

EMPOWERING MUZAKKI THROUGH DIGITAL MEDIA PLATFORMS IN COLLECTING ZAKAT FUNDS IN BAZNAS

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Abstract

The digital era that is currently happening in Indonesia has an impact on changes in people's patterns of behavior, causing many activities to be carried out digitally. This condition also occurs in online zakat activities through digital media platforms. With the development of digital fundraising, simultaneously it also encourages Muzakki; a person who pays zakat, to utilize digital technology to adapt so that they can fulfill their zakat obligations effectively and efficiently. This study aims to determine digital communication management on digital media platforms so that it can increase the number of zakat funds at Banten Province BAZNAS and find out strategies for empowering Muzakki through digital media platforms so that Muzakki can fulfill their zakat obligations online through the digital media platform owned by Banten Province BAZNAS. This research is presented using a descriptive qualitative research method in the form of a case study. Data sources from primary data and secondary data with data collection techniques of interviews, observation, and documentation. The data analysis techniques used in this study were data reduction, data presentation, drawing conclusions, verifying findings, and validating the validity of the data. The results of this study explain that there is digital communication management in utilizing the Banten Province BAZNAS digital media platform for collecting zakat funds. In addition, the empowerment of Muzakki is carried out with three stages, namely the awareness stage and the formation of conscious behavior, the knowledge transformation stage, and the intellectual ability improvement stage so that Muzakki becomes empowered and

independent to become regular Muzakki on the Banten Province BAZNAS digital media platform.

Keywords: *Empowerment; Digital Media Platform; Digital Communication Management; Muḏakki; Zakat Fund Collection*

A. Introduction

The process of managing zakat, especially zakat collection in Indonesia, is related to the population. As a country with a majority Muslim population, Indonesia has a large potential for zakat on a national scale. Based on data from the 2021 Indonesian Zakat Outlook compiled by the National Zakat Amil Agency (BAZNAS) strategic research center, it is explained that the potential for zakat in Indonesia in 2020 reached IDR 327.6 trillion. Meanwhile, the realization of zakat in Indonesia is only IDR 14 trillion in 2021¹.

In this digital era, there is an increase in the number of internet users which causes the traditional system of collecting zakat funds to decline day by day with the digitization of zakat systems being easier, faster, and more transparent. Apart from that, along with the increase in the number of internet users, the increase in smartphone users, the increase in the use of social media services, and the existence of online transaction applications have an impact on changes in a person's behavior in donating.

Based on the results of the APJII (Indonesian Internet Service Providers Association) survey in 2019-2020 the number of internet users in Indonesia increased by 73,7% and increased from 64,8% in 2018. If correlated with BPS data regarding the population in Indonesia in 2019 amounted to 266,9 million people, so it is estimated that the number of internet users in Indonesia will reach 196,7 million users. This number has increased from 171

¹ Pusat Kajian Strategis BAZNAS, "Outlook Zakat Indonesia", (Jakarta: Puskas BAZNAS, 2021)

million in 2019 by 73,7% or an increase of around 8,9% equivalent to 25,5 million users².

Currently, the phenomenon of donating online via digital media platforms is increasing. In the 2020 audit financial report, Kitabisa.com's online donation platform succeeded in receiving online donations campaigned by fundraisers with a figure of IDR 871,9 billion. This report experienced a quite high increase compared to the collection of donations in 2019 amounting to IDR502 billion. There was an increase in 2020 of 58 percent or 369,9 billion from 2019. Meanwhile, the audit financial report in the same year also stated that the collection of ZIS funds at BAZNAS amounted to IDR 381,3 billion³.

If you look at the history of the establishment of the online fundraising Kitabisa.com platform which started in 2013, then for 7 years (2013-2020) it succeeded in rivaling the achievement of the number of Zakat, Infak, and Alms (ZIS) funds collected by BAZNAS which has been established for 19 years (2001-2020). This data shows the digitalization of donations in this Muslim-majority country. This could be caused by a less-than-optimal strategy for utilizing digital media platforms at the Amil Zakat institution as a tool for collecting funds.

