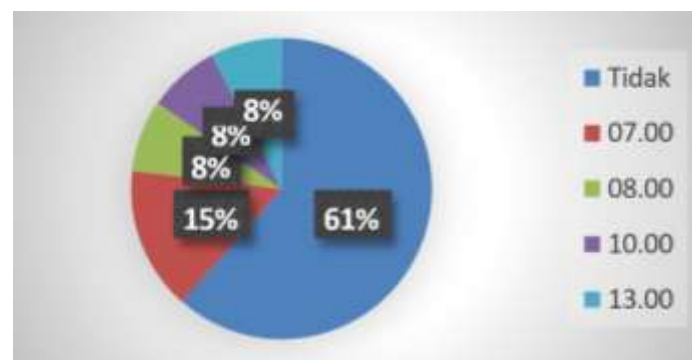


Figure 5. Percentage of Beneficiaries Based on Whether They Ate Breakfast Before Starting Their Activities

Source: Primary Data, Processed

The results of the survey show that approximately 61% of beneficiaries or more than 50% of respondents do not eat breakfast. In addition, the data indicates that 15% of respondents choose to eat breakfast at 7:00 am, while others answered 8:00 am, 10:00 am, and 1:00 pm. Compared to other percentages, the majority of beneficiaries prefer not to eat breakfast because they choose to eat during the day instead to reduce their significant food expenses.

A good breakfast can provide the energy needed to carry out daily activities and improve focus and concentration, thereby potentially enhancing the respondents' performance. The significant differences in breakfast habits among these respondents highlight the need for greater attention to the beneficiaries' dietary patterns especially for those who skip breakfast to support their health and productivity.

Beneficiary Assessment of Volunteer Behavior

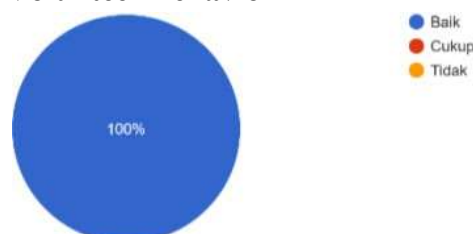


Figure 6. Percentage of Beneficiaries by Volunteer Behavior

Source: Primary Data, Processed

In this survey, 130 respondents evaluated the volunteers' behavior while distributing Sedekah Nasi Berkah. The majority of beneficiaries or 100% of respondents gave positive feedback on the volunteers' behavior during food distribution. These evaluations focused on the volunteers' politeness and friendliness during the distribution. The results of these evaluations are important for understanding how social interactions within this program can influence beneficiaries' perceptions of the aid they receive.

Percentage of Beneficiaries' Assessments Regarding the Quality of Food Provided by the RIZKI Institution

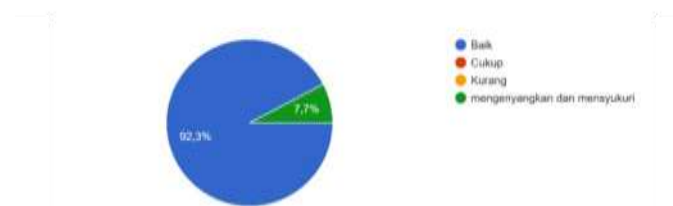


Figure 7. Percentage of Beneficiaries by Food Quality Provided
Source: Primary Data, Processed

The results of the above survey show that beneficiaries responded positively: 92% of the 130 respondents rated the food as “good,” and 7.7% of the 130 respondents stated that the Sedekah Nasi Berkah meals were filling. This indicates that the quality of the food provided by the RIZKI organization meets nutritional standards and can fulfill the nutritional needs of the beneficiaries. Good food quality not only affects the physical health of the beneficiaries but also their emotional satisfaction with the SNB program.

Percentage of Beneficiaries Who Believe This Program Can Improve the Quality of Their Food Supply

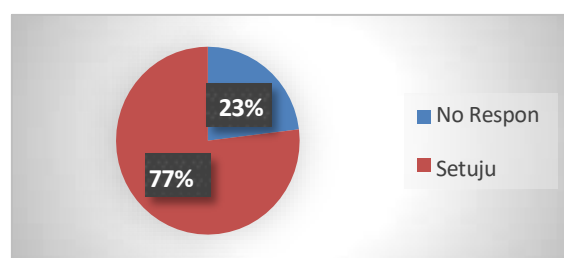


Figure 8. Percentage of Beneficiaries by Changes in the Quality of Food Needs
Source: Primary Data, Processed

The data above shows the results of an assessment of beneficiaries of the Sedekah Nasi Berkah program regarding the program's potential to improve the quality of respondents' food intake. The data indicates that 77% or the majority of respondents agree that this program has helped improve the quality of the food they consume.

