

## **Media Management of the National Amil Zakat Agency in Attracting Muzaki's Interest in Labuhanbatu Regency**

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### **Abstract**

This study aims to determine the media management of the National Amil Zakat Agency in attracting muzakis in Labuhanbatu Regency. This study uses a descriptive method with a qualitative approach. This research was conducted in the field (field research). This study uses primary data sources and secondary data sources. In data collection techniques, this study used semi-structured interviews and observations, then the data obtained was analyzed through the reduction stage, presented then concluded, the aim is to make systematic research so that it makes it easier for readers to understand the intent and purpose of this research. The results of this study indicate that the media management of the National Amil Zakat Agency in attracting muzakis in Labuhanbatu Regency is by taking strategic steps through the planning, organizing, implementing and monitoring stages which are then connected to the communication activities of the National Amil Zakat Agency through the media. In alleviating poverty, the involvement of muzaki is needed, this is a step to help each other. In this activity, a series of stimuli is needed to influence muzaki so that their interest in zakat increases, the communication activities carried out by the National Amil Zakat Agency are based on the suitability between the message and the response. As for ongoing communication efforts to stimulate muzaki, the National Amil Zakat Agency uses media in the form of Instagram and the Baznaslabuhanbatu.go.id website.

**Keywords:** *Media Management, National Amil Zakat Agency, Muzakki Interest in Labuhanbatu District.*

### **1. Introduction**

In social life, there are statuses from various aspects, one of which is the economic aspect. A qualified economic situation will make a person or group of people sufficient in carrying out their daily lives, in contrast to a person or group of people who do not have sufficient economy. In this modern era, poverty has been a factor that has existed since ancient times, even so, the attitude of human dependence obliges us to continue efforts to help one another. In Islam it is recommended as the word of Allah SWT in Qs. Al Maidah verse 2: "... Help you in (doing) goodness and piety, and do not help each other in sin and enmity. Fear Allah, verily Allah is severe in punishment." (Ministry of Religion, 2019: 106).

It can be concluded that Islam strongly encourages helping each other in doing good, as Allah says in Qs. Al Maidah above, please help is included in something ordered by Allah SWT, therefore

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practicing it is a sign of piety to Allah SWT. This is included in the activity of helping some people who live in poverty, as Muslims helping them is an obligation that should be carried out as proof of piety. The obligation to help the poor is applied in the form of zakat from people with sufficient economic conditions. According to the Big Indonesian Dictionary, zakat is a certain quantity of assets that must be distributed by a Muslim which is then allocated to the poor (Pusat Bahasa Ministry of National Education, 2008: 1822).

Zakat is a form of worship to Allah SWT by issuing a number of assets which are then distributed to groups or parties who are entitled to receive it. According to Umrotul Khausanah, zakat in terminology in fiqh is a mention for a certain number of assets that must be issued and handed over to people who are entitled to receive them (Khasanah, 2010:34). Zakat as a form of piety to Allah SWT is expected to give birth to rewards and purify the soul (Ash Shiddieqy, 2009:4). As dependent social beings, helping each other is something that should be implemented properly. Based on statistical data of the poor in Labuhanbatu Regency, which reached 45.03 people (labuhanbatukab.bps.go.id, 2022), then with a relatively high number of poverty, it is necessary to distribute assistance in the form of zakat from muzaki.

However, in such circumstances, not all muzaki in Labuhanbatu Regency have the same awareness. This is made possible by a number of factors in the form of ignorance and indifference, based on these circumstances, efforts are needed that can stimulate through various means with the aim of gaining muzaki awareness to help others by giving a number of assets they have. On this issue, the National Amil Zakat Agency, which is a philanthropic institution that acts as a non-structural institution that accommodates humanitarian activities under government supervision, continues to strive to attract the interest of the people in Labuhanbatu Regency.

The efforts of the National Amil Zakat Agency in attracting muzaki's interest have yielded quite good results, but this does not always go according to what is desired. In this case, the role of the National Amil Zakat Agency is not only limited to attracting muzakis, but also retaining muzakis. Plus there are quite a lot of institutions that act in the name of generosity but end up in fraud, this is a problem in itself, therefore the Amil Zakat Agency has a complex task capacity. Based on these problems, the National Amil Zakat Agency carries out a series of ways to build a good image so as to gain the muzaki's full trust. In its efforts, the National Amil Zakat Agency uses the media as their communication instrument in attracting and retaining muzaki.

The use of media by the National Amil Zakat Agency in attracting muzaki's interest is not only limited to the application in the form of information dissemination, but also management that spurs on a concept in management, this aims so that the goals of the National Amil Zakat Agency can be achieved optimally. To stimulate muzaki who are communicants, a series of strategies is needed that lead to planning, organizing, implementing and controlling activities. Therefore, the National Amil Zakat Agency must think about what message to convey, who conveys it, how to carry it out, and what kind of supervision it is, this conception functions as a paradigm to achieve the goals of the National Amil Zakat Agency in attracting muzakis. Based on the background of the problems above, this study aims to determine the Media Management of the National Amil Zakat Agency in Attracting Muzaki's Interest in Labuhanbatu Regency.

