

## **ABSTRACT**

*The potential of cash waqf in Indonesia is very large, it can be seen from 86.88% of the population in Indonesia is Muslim. The potential for collecting cash waqf is recorded at 15 trillion, but the realization of collecting cash waqf is still not optimal, which only reaches Rp. 831.34 billion rupiahs. Thus, the percentage of realized cash waqf collection only reached 5.54%.*

*This study aims to determine priority problems, solutions, and strategies in optimizing the collection of cash waqf. The method used is the Analytical Network Process (ANP), which is a data analysis technique to formulate priority factors and determine strategies based on several key informant perspectives. This study took key informants from the Indonesian Waqf Board (BWI), cash waqf Nazhir, the Ministry of Religion (KEMENAG), the Indonesian Waqf Education Foundation (YEWI), the Indonesian Ulama Council (MUI), and academics in achieving the research objectives.*

*The results of the study explained that the priority problems in collecting cash waqf were reporting, Nazhir's non-compliance, Nazhir's incompetence in governance, Nazhir's digitization, and literacy. The priority solution in collecting cash waqf is to bring order to Nazhir, Revision of Law, Certification, Digitization, and Collaboration. The strategy that can be applied in optimizing the collection of cash waqf is collaboration with various financial industries to be able to provide cash waqf literacy.*

**Keywords :** *waqf, waqf collection, cash waqf, optimal, ANP, strategy.*

