

## Strategy Promotion Through Instagram National Aid Foundation (BAZIS) DKI Jakarta in Increasing Zakat Fundraising

**Habibullah Ahmad<sup>1\*</sup>, Muhamad Zen<sup>2</sup>, Nabilla Aulia Shabri<sup>3</sup>**

<sup>1, 2, 3</sup>Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia

<sup>1</sup>habibullahahmad24212@gmail.com, <sup>2</sup>Zen@uinjkt.ac.id, <sup>3</sup>nabillaaulias@gmail.com

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### Abstract

This study aims to explore the initiatives undertaken by BAZNAS (BAZIS) Jakarta to boost charity fundraising through Instagram, particularly in light of the prevalent lack of public awareness regarding zakat. Social media platforms, especially Instagram, have become crucial due to their extensive reach and high levels of audience engagement. The research employs a qualitative methodology, utilizing interviews, observations, and documentation conducted at BAZNAS (BAZIS) Jakarta. The findings reveal that BAZNAS (BAZIS) Jakarta effectively enhanced its charity fundraising efforts by leveraging a promotional mix that includes advertising, personal selling, sales promotion, public relations, and direct marketing. Additionally, the application of the AIDA technique (attracting attention, generating interest, creating desire, and prompting action) played a significant role in this success. This achievement was further reinforced by the strategic use of Instagram features to broaden outreach and elevate audience engagement.

**Keywords:** Promotion Strategy; Zakat Fundraising; Social Media

### Abstrak

Penelitian ini bertujuan mengeksplorasi inisiatif yang dilakukan oleh BAZNAS (BAZIS) Jakarta untuk meningkatkan penggalangan dana zakat melalui Instagram, terutama mengingat kurangnya kesadaran masyarakat terhadap zakat. Platform media sosial, terutama Instagram, telah menjadi penting karena jangkauannya yang luas dan tingkat keterlibatan audiens yang tinggi. Penelitian ini menggunakan metodologi kualitatif, memanfaatkan wawancara, observasi, dan dokumentasi yang dilakukan di BAZNAS (BAZIS) Jakarta. Temuan penelitian mengungkapkan bahwa BAZNAS (BAZIS) Jakarta secara efektif meningkatkan upaya penggalangan dana zakatnya dengan memanfaatkan bauran promosi yang mencakup periklanan, penjualan personal, promosi penjualan, hubungan masyarakat, dan pemasaran langsung. Selain itu, penerapan teknik AIDA yang menarik perhatian, menghasilkan minat, menciptakan keinginan, dan mendorong tindakan memainkan peran penting dalam keberhasilan ini. Pencapaian ini semakin diperkuat oleh penggunaan fitur Instagram yang strategis untuk memperluas jangkauan dan meningkatkan keterlibatan audiens.

**Kata Kunci:** Strategi Promosi; Penggalangan Dana Zakat; Media Sosial

### Introduction

The BAZNAS Zakat Collection Institution (LAZ) and the Zakat Collection Agency (BAZ) play a crucial role in managing charity in Indonesia. In fulfilling this

role, the Amil Institution Zakat (LAZ) and the Body Amil Zakat (BAZ) operate under the legal framework established by Law Number 23 of 2011 concerning Zakat Management. As institutions responsible for collecting, managing, and distributing zakat, infaq, and alms (ZIS), both organizations are committed to ensuring that funds from muzaki are effectively allocated to mustahik. However, they face challenges in enhancing public awareness and encouraging participation in zakat initiatives to achieve this objective (Nurhab, El Wardah, & Fryanti, 2021).

In facing challenges, it is essential to optimize the promotion strategy by LAZ and BAZ to achieve effective zakat management. This promotion strategy serves as a comprehensive tactical tool that companies can utilize to generate the expected response from their target market. A well-designed promotion strategy not only works to enhance public trust in these institutions but is also capable of expanding the range of fund collections by reaching various broader segments of society (Arifin & Anwar, 2021). By implementing the right promotional strategy, LAZ and BAZ can effectively engage more philanthropists to participate in tithing, thereby increasing the total funds collected. Furthermore, an effective promotional strategy can enhance the institutions' image as transparent, professional entities dedicated to empowering individuals, which will encourage more active and sustainable community participation (Khairunnisa, Ismail, Imamah, Aryanti, & Sukardi, 2024).

