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The Correlation Between Advertisements Of Badan Amil Zakat And The Intention Of Muslim Community In Performing Zakat Obligation

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Abstrak

Zakat merupakan salah satu ibadah wajib bagi setiap muslim, oleh karena itulah pemahaman tentang zakat perlu terus disosialisasikan kepada masyarakat muslim melalui berbagai cara. Pembelajaran Agama Islam yang komprehensif perlu ditekankan agar mampu menanamkan nilai tentang pentingnya zakat, melalui pendidikan formal maupun non-formal, sosialisasi tentang zakat patut diselenggarakan. Terdapat lembaga yang diamanahkan untuk mengelola zakat, yang dikenal dengan badan amil zakat. Sepatutnya peran amil zakat menjadi sentral dalam masyarakat untuk membelajarkan tentang zakat, salah satunya melalui iklan di media. Penelitian ini diselenggarakan untuk mengetahui korelasi dari penyelenggaraan iklan Badan Amil Zakat dengan niat masyarakat untuk membayar zakat. Pelaksanaan penelitian merujuk pada metode penelitian deskriptif kuantitatif, melalui data yang dikumpulkan dari kuesioner penelitian dan dokumentasi. Data yang diperoleh dianalisis melalui uji kuantitatif dengan pengujian Pearson Correlation. Hasil yang dicapai dari penelitian ini bahwa iklan yang diselenggarakan oleh Badan Amil Zakat memiliki korelasi yang positif dan signifikan dengan niat masyarakat untuk membayar zakat. Hal ini didasari dari hasil pengujian yang memperlihatkan nilai r_{hitung} sebesar $0,901 > r_{tabel}$ $0,3610$ sehingga pernyataan hipotesis alternatif diterima dan hipotesis null atau hipotesis statistik ditolak.

Kata Kunci: Iklan, Badan Amil Zakat, Niat Bayar

Abstract

Zakat is one of the obligatory acts of worship for every Muslim, therefore the understanding of zakat needs to be continuously disseminated to the Muslim community in various ways. Comprehensive Islamic learning needs to be emphasized in order to be able to instill values about the importance of zakat, through formal and non-formal education, socialization about zakat should be held. There is an institution that is mandated to manage zakat, which is known as the amil zakat agency. The role of amil zakat should be central in society to teach zakat, one of which is through advertising in the media. This study was conducted to determine the correlation

of the implementation of the Amil Zakat Agency advertisement with the public's intention to pay zakat. The research implementation refers to quantitative descriptive research methods, through data collected from research questionnaires and documentation. The data obtained were analyzed through a quantitative test with the Pearson Correlation test. The results obtained from this study are that advertisements organized by the Amil Zakat Agency have a positive and significant correlation with people's intentions to pay zakat. This is based on the test results which show the r_{count} value of $0.901 > r_{\text{table}} 0.3610$ so that the alternative hypothesis statement is accepted and the null hypothesis or statistical hypothesis is rejected.

Keywords: Advertisement, Zakat Agency, Intention To Pay

Introduction

Zakat is a part of obligatory practice for every muslim obedience and it is believed as one of the pillars of Islam precept (Shahadah, Prayer, Fasting, Zakat and Hajj). That is why zakat cannot be separated from the lives of Muslims.¹ Through this belief, a Muslim has an obligation to issue a portion of his property to be handed over to the rightful person, in this case a Muslim can submit the zakat to the zakat amil body to be distributed. It is important to understand that zakat is defined as assets that must be issued by Muslims or business entities owned by Muslims to be handed over to those who are entitled to receive them in accordance with Islamic law.²

The understanding of zakat must be harmonized with the rules that follow it, considering that zakat is not like a donation that can be given at any time in any amount. As it is understood that zakat becomes obligatory to be issued by a Muslim when it reaches a certain amount and a certain time.

Terms of payment of zakat in accordance with the regulated amount or at a certain level is known as nishab. Nishab zakat income of 85 grams of gold per year. The level of income zakat is 2.5% of the total income received. In practice, income zakat can be paid every month with a monthly nishab value equivalent to one-twelfth of 85 grams of gold, with a content of 2.5%. In addition, there are provisions regarding the time when someone is obliged to pay zakat which is known as haul. Haul is a time limit of one hijriyah year or 12 (twelve) months of qomariyah ownership of assets for which zakat is obligatory. These two terms are a consideration about whether or not someone is obliged to pay zakat.³

Basically the understanding of haul and nishab must be disseminated to the Muslim community, so that awareness about the importance of zakat can be optimized. To socialize about haul and nishab as an important part of the obligation to pay tithe, the authorized party or institution can organize education and training, as well as

disseminate information through various media that are currently available. The existing media are increasingly diverse, ranging from mainstream media and social media such as Facebook, Instagram, Twitter, Telegram, WhatsApp, Youtube and others. It is important for the parties to use the existing media as a field for disseminating knowledge, especially regarding matters that form the basis of religious life.