BAZNAS RI Zakat Potential Data for 2022 states that Banten Province, with a Muslim population of 95 percent has a zakat potential of IDR105 billion⁴. Along with the zakat literacy index figure of 64,07 percent, Banten Province was able to optimize the collection of zakat funds amounting to IDR 67,27 billion. This states that the zakat literacy index figure in Banten Province is lower than the amount of zakat potential.

Research results in the use of digital media include; the strategy used in collecting ZIS funds by BAZNAS Bali Province through the Qris non-cash payment system by distributing QR

² https://apjii.or.id/berita/d/apjii-di-indonesia-digital-outloook-2022_857

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https://baznas.go.id/Press_Release/baca/Masa_Pandemi_2020,_Penghimpunan_BAZNAS_Naik_30_Persen/6

⁴ Muhammad Hasbi Zaenal dkk, "*Potensi Zakat BAZNAS RI 2022*", (Jakarta: Puskas BAZNAS, 2022), h. 3

Codes through offline and online media.⁵ Management of zakat collection through internal platforms, external platforms, and crowdfunding platforms.⁶ The urgency of digital transformation in zakat management, and zakat digitalization strategies through strengthening the zakat ecosystem in Indonesia so that it is more optimal.⁷ Strategy for collecting zakat online through transfers to bank accounts, and providing offline and online zakat consultation services.⁸ The digital fundraising strategy used by LAZ Global Zakat in collecting Zakat, Infaq, and alms (ZIS) funds uses two methods, namely organic, and paid. The organic fundraising method is a method that is not paid. Organic fundraising at LAZ Global Zakat consists of four types, namely: Search Engine Optimization (SEO), Organic social media, Email Marketing, and promotion via WhatsApp.⁹ The use of social media, and digital platforms in collecting Zakat, Infaq, and Alms (ZIS) funds is considered quite effective so that it has an impact on increasing assets and fund balances.¹⁰ ZIS collection from year to year is increasing rapidly. The causes include digital platforms,

⁵ Kurniawati, K. (2020). Strategi Pengumpulan Dana ZIS Melalui Sistem Berbayar Nontunai QRIS dalam Meningkatkan Minat Donatur di BAZNAS Provinsi Bali. *Widya Balina*, 5(2), 240 - 249. <https://doi.org/10.53958/wb.v5i2.68>

⁶ Zetira, A., & Fatwa, N. (2021). Optimalisasi Penghimpunan Zakat Digital Di Masa Pandemi. *Eqien - Jurnal Ekonomi Dan Bisnis*, 8(2), 228 -. <https://doi.org/10.34308/eqien.v8i2.241>

⁷ Rohmaniyah, W. (2022). Optimalisasi Zakat Digital Melalui Penguatan Ekosistem Zakat di Indonesia. *Al-Huquq: Journal of Indonesian Islamic Economic Law*, 3(2), 232-246. <https://doi.org/10.19105/alhuquq.v3i2.5743>

⁸ M. .-, & Humaira, S. (2021). Strategi Penghimpunan Dana Zakat, Infaq dan Sedekah di Masa Pandemi Covid 19 (Studi Komparatif pada Dhuâ€™afa Tersenyum dan Lazismu Kalimantan Selatan). *Indonesian Journal of Applied Accounting and Finance*, 1(2), 179–191. <https://doi.org/10.31961/ijaaf.v1i2.1303>

⁹ *Sujanu Harto Muhyono, Qurrob Ayuniyyah, Ibdalsyah Ibdalsyah*, Strategi Digital Fundraising Dalam Penghimpunan Dana Zakat: Studi Kasus Lembaga Amil Zakat Global Zakat, *Jurnal Ilmiah Ekonomi Islam*, 8(01), 2022, 67-79