The use of social media as a promotional tool for zakat institutions in Indonesia has proven to be a very effective method in increasing the collection and dissemination of zakat information (Sobhan, Burhanuddin, Kholidah, & M. Ridho, 2022). Social media provides a wide-reaching and cost-effective platform to engage with a larger audience, particularly among the digitally active younger generation. Zakat institutions can leverage social media to promote their various programs, raise awareness about the benefits of zakat, and showcase their transparency and accountability in managing funds (Indriati, 2017).

According to Nasrullah, social media is an internet platform that enables users to present themselves, interact, collaborate, share, and communicate with others, as well as build social connections in a virtual environment. The use of social media in Indonesia has reached an extraordinary level over the past few years (Nurudin, 2018). With a large population and increasingly affordable internet access, millions of Indonesians have joined various social media platforms. Not only to interact with friends and family, social media is also used for various other purposes, from getting information, shopping online, to expanding business networks (Mahfud, 2014).

According to data from databoks.katadata.co.id, Indonesia is projected to have 191 million social media users in 2024, representing 73.7% of the country's total population. Of this number, 167 million are active users, which is equivalent to 64.3% of the population. The majority of social media users in Indonesia are aged between 18 and 34, making up 54.1% of the total user base. In terms of gender composition, women represent 51.3%, while men account for 48.7%. On average, Indonesians spend about 3 hours and 14 minutes per day on social media, with 81% accessing it daily. The most common activities on social media include sharing photos and videos (81%), communicating with others (79%), obtaining news and information (73%), entertainment (68%), and online shopping (61%) (Norman, Husenudin, & Pahlawati, 2022).

Instagram is one of the most widely used social media platforms. According to a report by We Are Social, the global reach of Instagram users was 1.32 billion as of January 2023. This represents a decrease of 10.8% compared to January 2022. As of the beginning of this year, Indonesia ranks as the fourth country in the world for the largest number of Instagram users, with 89.15 million users. Instagram continues to be a dominant platform, serving as a space for communication, content sharing, and community building. With its focus on sharing photos and videos, Instagram has become a significant venue for visual self-expression and lifestyle presentation (Malatuny, Labobar, & Labobar, 2020).

In Indonesia, various Zakat Management Institutions (LAZ) and the National Zakat Agency (BAZ) have begun leveraging social media, particularly Instagram, to enhance their zakat fundraising efforts. By implementing well-structured digital campaigns, they are able to reach a broader and more targeted audience while educating the public about the benefits of zakat through visually engaging content. The use of Instagram features such as Stories, Feeds, and Reels enables these organizations to deliver information in a dynamic and interactive manner, thereby increasing engagement and participation among muzaki.

One of the Zakat Collection Agencies in Indonesia, BAZNAS (BAZIS) JAKARTA DKI Jakarta, effectively utilizes the Instagram platform to promote and encourage the digital community to pay zakat. Through their Instagram account @baznasBAZNAS, BAZIS JAKARTA DKI Jakarta can engage a wider audience, particularly the digitally active generation, inviting them to contribute their zakat. By leveraging Instagram as a promotional tool, BAZNAS (BAZIS) JAKARTA has successfully expanded the reach of their message and inspired more individuals to participate in zakat activities (Sundari & Ghozali, 2022).

Zakat is an essential instrument in both religious practice and social life. The obligation to pay zakat is outlined in the third pillar of Islam, which mandates that every Muslim must pay zakat once their assets reach a minimum threshold for distribution, known as nisab. Beyond being a religious duty, paying zakat serves as a form of Islamic outreach, encouraging those who are more affluent to support those in need. It parallels the mission of spreading Allah's teachings and promoting obedience to Him. Additionally, zakat plays a vital role in maintaining stability between the wealthy and the less fortunate, serving as a means of social cohesion within the Islamic community. Its primary purpose is as a form of worship, in accordance with the guidance of Allah Almighty. The base law charity, which listed in Al-Qur'an mentioned in the letter At-Taubah, paragraph 103:

Meaning: "Take zakat from their wealth, with which you will cleanse and purify them, and pray for them. Verily your prayer is That (become) peace soul for they. And Allah Maha hear Again All-Knowing (At-Taubah: 103)" (Al-Qur'an, 2019).