In Indonesia, the management of zakat has been regulated in such a way and a special institution has been established that has the authority and main duties and functions to manage zakat receipts and zakat distribution. The institution in question is the National Amil Zakat Agency which has a number of derivative institutions such as the Regional Amil Zakat Agency. The established institution has an obligation to inform the public about the importance of paying zakat as a form of obedience to Allah SWT, as well as being a way to help others who are in need of a helping.⁴ Therefore, the National Amil Zakat Agency (Baznas) needs to be active in disseminating the zakat program, so that people know and have awareness to carry out their obligations as a Muslim.

Ways that can be done by Baznas in order to inform about the zakat, among others, are by advertising themselves on

various media platforms. Currently, Baznas has been quite active in promoting itself as an authorized institution to manage zakat in Indonesia. This is evidenced by the existence of Baznas advertisements on television, YouTube and other media. In this context, Baznas has carried out part of its duties, namely to inform about zakat and its completeness for the public to understand. The hope is that people will be more motivated to pay zakat because information can be obtained more easily through Baznas advertisements on many media platforms.

The use of these advertisements also needs to be seen in relation to the public's intention to pay zakat. Similar studies have been conducted, with the results stating that the use of advertisements regarding zakat with the theme "zakat emang ajiib" in fundraising has a significant effect on increasing the income of ZISWAF funds in 1430 H, the advertising theme "zakat emang ajiib" is declared effective.⁵ Other researchers also state that the product variable affects the dependent (Y) muzakki paying zakat at LAZISMU PCM Tieng, which means H_a is rejected and H_0 is accepted.⁶

Referring to several previous studies which state that advertisements from amil zakat institutions have an impact on people's intentions to pay zakat, the

researchers believe it is important to conduct a similar study by involving people in Plaju District, Palembang City. To minimize the occurrence of double understanding from the study conducted, the formulation of the focus of this research is the relationship of advertisements presented by the National Amil Zakat Agency (Baznas) with the intention of the public to pay zakat.

Method

The research was conducted on people living in Plaju District, Palembang during October 2022. The research approach used today refers to a quantitative method. The meaning of the quantitative research method means research that is focused on the study of objective phenomena to be studied quantitatively.⁷ The research approach, which is also known as the research method, is defined as a scientific method carried out to obtain certain information or data with an expected goal or achievement.⁸

It was emphasized that the quantitative research method is a research method based on positivist philosophy, used to examine certain populations or samples.⁹ In this study, the sampling technique used is purposive sampling, which means that the sample is determined by the researcher according to the needs of the research

implementation.¹⁰ On this occasion, the researchers used as many as 30 people as research samples, who were given a questionnaire about the advertisement of the Amil Zakat Agency (Baznas) and their intention to pay zakat. The data collected through the questionnaire was then analyzed through statistical tests, to determine the acceptance or rejection of the hypothesis, it was tested with Person product-moment correlation or the "r" test.

Results and Discussion

Interpreting zakat as an obligation, the research respondents reveal things that are in harmony. Researchers compiled research questionnaires by taking into account various aspects related to advertisements presented by the National Amil Zakat Agency (Baznas) on various media, as well as the alignment of people's intentions to pay zakat. The discussion about zakat in this study is not carried out specifically, but all types of zakat, both zakat fitrah and zakat mal. Considering that Baznas does not limit a person to deposit their zakat in one particular field, all types of zakat can be distributed through Baznas.¹¹

Just as Baznas is the official zakat management institution in Indonesia, Baznas also has a role in educating the Muslim community about the importance of zakat. Things that have been done by

Baznas include presenting advertisements in various media so that people understand the meaning of zakat, understand the importance of zakat, and become concerned about paying zakat because the benefits of zakat paid are very large for others. An illustration of one of the advertisements displayed by Baznas can be seen in the following image.



Figure 1. Baznas ads¹²

In general, the advertisements displayed by Baznas contain information on the importance of zakat, and emphasize the benefits of zakat that can be felt by zakat recipients. It also describes the people who are entitled to receive zakat. Therefore, through the advertisement, Baznas also invites the public to participate in fulfilling their obligations as a Muslim to pay zakat through Baznas. As for the questionnaire to obtain information about the presentation of Baznas advertisements and the intention to pay zakat, sixteen statements were used. The description of the statement contained six statements related to Baznas advertisements, as well as ten statements regarding the public's intention to pay zakat. Each statement is prepared according to the relevant indicators, as is the case with the intention to pay zakat, the researcher

combines the concept of mashlahah with the theory of intention.¹³ The intended theory of intention is about awareness, sources of information, benefits, likes, beliefs and satisfaction. Through these several focuses, the researchers compiled a questionnaire to obtain accurate information about the intention to pay zakat by the public with advertisements from Baznas.