¹⁰ Zaenal Aripin, Evi Masliyatu Rofiqoh, Siti Inaisyah, Dhurotul Mufidah, Achmad Nurjannah, Strategi Penghimpunan Dana Zakat, Infaq Dan Shodaqoh (ZIS) Selama Pandemi Covid -9 di LAZISMU Kabupaten Cirebon. *Jurnal Al -Naqdu Kajian Keislaman Vol..03/ No.01/ 2022*

collaboration with the marketplace, and e-commerce.¹¹ Digital marketing, and digital fundraising act as digital ZIS collection strategies which have an effective, and efficient impact on BAZNAS Sumenep Regency and Muzakki in online transactions. Apart from that, digitalization in ZIS collection has also become more transparent, thereby increasing public trust.¹² The method for collecting ZIS funds carried out by Lazismu East Java is through digital fundraising, namely bank transfer via e-banking, and m-banking, QR code, website, and social media. The Covid-19 pandemic has also caused a transformation of Muzakki and donors in channeling ZIS funds through the online payment system until now.¹³ Digitizing zakat using the LinkAja application which can be done at any time, and place limits so it can be done quickly. LinkAja is used by BAZNAS Kalbar as an internal system that facilitates all activities, one of which is processing, storing, and paying zakat. The results of this research are the role of digitalization of zakat in influencing the effectiveness of the BAZNAS Kalbar zakat collection.¹⁴ Forms of using digitalization in

¹¹Tata Wulandari. (2022). Peningkatan Penerimaan ZIS Melalui Platform Digital Sebagai Pendukung Upaya Pemulihan Ekonomi Umat Di Tengah Pandemi COVID-19. *Bilancia: Jurnal Studi Ilmu Syariah Dan Hukum*, 16(1), 21 - 39. <https://doi.org/10.24239/blc.v16i1.777>

¹² Maisiyah, Muktir Rahman, Peran Digital Marketing dan Digital Fundraising dalam Peningkatan Minat Masyarakat Membayara Zakat, Infak dan Sedekah di Baznas Kabupaten Sumenep. *Alkasb: Journal of Islamic Economis* published by Departement of Islamic Economics, Faculty of Islamic Economics and Business, Annuqayah Institute of Islamic Sciences, Sumenep Volume 1, Nomor 1, Juni 2022, 54-69.

¹³ Dwi Prastyo, Imelda Dian Rachmawati, Digitalisasi Sebagai Strategi Penghimpunan Dana Zakat, Infaq, Shadaqoh (ZIS) pada Masa Pandemi COVID-19 oleh Lazismu Jawa Timur. *Indonesian Journal of Innovation Studies* Vol. 21 (2023): January.

¹⁴ Verdianti, V., & Puja, P. (2023). Pengaruh Penggunaan Digitalisasi Zakat Terhadap Efektivitas Pengumpulan Zakat Pada Baznas Kalbar. *AKTIVA: Journal Of Accountancy and Management*, 1(1), 43-53. <https://doi.org/10.24260/aktiva.v1i1.992>

collecting zakat include paying zakat via transfer and scanning QR Code, digital socialization by utilizing social media, and website¹⁵.

In another context, the use of digital media is more efficient¹⁶, and digital marketing strategies via Facebook, Twitter, and Instagram with a DRM approach are categorized as effective in collecting zakat funds. So, this will be more accountable, and transparent in management.¹⁷ The effectiveness of zakat collection using Digital Banking at LAZISMU Medan City is currently described in the SWOT analysis as effective.¹⁸ The digital fundraising strategy makes it easier for Muzakki to carry out its obligations.¹⁹ Innovation in digital zakat collection which makes it easy for Muzakki to pay zakat so that this can increase zakat collection optimally²⁰.

Therefore, in this journal researchers will conduct research on digital communication management on digital media platforms so that they can increase the amount of zakat funds collected at Banten Province BAZNAS, and find out strategies for empowering Muzakki through digital media platforms so that Muzakki can fulfill their zakat obligations online through digital media platforms belongs to Banten Province BAZNAS. The novelty in this research

¹⁵ Hafizah, H., & Muhaimin, M. (2023). Dampak Digitalisasi Pembayaran Zakat Terhadap Peningkatan Penerimaan Zakat pada Baznas Kota Banjarmasin. *Al Qalam: Jurnal Ilmiah Keagamaan dan Kemasyarakatan*.

¹⁶ Rahmani, L.M., Hidayat, Y., & Maulida, I.S. (2020). Analisis Efisiensi Penghimpunan Dana Zakat Infaq dan Shadaqah (ZIS) Berbasis Digital di Pusat Zakat Umat Menggunakan Metode Data Envelopment Analysis (DEA).