This also indicates that the majority of beneficiaries of the Sedekah Nasi Berkah (SNB) program believe that the SNB program is effective in improving the quality of their food supply. Although a minority did not respond, overall, these results show strong support from respondents for the program's role in improving their quality of life, including in terms of food safety.

Percentage of Beneficiaries' Assessments Regarding Whether Their Food Needs at That Time Were Met

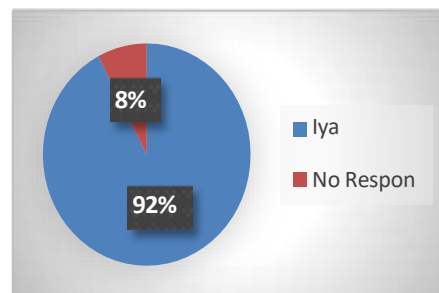


Figure 9. Percentage of Beneficiaries Regarding the Fulfillment of Food Needs Through This Program

Source: Primary Data, Processed

Based on the data collected, 92% of respondents answered "yes." This indicates that respondents feel this program helps meet their perceived food needs. The results of this questionnaire show that the majority of beneficiaries feel that the Sedekah Nasi Berkah program is able to help meet their food needs. Although 8% of beneficiaries did not respond, the fact that 92% of beneficiaries did indicate that the Sedekah Nasi Berkah assistance program is highly beneficial and effectively meets their food needs.

Percentage Assessment Beneficiaries Related to Whether or Not It Reduces Expenditures on Food Needs

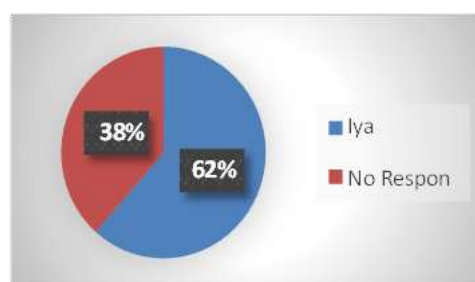


Figure 10. Percentage of Beneficiaries Based on Whether or Not They Received Assistance with Food Needs

Source: Primary Data, Processed

The data above shows the results of a questionnaire administered to beneficiaries of the Sedekah Nasi Berkah Program regarding whether or not their food needs were met on that day. A total of 62% of respondents answered "yes," indicating that the majority of beneficiaries believe the Sedekah Nasi Berkah Program helps them reduce their food expenses, given that

many respondents have dependents. If beneficiaries feel that the program has helped them, it can reduce their economic burden, allowing them to use their income to meet other needs and improve their well-being by providing a sense of security against hunger. However, those who do not feel helped believe that the assistance provided is insufficient to meet their overall needs.

Percentage of Beneficiaries Whose Needs Related to Quality of Life Can Be Met

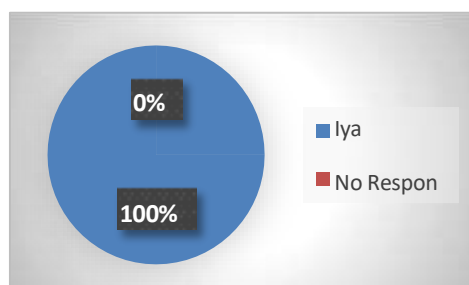


Figure 11. Percentage of Beneficiaries Regarding the Fulfillment of Your Quality of Life
Source: Primary Data, Processed

The data above shows that the percentage of beneficiaries who feel their well-being is met through the social assistance program falls into two response categories: 100% “Yes” and 0% “No response.” This indicates that all respondents who provided an answer felt that the Sedekah Nasi Berkah program met their well-being needs, while none chose not to respond. This indicates a high level of satisfaction among beneficiaries regarding the program's effectiveness in improving their well-being.