The verse above clearly articulates that Allah's intention in commanding Muslims to pay charity is to sanctify the wealth they possess. If zakat is not given, then the property in question becomes tainted and impermissible, as it is mixed with the rights of others, which are entrusted to the individual responsible for disbursing it. According to Law Number 23 of 2011 on Zakat Management in the Republic of Indonesia, paying zakat is an obligation for capable Muslims in accordance with Islamic Sharia. This law establishes zakat as a religious institution aimed at enhancing public justice and welfare. To improve efficiency and effectiveness, zakat must be managed institutionally in accordance with Islamic law.

Zakat has the potential to play a significant role in alleviating poverty and enhancing public welfare. However, the potential for fundraising through charitable contributions is often not fully realized. According to Istikhomah & Asrori, one of the reasons for the low collection of zakat in Indonesia is the lack of awareness among Muslims regarding their obligations to give to charity and a limited understanding of the practices involved within the community. Many Muslims in Indonesia are not aware of the importance of charity or the proper methods for calculating and distributing it. Increasing the collection of zakat funds is heavily dependent on public awareness, especially in the current digital era. By enhancing understanding and awareness about the obligation of zakat, charitable organizations can leverage digital platforms like Instagram to educate and inspire more individuals to fulfill this duty. However, successful fundraising through social media does not rely solely on the use of the platform; it also requires an effective promotional strategy. A good strategy

must encompass a deep understanding of the target audience, the creation of relevant and inspiring content, and effective management of interactions with potential donors (Mustarin, 2017). From this, the research aims to examine the promotional strategy through Instagram BAZNAS (BAZIS) DKI Jakarta in increasing zakat fundraising.

## **Literature Review**

### **Promotion Strategy**

The Strategy comes from the ancient Greek word *strategos*, which means "the art of war". A strategy has a basis or plan to achieve the desired goal. Therefore, strategy is basically a tool to achieve a goal. Promotion comes from the word *promote* in English which means developing or increasing. That definition when associated with sales means being a medium to increase sales turnover. The promotion strategy emphasizes that communication is integral to both planning and managing the persuasive elements in customer interactions. It focuses on identifying the optimal mix of promotional tools, such as advertising and sales promotions, to effectively reach the target audience. By crafting well-suited messages and selecting the appropriate communication channels, companies can enhance consumer engagement and foster stronger relationships. Additionally, they can modify their approach based on market feedback to successfully attain their marketing objectives (Sundari & Ghozali, 2022).

A promotional strategy can be defined as a structured plan crafted by a company to effectively communicate the value of its products or services to consumers. By understanding consumer needs and developing a systematic approach, this strategy aims to enhance brand awareness and stimulate purchasing actions, ultimately supporting business growth. A promotional strategy necessitates a well-balanced promotional mix, as each element serves a distinct purpose in reaching a broader audience, raising awareness, and prompting desired actions. The ideal combination of these elements can foster a more effective and cohesive campaign, ultimately enabling the achievement of marketing objectives.

Meanwhile, according to Stanton, Etzel & Walker, in the Sunyoto book, it states that the promotional mix strategy is a combination of face-to-face sales activities, advertising, sales promotion, publicity and public relations that support the success of the company.

According to Kotler and Armstrong, there are promotional variables or promotional mixes (Promotion mix), Promotion mix has five variables, namely (Mustarin, 2017):

a. Advertising

Advertising is all types of paid advertising and promotion of ideas, products, or services that are sponsored and identified through print media, online media, broadcast media consisting of newspapers, magazines, radio, television, internet, and social media.

b. Personal Selling

Personal selling is direct communication (face to face) between the seller and prospective buyers to introduce the product and create buyer understanding of the product so that they are interested and buy. The media used in this mix are contests, samples, coupons and discounts.

c. Sales Promotion

Sales promotion is a direct persuasion strategy that employs a variety of incentives aimed at encouraging immediate product purchases and boosting overall sales volume. Through sales promotions, companies can attract new customers, entice existing buyers to try new products, stimulate impulse buying, and foster stronger partnerships with retailers. The mediums utilized in this approach encompass art, sports, and entertainment.

d. Public Relations

Public relations involves a strategic effort to effectively communicate from a company to shape the opinions, beliefs, and attitudes of various stakeholders toward the organization. These stakeholders encompass individuals and parties who have a vested interest and the potential to impact the company's ability to reach its objectives. The channels employed in this process include donations, news releases, and sponsorships.

e. Direct Marketing

According to Susantyo, direct marketing is an interactive marketing method, by utilizing one or more advertising media to create area.