¹⁷ Nafiah, D. (2018). Efektivitas strategi digital marketing pada penghimpunan dana zakat, infaq, dan shodaqoh / ZIS dengan pendekatan direct rating method /DRM: Studi Kasus NU CARE-LAZISNU Jakarta Pusat.

¹⁸ Mudrikah, A., & Yafiz, M. (2022). Analisis Efektivitas Sistem Fundrasing Berbasis Digital Banking Pada Lazismu Kota Medan. *JURNAL SYNTAX IMPERATIF: Jurnal Ilmu Sosial dan Pendidikan*.

¹⁹ Syovi'ah, N.M., & Qomar, M.N. (2022). Digital Fundraising Ziswaf Di Era Pandemi Covid-19 Pada Lembaga Yatim Mandiri Kudus. *Journal of Islamic Social Finance Management*.

²⁰ Rahman, H. (2021). Inovasi Pengelolaan Zakat di Era Digital (Studi Akses Digital Dalam Pengumpulan Zakat). *Dirosat: Journal of Islamic Studies*.

is regarding digital media management, and Muzakki empowerment strategies by Banten Province BAZNAS.

B. Method

Researchers use a qualitative research approach, namely a series of activities carried out to obtain new, more comprehensive knowledge of the thing being studied. Qualitative research in its activities does not involve numbers, statistics, or computers, but collecting data that is analyzed from a certain phenomenon, and then interpreted. This research is widely used in research in the social field related to social and human problems. Qualitative research is research with a naturalistic background to understand the phenomena that occur, and is carried out through a process involving various existing methods.²¹ This phenomenon has relevant meaning, starting from the diversity of world conditions, people, actions, beliefs, and interests with a focus on the differences in various forms that give rise to different meanings.

The type of research used is a case study. Case study research is research that examines current phenomena completely, and comprehensively according to actual circumstances. The cases in case study research are contemporary, still related to the current era, whether they are happening or have happened, but their impact was still felt at the time the research was conducted.²² Therefore, case study research is not appropriate for use in historical research or events that have been going on for a long time, including life that has become a tradition or culture in one place.

The sources studied to obtain field data consisted of 2 sources, namely primary, and secondary data. Primary data is data obtained directly from sources utilizing in-depth interviews. The resource persons in this research were the Banten Province BAZNAS team, and the Banten Province BAZNAS online

²¹ Albi Anggito dan Johan Setiawan, *“Metode Penelitian Kualitatif”*, (Sukabumi: Jejak Publisher, 2018), h. 7

²² Imam Gunawan, *“Metode Penelitian Kualitatif Teori dan Praktik”*, (Jakarta: Bumi aksara, 2013), h. 122

Muzakki. Meanwhile, secondary data is data obtained from existing documents and can support research such as books, notes, photos, transcripts, and other documents. In this research, the research subject used is the Banten Province National Amil Zakat Agency (BAZNAS). Whereas, the object of this research is the strategy for empowering Muzakki to collect zakat funds through digital media platforms so that Muzakki becomes empowered to pay zakat online.

Data collection techniques are part of the data collection instruments that determine whether research is successful or not. Researchers used interview, observation, and documentation techniques. Interviews are a data collection technique carried out through a communication process between two parties in the form of questions, and answers to obtain information either face-to-face or via a virtual application. In this case, researchers interviewed the Banten Province BAZNAS team regarding digital communication management on digital media platforms in collecting zakat funds. Researchers also interviewed the online Muzakki of Banten Province BAZNAS regarding strategies for empowering Muzakki through digital media platforms. In carrying out the observations, the researcher used his five senses, namely the eyes to see and observe the situation in Banten Province, and to see the efforts of Banten Province BAZNAS in digital communication management so that Muzakki were empowered to channel zakat funds through the platform provided. Reseachers also use their ears to hear how digital communication is managed in collecting zakat funds, and Muzakki empowerment strategies carried out by Banten Province BAZNAS. Documentation is a complement to interview, and observation techniques in qualitative research results that can be more credible. Documents can be in the form of writings, images, or historical works from someone. The documents used by researchers here are in the form of data-based information, and news written on the BAZNAS digital media platform in Banten Province.