## **2. Methods**

The research uses a qualitative approach with descriptive methods, this research is a field research. According to Moleong, qualitative research is research based on an activity to understand a phenomenon regarding what is experienced by the research subject (Moleong, 2017: 6). Sugiyono said, qualitative research is research that is used to examine the natural state of an object under study (Sugiyono, 2019: 18). In this study a qualitative approach was used as a way to study and understand the natural conditions of the research object, then based on the data that had been obtained, an

illustration was carried out using a descriptive method. According to Sugiyono, the descriptive method is a series of methods used to illustrate and analyze data that has been obtained in research (Sugiyono, 2005:21).

Sources of data in this study using primary data sources and secondary data sources. Primary data sources are data sources obtained directly by researchers through information provided by informants and based on facts found in the field. While the secondary data source in the research is indirect information that is still related to the study in the research. In data collection, this study used semi-structured interviews and observation techniques. Furthermore, after the data is obtained, the researcher performs data analysis techniques by reducing data, presenting, then making conclusions (Miles & Huberman, 1992:16). Data analysis is carried out as a step to systematically compile data, organize it into a category and break it down into units (Sugiyono, 2018: 482).

### **3. Results and Discussion**

#### **Media Management of the National Amil Zakat Agency in Attracting Muzaki's Interest**

Management is a management process carried out with the aim of achieving a goal based on planning, organizing, implementing and monitoring activities (Afandi, 2018: 1). The management process functions as governance by involving human resources to achieve the stated goals effectively and efficiently. According to Malayu S.P. Hasibuan, management is the art of managing human resources and other resources effectively and efficiently to achieve a desired goal (Hasibuan, 2016:9). It can be concluded that management is a structuring effort that is carried out based on concepts that have been matured through the planning stage in order to achieve a certain goal.

Management has 4 functions, including (1) Planning which functions as an illustration or as a strategic step in establishing and determining the goals to be achieved; (2) Organizing, namely functioning as a grouping or coordinating step regarding who is the executor who is responsible for the implementation in achieving a goal; (3) Implementation, which functions as a step to manifest something that has been planned; (4) Supervision, the function of supervision is as a step to control the course of efforts to achieve a desired goal (Amirullah, 2015: 8). Based on this, management plays a significant role in achieving a desired goal, in management, steps are built very closely with reviews so as to enable goals to be achieved optimally.

In communication, the management function also has a significant role, namely as a step in the maturation of messages before being channeled to the communicant, the management function in communication is an activity known as a communication strategy. According to Middleton, a communication strategy is a combination of all elements in communication, starting from communicators, messages, channels and effects that are carefully designed to achieve a certain goal (Cangara, 2013: 61). A communication strategy can be a communication action designed for communication goals as an influence step so as to give birth to a change in behavior. For example, in a marketing communication strategy, the main goal is to create someone's awareness of their need for a product, service or value, when interest has been formed, the most important goal is for that person to consistently buy the product, service or value offered (Bungin, 2015 :62).

In the activity of attracting muzaki's interest carried out by the National Amil Zakat Agency, an effort is made in the form of designing messages to be conveyed, this design is an effort through review with the aim that what is desired can be achieved effectively and efficiently. The design of the message carried out refers to a plan, namely understanding the needs of the muzaki in Labuhanbatu Regency, this action is taken to avoid offending the muzaki so that the intended message of the National Amil Zakat Agency can be reached and understood by the muzaki. The management function in the communication of the National Amil Zakat Agency also functions as a way to stimulate muzaki so as to generate a response that is in accordance with the intent of the message.

After going through the planning stage, then organizing is carried out, the National Amil Zakat Agency arranges a number of divisions that are given responsibility for the running of the media which is used as a means of the National Amil Zakat Agency in attracting muzakis in Labuhanbatu Regency, in organizing this there is a media manager for the National Amil Zakat Agency responsible for media use. After the implementation is carried out, at this stage the National Amil Zakat Agency begins to implement all the concepts that have been built and matured through the media used. The National Amil Zakat Agency campaigns for all the programs that they have and are already running to muzaki through documentation and persuasive texts distributed through the media, the aim is to attract muzaki's interest in Labuhanbatu Regency.

After planning, organizing and implementing, the National Amil Zakat Agency then carries out supervision which functions as a step to control or evaluate the substance of activities carried out through the media. The National Amil Zakat Agency conducts an evaluation to further optimize their performance in attracting muzakis in Labuhanbatu Regency. So it can be concluded that the media management of the National Amil Zakat Agency in Attracting Muzaki's Interest in Labuhanbatu Regency is by taking strategic steps through the planning, organizing, implementing and monitoring stages which are then connected to the communication activities of the National Amil Zakat Agency through the media.