## **Research Methods**

### **Research Design**

This study employs a descriptive qualitative approach, selected to provide an in-depth examination of the promotional strategies utilized by BAZNAS (BAZIS) DKI Jakarta via Instagram in an effort to enhance zakat fundraising. The focus of this study is on interpreting meanings, analyzing communication patterns, and assessing the effectiveness of the digital promotional strategies implemented by the organization (JW Creswell, 2021).

## **Data Sources and Types**

The types of data used in this study are primary and secondary data. Primary data was obtained through in-depth interviews with Public Relations/Social Media staff of BAZNAS (BAZIS) DKI Jakarta and direct observation of their official Instagram account (JW Creswell, 2021). Secondary data was obtained from documentation, annual reports, social media engagement statistics, and articles or literature relevant to digital zakat promotion.

## **Data Collection**

The data in this study were collected through three main techniques (John W. Creswell & Creswell, 2018): Interview: Conducted comprehensive and semi-structured interviews with informants from the Public Relations and Fundraising division of BAZNAS (BAZIS) DKI Jakarta to gather insights on content strategies, communication objectives, and the effects of promotional activities on zakat collection. Observation: Researchers directly observed the official Instagram account @baznasbazisdki, focusing on the frequency of posts, types of content (such as infographics, testimonials, and preaching videos), visual style, caption usage, and audience interactions (including likes, comments, and shares). Documentation: Data collection included reviewing supporting documents such as social media performance reports, graphs illustrating zakat increases from digital channels, and archives of Instagram uploads over a specified time period.

## **Data Analysis Techniques**

Data analysis was conducted using the Miles and Huberman qualitative analysis model, which consists of three stages (Miles, Humberman, 2014). Data reduction involves sorting, summarizing, and simplifying information gathered from interviews, observations, and documentation. Data presentation focuses on showcasing this information through descriptive narratives and thematic tables to enhance comprehension. Conclusion drawing entails generating interpretations of the promotional strategies employed and their effects on boosting zakat fundraising.

## **Result and Discussion**

### **Analysis Promotion Zakat Through Media Social National Aid Foundation (BAZIS) Jakarta**

Promotion of mixtures requires a well-rounded approach. As outlined by Kotler and Armstrong, the Promotion Mix offers a comprehensive framework for communication strategies. It includes elements such as advertising, personal selling, sales promotion, public relations, and direct marketing. By integrating these various

methods, organizations can effectively reach their target audience and maximize the impact of their promotional efforts, ultimately driving higher participation in the campaigns they undertake (Mustarin, 2017).

#### 1. Advertising

BAZNAS (BAZIS) Jakarta utilizes Instagram and Facebook ads to promote their zakat-related content, aiming to reach a broader audience. This advertising strategy is designed to engage not only the followers of the BAZNAS (BAZIS) Jakarta Instagram account but also users who do not currently follow it. By using Instagram ads, the promotional content is shown to users with similar interests, increasing its visibility among potential supporters (Mustofa & Khotib, 2023).

#### 2. Personal Selling

The strategy employed by BAZNAS (BAZIS) Jakarta on the Instagram platform highlights their effective use of comment sections and direct messaging features on applications such as Facebook, Instagram, and TikTok. These tools allow them to respond directly to inquiries from prospective muzaki or audiences regarding zakat, providing essential information about both zakat itself and the payment process.

BAZNAS (BAZIS) Jakarta demonstrates a genuine commitment to addressing the informational needs of prospective muzaki and audiences. This approach not only fosters more personalized relationships but also strengthens trust. Furthermore, engaging with audience comments encourages increased participation from individuals who may have similar questions.

#### 3. Sales Promotion

BAZNAS (BAZIS) Jakarta leverages the stories feature on Facebook and Instagram, along with interactive quizzes and contests in Instagram feeds, to introduce their brand and expand their audience reach. This method aims to enhance audience engagement in an enjoyable manner. The quizzes even offer prizes in the form of cash and souvenirs produced by the organization itself. These incentives not only capture attention and create an engaging experience but also help to boost loyalty and interest in charitable programs, while strengthening the promotional impact of their initiatives (Awaliyani & Mulyadi, 2021).