Data analysis techniques in research aim to give meaning to the data, and information that has been obtained through

continuous collection from the beginning to the end of the research carried out. In this study, researchers used the Miles and Huberman model of data analysis techniques, namely data reduction, data presentation, drawing conclusions, and verifying findings. The data validity validation technique used by researchers was the triangulation method. Triangulation in the credibility testing process is an activity of checking data from various sources, in various ways, and at various times. Researchers use source triangulation, namely, researchers obtain data, and information from different informant sources using the same technique. By using triangulation, researchers can conclude different informants so that it will produce more accurate research.

The research flow is as follows:

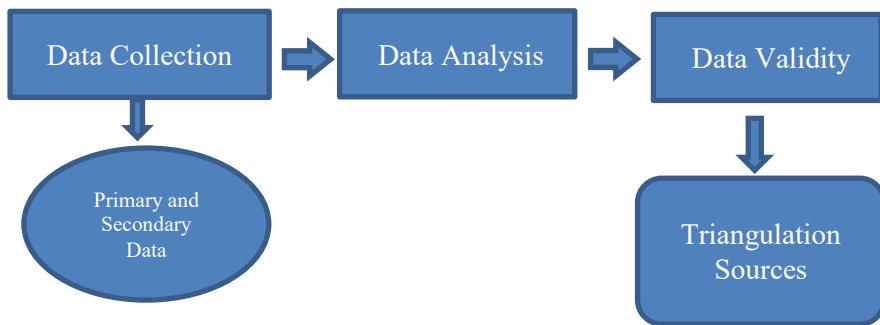


Figure 1. The Research Flow

C. Results and Discussion

This research analysis was carried out on the use of Banten Province BAZNAS digital media platforms, namely Website, Facebook, Instagram, and Twitter. The use of each platform is different depending on the characteristics of that platform. The website platform is used to facilitate Muzakki in collecting zakat funds. Meanwhile, social media platforms are used to build communication and expand networks through content presented in the form of information on Banten Province BAZNAS activities, zakat fund distribution programs, education about zakat, and how to pay it to empower Muzakki to pay zakat online, also increase related literacy of digital zakat.

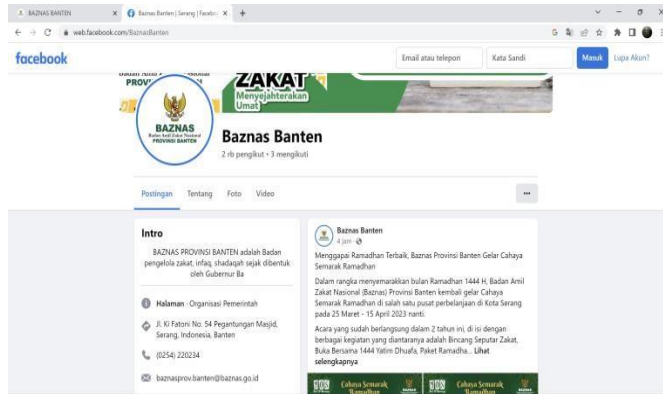
1. Website

A website is a platform in the form of information pages presented in the form of text, data, images, sound, video, or a combination of all of them contained in a domain or subdomain on the World Wide Web (www) network. The website is a platform that is widely used by companies or institutions, including zakat management institutions such as Banten Province BAZNAS, to collect zakat funds by utilizing the website platform. On the Provincial BAZNAS website, some features aim to provide services that are easily accessible to the public in online zakat fund collection activities. The features presented on the Banten Province BAZNAS Website page are profile, news, programs, admin chat, zakat calculator, online zakat payment, and zakat confirmation.

2. Social media

a. Facebook

Facebook is a social media networking service that connects one user with other users from all over the world with interaction features in the form of writing statuses, uploading photos, and videos, adding friends, creating personal pages, creating groups/communities, and exchanging messages via the messenger features. Banten Province BAZNAS used the fans page featured on Facebook until April 2023, when the number of followers reached 2.000 followers. Analysis of the use of the Facebook fans page by Banten Province BAZNAS is considered to be still lacking and has not received high interactions such as likes, shares, and comments. This shows that the use of the Banten Province BAZNAS Facebook fan page is still not optimal because the uploaded content is still monotonous.