### **Media of the National Amil Zakat Agency in Attracting Muzaki's Interest in Labuhanbatu Regency**

Media is an intermediary that is used to convey a message in the form of ideas, ideas or opinions to the communicant (Arsyad, 2002:4). Media is an instrument in communication that acts as a messenger to the communicant, in the modern era, the use of media is to be able to spread a message without having a distance limit, or in another sense, in an all-technology era, the media can provide practicality for its users, especially in user-friendliness to wide dissemination of messages. However, the use of media is the same as communication activities carried out face to face, namely the ongoing process of communication by the communicator to the communicant with the intention of influencing the communicant so that a goal of the message can be achieved.

In the use of media it also goes like that, all messages that are channeled through the media aim to influence the audience or communicant. According to Purnamawati, media is a tool used to channel messages to communicants with the aim of stimulating thoughts, feelings, concerns and interests (Purnawati & Eldarni, 2001:4). So in attracting muzaki's interest, the National Amil Zakat Agency uses the media as an instrument to influence the behavior of the communicant. The use of media by the National Amil Zakat Agency refers to the theory of stimulus, organism, response, in which the National Amil Zakat Agency prepares a series of messages which are then conveyed to stimulate communicants who are referred to as organisms, in the previous review, the Amil Zakat Agency can estimate the suitability between the message given and the response received.

According to Onong Uchjana Effendy, stimulus, organism and response is a process in communication that causes a special reaction, so that in its efforts there is an estimate between the suitability of the message and the response (Effendy, 2003: 254). Stimulus, organism and response in the communication process refers to a psychological approach, namely the communicator must be able to stimulate the communicant so that the communicant's behavior can be influenced according to the intent of the message (Effendy, 2000:255). So the use of a media is also aimed at muzaki in Labuhanbatu Regency in order to influence them to increase their interest in zakat. Media with a wide reach is expected to be able to connect the National Amil Zakat Agency to more muzaki in Labuhanbatu Regency.

Based on the background of the problems in Labuhanbatu Regency regarding increasing muzaki's interest in paying zakat with the motive of helping people who incidentally need it, the

National Amil Zakat Agency uses social media and websites as a platform that provides a series of information about the National Amil Zakat Agency and about why zakat is so important for held. Behind that, the use of this media is a step to strengthen the muzaki's belief that the National Amil Zakat Agency operates transparently, or in another sense, funds distributed to the poor will be informed to the muzaki (Abdul Malik, Interview, 2022).

The media is also a communication instrument for the National Amil Zakat Agency in disseminating their program with the hope and an expectation that the message that has been packaged and conveyed will give rise to a special reaction from the muzaki as the communicant. Although basically the funds obtained by the National Amil Zakat Agency amount to 87% from the state civil apparatus (ASN) which incidentally are counted as regular donors, the National Amil Zakat Agency still requires the contribution of all muzaki in Labuhanbatu Regency to voluntarily issue a number of their assets to be distributed to the community. those who need it, currently the funds obtained by the National Amil Zakat Agency, namely 13%, come from muzaki (Abdul Malik, Interview, 2022).

So it can be concluded that in the function of the National Amil Zakat Agency as a collector, distributor, manager and empowerer of zakat which has a series of programs in the form of poverty alleviation, funding for students, disability care, and natural disaster assistance, in their movement, they cannot do everything alone , in another sense, that the movement of the National Amil Zakat Agency in alleviating poverty requires the involvement of muzakis, this is a step of helping each other. In this activity, it is necessary to carry out a series of stimuli in order to influence muzaki so that their interest in zakat increases, the communication activities carried out by the National Amil Zakat Agency are based on the suitability between the message and the response. As for ongoing communication efforts to stimulate muzaki, the National Amil Zakat Agency uses media in the form of Instagram and the Baznaslabuhanbatu.go.id website.

#### **4. Conclusion**

In the activity of attracting muzaki's interest carried out by the National Amil Zakat Agency, an effort is made in the form of designing messages to be conveyed, this design is an effort through review with the aim that what is desired can be achieved effectively and efficiently. The management function in the communication of the National Amil Zakat Agency also functions as a way to stimulate muzaki so that a response is in accordance with the intent of the message. The National Amil Zakat Agency campaigns for all the programs that they have and are already running to muzaki through documentation and persuasive texts distributed through the media, the aim is to attract the interest of muzaki in Labuhanbatu Regency.

Media management of the National Amil Zakat Agency in attracting the interest of muzaki in Labuhanbatu Regency is by taking strategic steps through the planning, organizing, implementing and monitoring stages which are then connected to the communication activities of the National Amil Zakat Agency through the media. The National Amil Zakat Agency uses social media and websites as a platform that provides a series of information about the National Amil Zakat Agency and why zakat is so important to implement. The media is also a communication instrument for the National Amil Zakat Agency in disseminating their program with the hope and an expectation that the message that has been packaged and conveyed will give rise to a special reaction from the muzaki as the communicant.

In alleviating poverty, the involvement of muzaki is needed, this is a step to help each other. In this activity, a series of stimuli is needed to influence muzaki so that their interest in zakat increases, the communication activities carried out by the National Amil Zakat Agency are based on the suitability between the message and the response. As for ongoing communication efforts to stimulate muzaki, the National Amil Zakat Agency uses media in the form of Instagram and the Baznaslabuhanbatu.go.id website

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