#### 4. Public relations



To foster positive public engagement, BAZNAS (BAZIS) Jakarta produces relevant and informative content for its audience. This includes educational materials that emphasize the significance of zakat, its benefits, and the methods of distribution. Such content is designed to help prospective muzaki understand the role of zakat and how they can contribute, while also addressing their informational needs. By showcasing program outcomes, fund distribution, and institutional achievements, this content reinforces BAZNAS (BAZIS) Jakarta's reputation as a transparent and accountable organization (Farhan & Imsar, 2022).

In addition, to get a positive response from the community. BAZNAS (BAZIS) Jakarta collaborates with influencers. This collaboration aims to reach a wider and more diverse audience. The influencers will also disseminate content about zakat education and the importance of zakat to their followers.

BAZNAS (BAZIS) Jakarta selects influencers for collaboration based on their demographics and follower base. This, criteria ensures alignment with the objectives of zakat promotion, ultimately enhancing the effectiveness of the campaign. For instance, BAZNAS (BAZIS) Jakarta collaborated with Bambang Pamungkas, a former Indonesian football athlete and a legend of Persija Jakarta. This partnership was established due to his significant follower count and the relevance of his demographics to the Jakarta area, where the majority of BAZNAS (BAZIS) Jakarta's muzaki reside (Hadi, Sochim, & Basit, 2021).

## 5. Marketing Direct

BAZNAS (BAZIS) Jakarta employs direct marketing strategies by leveraging Instagram Live and YouTube streaming to engage with its audience effectively. This approach allows for real-time dissemination of information regarding zakat, covering its various aspects, benefits, and distribution methods. Furthermore, in an interview with Mr. Ahmad Kafi, it was highlighted that BAZNAS (BAZIS) Jakarta utilizes the Q&A feature on Instagram Stories, enabling the audience to pose specific questions about zakat (Muamar, Prayuda, & Kafah, 2022).

### **Analysis Strategy Promotion Through Media Social Instagram National Aid Foundation (BAZIS) Jakarta in Efforts to Increase Zakat Fundraising**

The utilization of Instagram as a promotional tool for zakat has proven to be an effective approach to connect with a broader audience. In executing its promotional strategies on this platform, BAZNAS (BAZIS) Jakarta focuses on formats designed to capture attention and convert that attention into action. However,

transforming interest into engagement necessitates the implementation of supportive elements that facilitate the process (Yusni, Mursalim, & Bakry, 2023). Therefore, as stated by Mr. Ahmad Kafi as a staff of the marcom division, the promotional strategy carried out by creating content or content such as narratives and even captions use the AIDA model (awareness, interest, desire and action).

The following is the content of the post from the BAZNAS (BAZIS) Jakarta Instagram account in promoting the community to pay zakat by using pillar content with the AIDA model:

#### 1. Content Attention (Attention)

This content typically highlights current trends or issues that resonate with the public, making it go viral. It aims to raise awareness about zakat, which is crucial for introducing this concept to those unfamiliar with its significance. This awareness is essential, as it helps educate people about zakat as a religious obligation and informs those who may not even be aware of its existence as a form of worship (BAZNAS, 2022).

The Instagram account of the National Aid Foundation (BAZIS) Jakarta can benefit from creating video drafts that align with current trends. Producing videos relevant to existing trends can enhance the visibility of the content, ensuring that the National Aid Foundation (BAZIS) Jakarta appears in the feeds of individuals who are interested in those trends (Kurniawati, 2022). Additionally, videos that align with current trends tend to receive higher engagement in terms of likes, shares, and comments. This is because Instagram's algorithm promotes content that is relevant to trending topics. As a result, BAZNAS (BAZIS) Jakarta has a greater opportunity to appear in search results or recommendations. Through this targeted content, BAZNAS (BAZIS) Jakarta has gained numerous new followers, thanks to the algorithm boosting the visibility of their Instagram account significantly (Aini, 2023).

Amount Follower Instagram National Aid Foundation (BAZIS) Jakarta on 2022-2023 (BAZNAS, 2022).