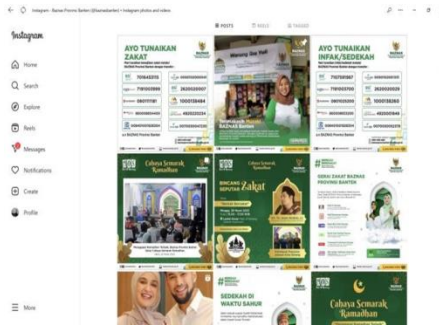
Source: Facebook Banten Province BAZNAS, 2023.

b. Instagram

Instagram is an application that functions as a forum for sharing photos, and videos on a social network that allows you to add filters to give an interesting impression to your uploads. As of April 2023, the number of followers of the Banten Province BAZNAS Instagram account reached 4.825 followers with 1.107 uploads. In this case, the analysis of the use of Banten Province BAZNAS Instagram social media is considered to have received more responses from the audience than the Banten Province BAZNAS Facebook fan page. However, reactions in the form of likes and comments regarding his uploads are still small, and not directly proportional to the number of followers.



Source: Instagram Banten Province BAZNAS, 2023



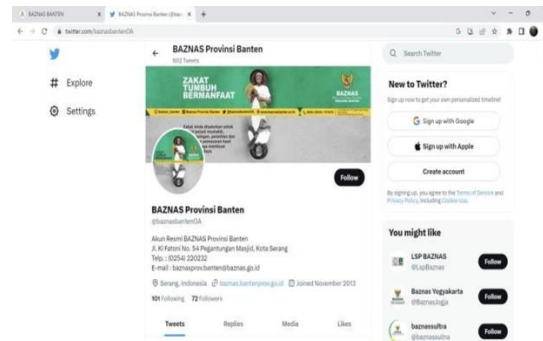
Source: Instagram Banten Province BAZNAS, 2023



Source: Instagram Banten Province BAZNAS, 2023

c. Twitter

Twitter is a platform that will be widely accessed if something is being discussed virally. On April 2023, the Banten Province BAZNAS Twitter account only had 72 followers whose last upload was posted in September 2022. Analysis of this platform shows that Twitter is the Banten Province BAZNAS social media with the lowest engagement rate compared to Facebook and Instagram.



Source: Twitter Banten Province BAZNAS, 2023

Based on research that has been conducted, digital communication management on digital media platforms in collecting zakat funds is analyzed using four components of digital communication management as follows:

1) Research

The results of this research are used as a source for zakat material that must be conveyed to the public. Then seen from the results of research based on observations as stated by Khairul Hadi, the level of understanding of zakat among the people of Banten Province is on the middle level. This is because many of them understand the obligation to pay zakat but are still reluctant to fulfill it. Apart from that, many of them still choose to pay zakat offline because the level of trust is higher than online zakat

2) Planning

The planning stage includes organizational achievements, communication goals, strategic actions, and strategic actions and strategic communications. As stated by Khairul Hadi, at the planning stage, Banten Province BAZNAS has two main achievements, namely increasing the number of audiences who know about the Banten Province BAZNAS digital media platform which is used as a forum for collecting zakat funds online and increasing the number of transaction on digital platforms and the nominal amount of zakat funds collected issued. The stated aim is to make it easier for Muzakki to pay zakat obligations, and to make

it easier for zakat amil to manage zakat funds, especially in optimizing the collection of zakat funds to make it more efficient. The next strategic action taken is to provide the maximum possible services, and facilities in the zakat transaction process, and consistently build a friendly relationship to make Muzakki a permanent Muzakki. Finally, the communication strategy focuses on young people who are the largest users of social media.

3) Implementation

The implementation consists of four stages, namely tactics, staffing, calendaring, and budgeting. The tactics carried out by Banten Province BAZNAS in empowering Muzakki to collect zakat funds through digital media platforms are improving the internal digitalization systems and transparency in zakat management. Next is the staffing stage, the process is carried out by collaboration between retail, and digital staff with media, and public relations staff. Calendaring, in this case, the Banten Province BAZNAS media and public relations staff schedule a minimum of one content a day, and a maximum of three content on each Banten Province BAZNAS social media platform. Lastly, budgeting or financial aspect planning, in this case, Banten Province BAZNAS carries out budgeting in digital fundraising activities on digital media platforms used by Banten Province BAZNAS to finance advertising on each platform which has been planned at the beginning of the year for the next year.

