

ABSTRACT

Digital transformation has become a hot issue for every organization. The increasing adoption of the latest information technology coupled with the development of platform innovation allows customer interactions with product and service providers to become easier and more multi-directional. Not only business entities but also digitalization has also been adapted by non-profit organizations (NPOs) along with the shifting of customer relationships from offline to online. The urge to carry out digital transformation is getting bigger especially with the presence of the Covid-19 pandemic which limits physical interactions.

This descriptive qualitative research seeks to answer the question of how the digital transformation carried out by Rumah Zakat leads to its vision of becoming a World Digital Philanthropy, in terms of five aspects, namely 1) Reason for Transformation, 2) Object of Transformation, 3) Process of Transformation, 4) Value of Transformation, 5) Transformation Challenge. Based on the case study approach, research data collection was carried out through observation, semi-structured interviews with 8 informants/sources from CEO, Board of Directors until Division Heads, and document analysis.

The findings of this study indicate that the five aspects of digital transformation are largely determined by the role of humans and organizational culture. Rumah Zakat's digital transformation is greatly helped by the previous 3 transformation processes, which are related to the transformation of organizational culture, rebranding, and entrepreneurial spirit. This study also proposes a conceptual model that describes the digital transformation of Rumah Zakat, which consists of Digital Transformation Drivers, Digital Transformation Strategy, Digital Transformation Goals, and Digital Transformation Challenges. The conceptual model generated in this study can be used as a benchmark in the research and development of digital transformation in the philanthropy industry.

Keywords: *digital transformation, non-profit organization, philanthropy, digital philanthropy*