Percentage of Beneficiaries' Assessments Regarding the Appropriate Timing for Implementing This Program

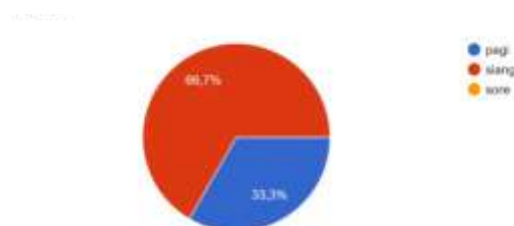


Figure 12. Percentage of Beneficiaries Based on Whether or Not They Received Assistance with Food Needs
Source: Primary Data, Processed

The data shows the results of respondents' answers regarding the appropriate time for distribution. A total of 60% of respondents chose the option of distribution during the day or around lunchtime, given that, as indicated by the data above, the majority of respondents chose not to eat breakfast first. Thus, respondents believe that distribution is best conducted during the day because it coincides with their break time.

Suggestions or Expectations from Program Benefits Regarding the SNB Program

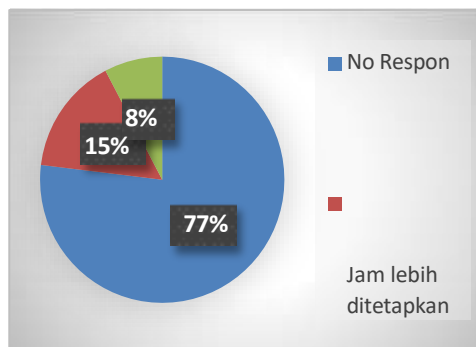


Figure 13. Percentage of Suggestions or Expectations from Program Benefits Regarding the SNB Program

Source: Primary Data, Processed

The data shows the results of responses from beneficiaries of the Sedekah Nasi Berkah Program regarding their suggestions and expectations for the program that has been implemented and distributed to beneficiaries. Among the beneficiaries who responded, 15% suggested that the program's operating hours be further specified. These suggestions and expectations were conveyed to the program staff during the implementation of the Sedekah Nasi Berkah (SNB) Program. Meanwhile, 77% of respondents did not provide feedback regarding suggestions and expectations for the future of the Sedekah Nasi Berkah Program, which was intended to be shared with the beneficiary respondents.

The results of this study show that the majority of respondents who are beneficiaries offered suggestions and expressed hopes regarding the future implementation of the Sedekah Nasi Berkah (SNB) Program. The majority of suggestions from beneficiaries focused on standardizing the distribution schedule or time each week, with the hope that beneficiaries would experience greater reliability in the distribution process. However, the data indicates that a larger percentage of respondents did not respond or did not provide suggestions or expectations regarding the program's future.

Beneficiaries' Perceptions of the Services and the “Sedekah Nasi Berkah” (SNB) Program at the RIZKI Institution

It is crucial to evaluate beneficiaries' perceptions of the services provided through the Sedekah Nasi Berkah (SNB) Program at the RIZKI Zakat Management Agency, as this can impact the program's sustainability and effectiveness. Based on the survey results, the majority of respondents 100% gave positive ratings of the behavior of the volunteers involved in this program. This indicates that positive social interactions between volunteers and beneficiaries can increase beneficiary satisfaction and trust in the program.

According to Kotler and Keller (2016), customer satisfaction (in this context, beneficiary satisfaction) is influenced by beneficiaries' expectations regarding the products or services they receive. If the services provided meet or exceed their expectations, then satisfaction is achieved. In the context of the SNB, 92% of respondents felt that their food needs were met, indicating that the program succeeded in meeting beneficiaries' expectations.

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In addition, research by Ramadhani and Cahyani (2023) shows that good service quality is closely related to beneficiary satisfaction. In this regard, the quality of SNB services can be measured through several indicators, such as reliability in food distribution, responsiveness to beneficiaries' needs, and the empathy demonstrated by volunteers. Thus, beneficiaries' positive perceptions of SNB services can serve as an indicator of the program's success in achieving its objectives.

b. Measuring the SNB Service Index Based on Beneficiaries' Perceptions:

The service index in the Sedekah Nasi Berkah (SNB) Program can be measured using a quantitative approach that involves surveying beneficiaries. In this study, the indicators used to measure the service index include reliability, responsiveness, assurance, empathy, and tangibles, which are dimensions of the SERVQUAL Model.