4) Evaluation

The Banten Province BAZNAS evaluation is routinely carried out once a year at the end of the year. From all the problems evaluated, the most influential common thread can be drawn, namely the lack of human resources commensurate with the many duties and responsibilities of the Banten Province BAZNAS team.

Next is the analysis of the strategy for empowering Muzakki through digital media platforms based on five elements of communication strategy with three stages of empowerment as follows:

a) Awareness, and formation of conscious behavior stage

At this awareness stage, the Muzakki who pay zakat at Banten Province BAZNAS already have basic knowledge about zakat that is often obtained from messages packaged in the form of content on the Banten Province BAZNAS social media platform so that a sense of awareness begins to emerge in each Muzakki. The awareness formed in Muzakki can move his heart to fulfill his zakat obligations at once.

b) Knowledge transformation stage

At this stage, a communicator, Banten Province BAZNAS, is tasked with disseminating information containing messages regarding the importance of zakat obligations and procedures for paying zakat through digital media platforms. Banten Province BAZNAS utilizes its digital media platforms as a forum for disseminating information. Use the language that is easily digested by young people, when conveying messages, since most of them are users of social media, especially Instagram.

c) Increasing intellectual abilities stage

At this stage, Muzakki can independently search for information through the Banten Province BAZNAS digital media platform or other institutions' digital media platforms. Furthermore, as a follow-up, Banten Province BAZNAS has two Muzakki programs; Pick Up Zakat and Muzakki Gathering programs. Those are still focused on offline Muzakki, and the information hasn't yet been widespread. So, the interviewees, and online Muzakki who were interviewed did not know about the existence and did not participate in it. Apart from the Muzakki program, another effort by Banten Province BAZNAS is to maintain communication with Muzakki online through interactive content on digital media platforms so that they can become permanent Muzaki. However, the content that has been created is still less interactive so it doesn't increase engagement much.

The strategy aims to empower Muzakki to pay zakat regularly, and consistently. However, it differs from the community economic empowerment strategy. This strategy carried out by KSPPS BMT Al-Hikmah Bandar Lampung can increase income and economic welfare as well as the resilience of the members' families.

In contrast, other research focuses more on empowering Mustahik to manage productive zakat, which can have an impact on their welfare.

D. Conclusions

Based on the results and discussion that have been presented, it can be concluded that Banten Province BAZNAS in carrying out digital communication management on digital media platforms to increase the collection of zakat funds, is analyzed using four components of digital communication management. First, on the research aspect. The research results show that the understanding of zakat among the people of Banten Province is at the middle level, and many of them still choose to pay zakat offline. Second, planning. There are four stages, namely organizational achievements, communication goals, strategic action, and strategic communication. All stages were successful except the strategy communication stage, so this planning stage was declared not optimal. Third, implementation. There are four stages, namely tactics, staffing, calendaring, and budgeting. This stage was carried out successfully because everything could be completed optimally. Fourth, evaluation. The results of the evaluation were that there were platform errors in the digital communications management process and limited human resources. Apart from that, there are still many Muzakki who do not understand zakat literacy in the Muzakki empowerment process. Then, in carrying out the Muzakki empowerment strategy through digital media platforms to make Muzakki empowered in paying zakat online, it is analyzed based on five elements of communication strategy with stages of community empowerment, namely; first, the awareness stage and the formation of conscious behavior. Through awareness messages packaged through content and using youth discussions on the Banten Province BAZNAS digital media platform. The messages they often find in various content create a sense of awareness of the obligation to pay zakat as capable Muslims. Second, the knowledge transformation occurs through the dissemination of information containing messages regarding the obligation to pay zakat and access to online zakat payments through the Banten Province

BAZNAS digital media platform, which is packaged through interesting content with young people's language. Fourth, is the stage of increasing intellectual abilities. This stage is carried out by running two Muzakki programs and maintaining communication with Muzakki online through interactive content on the Banten Province BAZNAS digital media platform so that they are independent to become permanent Muzakki in the institution.

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