After analyzing the data obtained by the researcher, the description of the data can be presented in the following table.

Table 1. Descriptive Statistics

	N	Range	Min	Max	Mean	Std. Deviation
Iklan Baznas	30	6,00	23,00	29,00	25,9667	1,27261
Niat Bayar Zakat	30	8,00	38,00	46,00	42,7333	2,06670
Valid N (listwise)	30					

Source: data processed by researchers, 2022

Based on the information presented in table 1, it is explained that as many as 30 people were used by researchers as research samples. The lowest score achieved by respondents related to advertisements served by Baznas was 23.00 and the highest score was 29.00. The distance between the highest and lowest values is 6.00; with the average score for Baznas advertising is 25.97. As for the community's intention to pay zakat, it is known that there is a distance between the highest and lowest scores of 8.00 because the highest score is 46.00 while the lowest score is 38.00. The average score achieved by the sample in this study related to the intention to pay zakat is 42.73.

Referring to the achievements presented in table 1, the interpretation of the average value on the Baznas advertising variable is 86.57, which means that it is categorized as very good according to the community's assessment. Likewise, the interpretation for the achievement of the average value of the intention to pay zakat is 85.46 which is also included in the very good category. In order for the purpose of this research to be realized or to provide answers to the problems in this research, quantitative testing is carried out through the moment product correlation test. The correlation test is intended to test the acceptance or rejection of the statistical hypothesis that has been compiled, namely that there is no significant relationship between Baznas advertisements and people's intentions to pay zakat (a case study of people in Plaju District). More clearly about the results of the tests carried out, can be seen through the following table.

Table 2. Correlation Test Results

Correlations

	Iklan Baznas	Niat Bayar Zakat
Pearson Correlation	1	,901**
Sig. (2-tailed)		,000
N	30	30
Pearson Correlation	,901**	1
Sig. (2-tailed)	,000	
N	30	30

nificant at the 0.01 level (2-tailed).

Based on the results of tests that have been carried out with the help of the SPSS program, it is known that the Pearson Correlation value or correlation value is

0.901 which is also known as r count. To prove the acceptance or rejection of the hypothesis, the value of r count will be interpreted with the value of r table 0.05 dk $30 - 2 = 28$ which is obtained by 0.3610. So, when compared, the value of r count is $0.901 > r \text{ table } 0.3610$, which means that the alternative hypothesis in this study is accepted. This means that there is a significant correlation between the Amil Zakat Agency's advertisement and the public's intention to pay zakat.

The achievements of the implementation of this research are in accordance with previous research that examines changes in awareness of tithe, on the influence of public service advertisement videos and their impact on the people of Central Java and DIY. In this study, it was revealed that the public service advertisement video displayed by the zakat amil body had a strong impact on supporting the welfare of the community.¹⁴ You can also pay attention to studies that reveal that people are more interested in paying zakat because of promotions by zakat amil bodies on contemporary social media.¹⁵

After reviewing in general the research findings that were confirmed through previous research, it is clear that the existence of advertisements regarding zakat managed by Baznas can provide additional

information so that people become willing to pay zakat. For this reason, it is highly recommended for managers of amil zakat institutions to continue to innovate in order to educate the public, especially in the awareness of paying zakat to be distributed back to people who are entitled to receive it. As it is known that there are eight parties who have the authority to receive zakat, namely the indigent, the poor, amil, converts, riqab, gharimin, fisabilillah and ibn sabil.¹⁶

Another impact of the advertisements presented by Baznas is the public's understanding of zakat itself. So, advertisements about zakat in various media have opened up space for the public to know more clearly about the meaning of zakat, not only limited to fulfilling the obligations that have been ordered but also participating in building a dignified society. This context was previously not understood by the public, but with advertisements from Baznas it is able to reach the general public so that the delivery of messages about the significance of zakat can be achieved.

Referring to these findings, zakat advertisements displayed by Baznas can also be used by educators as teaching materials or learning support sources. As learning Islamic Religious Education will be more meaningful when utilizing all available

resources, such as zakat advertising as a learning resource on zakat material.

Conclusion

Based on the results of the studies that have been carried out, it is concluded that the public has a good perception of Baznas advertising and has a high intention to pay zakat appropriately. As for testing the hypothesis, it is stated that alternative hypothesis (H_a) is accepted, which means that null hypothesis (H_0) is rejected, thus it is expressly stated that there is a significant relationship between the advertisement of zakat funds and the public's intention to pay zakat (a case study of the community in Plaju District).

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