Table 1. Follower Instagram National Aid Foundation (BAZIS) Jakarta

Year	Follower
2022	22.000 of Followers
2023	38.000 of Followers

#### 2. Content Desire (Interest)

To raise awareness about the importance of paying zakat, BAZNAS (BAZIS) Jakarta is employing various educational approaches. This

educational content is vital for helping the audience understand why they should engage in the practice of zakat. Additionally, the content aims to provide clear and reasonable knowledge, addressing the questions and concerns of the audience while motivating them to cultivate an awareness of the significance of zakat worship (Sobhan et al., 2022). BAZNAS (BAZIS) Jakarta actively manages its educational posts on Instagram, covering general questions about charity, practical steps, calculation guides, and the social and economic impact of zakat. These posts are designed to be informative and engaging, helping the audience understand how zakat can lead to positive changes within the community. BAZNAS (BAZIS) Jakarta actively manages its educational posts on Instagram, covering general questions about charity, practical steps, calculation guides, and the social and economic impact of zakat. These posts are designed to be informative and engaging, helping the audience understand how zakat can lead to positive changes within the community (Pasaribu, Nawawi, & Rahmani, 2022).

### 3. Content Interest (Interest)

The National Aid Foundation (BAZIS) Jakarta actively harnesses the power of interest in content creation, recognizing that captivating content often contains inspirational values. This includes heartwarming stories illustrating how zakat has transformed the lives of individuals and families, as well as emotional testimonials from aid recipients. Such content effectively highlights the positive impact of zakat, engaging audiences and conveying its significance (Iskandar, 2018).

Touching stories about how zakat changes someone's life can bring up empathy and flavor concern so that audience or Prospective muzaki will feel more connected or involved, which will influence their decision to donate (Amsari, 2019). By highlighting the emotional and social benefits of contributing, such as increased job satisfaction and tangible results from charitable actions, as well as showcasing the happiness of zakat recipients, BAZNAS (BAZIS) Jakarta fosters a sense of urgency and motivation for participation. This engaging content not only addresses any uncertainties but also cultivates commitment, encouraging audiences to support the campaign, disseminate information about zakat, or channel their zakat contributions through BAZNAS (BAZIS) Jakarta (Khairunnisa et al., 2024).

### 4. Content Action (Command or Invitation)

BAZNAS (BAZIS) Jakarta uses call to action (CTA) in all its promotional elements, such as in video narratives to captions in each post (Mazlan, 2022). The purpose of this command or invitation is to direct action and provide clear instructions to prospective muzaki or audiences regarding the next steps they must take.

Words like “Zakat now” or “learn more” are very helpful for BAZNAS (BAZIS) Jakarta in increasing conversion, namely helping to increase the amount of person Which channeling funds zakat after see content promotion charity on Instagram BAZNAS (BAZIS) Jakarta. BAZNAS (BAZIS) Jakarta also utilizes the Instagram Stories feature by adding link which is relevant, so that make it easier audience for access website, fill out a form, or make a zakat payment Amount Fundraising Zakat Fund BAZNAS (BAZIS) Jakarta on 2022-2023 (BAZNAS, 2022).

Table 2. Amount Fundraising Zakat Fund BAZNAS (BAZIS) Jakarta

Year	Funds Zakat
2022	Rp. 149,722,668,414
2023	Rp. 167,841,434,336

## Conclusion

Based on the results of research at BAZNAS (BAZIS) Jakarta that the author conducted regarding promotional strategies through Instagram social media in increasing zakat fundraising, the following conclusions can be drawn:

To achieve its objectives, BAZNAS (BAZIS) Jakarta employs a variety of promotional strategies utilizing social media as a marketing platform. These strategies include advertising, personal selling, public relations, and direct marketing. Advertising helps to reach a larger audience and raise awareness about zakat. Personal selling facilitates direct interaction with potential donors, while public relations work to enhance their positive image. Additionally, direct marketing allows for more personalized and targeted communication. Together, these elements aim to attract more donors and increase the funds allocated for zakat distribution.

BAZNAS (BAZIS) Jakarta employs the AIDA technique in its promotional strategies on Instagram to enhance audience conversion into muzaki and boost zakat contributions. This approach is crafted to capture attention, stimulate interest, foster desire, and prompt action from the audience, thereby optimizing and increasing zakat fundraising efforts.

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