This reliability indicator measures the extent to which the program can be relied upon to provide assistance consistently. Survey results show that beneficiaries feel the program is reliable, as reflected in their satisfaction with the timing and quality of the food provided. Then there is responsiveness, which refers to the program's ability to respond to beneficiaries' needs. In the survey, 53.8% of respondents admitted that they were unaware of the program's existence before receiving assistance, indicating a lack of outreach. Therefore, improving outreach and communication programs is essential to enhance responsiveness.

Next is the assurance related to the beneficiaries' trust and confidence in the program. In this regard, 92% of respondents felt that the food provided met nutritional standards, indicating that they felt safe and trusted the quality of the aid they received. Empathy, meanwhile, reflects the volunteers' attention and concern for the beneficiaries. The 100% positive rating from respondents regarding the volunteers' behavior indicates that SNB volunteers have demonstrated a high level of empathy, which contributes to the beneficiaries' satisfaction.

Physical evidence includes all elements that beneficiaries can see and experience, such as food packaging and distribution sites. Good food quality and appropriate packaging can enhance beneficiaries' positive perceptions of the program.

Based on the results of the service index measurements, it can be concluded that the Sedekah Nasi Berkah (SNB) Program has succeeded in providing good service to its beneficiaries, although there are still several aspects that need improvement, particularly regarding program outreach. This study aligns with the view of Lendriyono (2017), who states that evaluating service quality in social programs is crucial for enhancing the programs' effectiveness and sustainability.

The Impact of the Sedekah Nasi Berkah (SNB) Program on the Well-Being of Beneficiaries

The Sedekah Nasi Berkah (SNB) program not only focuses on meeting food needs but also has a broader impact on the well-being of its beneficiaries. Survey results show that 92% of respondents feel that this program helps meet their food needs, and 100% of respondents feel that their quality of life is improved through this program. This indicates that the SNB program contributes significantly to improving the quality of life of its beneficiaries.

According to Sen (1999), social welfare is measured not only in economic terms but also by an individual's ability to meet basic needs and realize their potential. In the context of the

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SNB, this program helps beneficiaries meet their food needs, which is a key aspect of achieving social welfare. With food assistance, beneficiaries can reduce their economic burden, allowing them to focus more on other activities that can improve their quality of life.

Research by Hasna et al. (2019) also shows that effective social assistance programs can improve people's well-being, especially for vulnerable groups. In this regard, the SNB program serves as a bridge to help low-income communities meet their basic needs, enabling them to participate more actively in society.

CONCLUSION

Based on research conducted on the Sedekah Nasi Berkah (SNB) Program at the RIZKI Institute, it can be concluded that this program plays a highly significant role in assisting low-income communities in Jember Regency. The study revealed that this program is effective in meeting the food needs and improving the quality of life of its beneficiaries, particularly pedicab drivers, ice cream vendors, and online motorcycle taxi drivers. The key findings indicate that the SNB program does more than simply provide food assistance; it also has a positive impact, ranging from meeting nutritional needs to reducing the financial burden on beneficiaries, as evidenced by 92% of respondents feeling that their food needs were met and 100% reporting an improvement in their quality of life. However, there is room for improvement, particularly in terms of program outreach, which remains insufficient, with 53.8% of respondents not yet fully understanding the program before receiving assistance. Based on the results of the research and analysis conducted, several recommendations are proposed to improve the effectiveness of the Sedekah Nasi Berkah Program. First, increasing program awareness is crucial, given that more than half of respondents were unaware of the program's existence, which can be addressed through information campaigns on social media, brochure distribution, and collaboration with local communities to reach more beneficiaries. Second, regular evaluation and monitoring should be conducted to maintain service quality and identify potential issues early. Third, providing training for volunteers on communication, time management, and empathy in service delivery would enhance beneficiary interactions and satisfaction. Fourth, diversifying the types of assistance such as including vegetables or fruits alongside boxed rice meals could improve the nutritional quality of the aid provided. Finally, building partnerships with other organizations, both governmental and private, would expand the program's reach and increase available resources. Through these recommendations, it is hoped that the Sedekah Nasi Berkah Program can more effectively meet the food needs and improve the well-being of the communities it targets.

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