

Strategy of BAZNAS Tidore Islands City in Increasing Public Awareness to Pay Zakat to BAZNAS

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Abstract: This study aims to examine the strategy of BAZNAS in increasing public awareness of paying zakat. Along with the development of the times, public awareness in paying zakat has increased, although there are still those who give their zakat directly to mustahiq, but in its development it has experienced very significant growth. The method used in this study is a qualitative method. This type of research is field research, data collection used is by collecting data from the results of observations, interviews, and documentation. The location of this research is at BAZNAS, Tidore Islands City, North Maluku Province.

Keywords: *Strategy, BAZNAS, Public Awareness, Zakat.*

1. Introduction

Islam is a religion that was revealed to Muslims to regulate various issues and affairs of worldly life and to prepare for the afterlife. Islam is known as a Kaffah (comprehensive) religion because every detail of human affairs has been discussed in the Qur'an and Hadith. Where when someone is Muslim, then his obligation is to fulfill the requirements to become a Muslim or what is known as the Pillars of Islam. The Pillars of Islam themselves are divided into 5 parts, namely reading the shahada, performing prayers, paying zakat, fasting, and performing the hajj for those who are able (Rahmawati et al. 2023). As the third pillar of Islam after the shahada and prayer, zakat is also a very important form of obligation for Muslims to respect others (Suryani Dyah and Fitriani Laitul 2022). Zakat is a form of worship that contains two dimensions, namely *hablum minallah* and *hablum minannas*. The sharia of zakat in Islam shows that Islam pays great attention to social issues, especially the fate of the weak (Rosadi, 2019)

The sharia basis for managing zakat funds is stated in the verses of the Qur'an and from the hadith and other sources, such as *ijma'*. The verses in question are as follows:

"Take (collect, manage) from some of their wealth alms/zakat; with that alms you cleanse them and purify them, and pray for them, for verily your prayers are a comfort to them; and Allah is All-Hearing and All-Knowing." (QS. At-Thaubah: 103). Hadith of Rasulullah SAW "From Abu Ma'bad from Ibnu Abbas Allah was pleased with both of them that indeed the Messenger of Allah had said when he sent Mu'adz ra, to Yemen. Invite them to testify that there is no god but Allah and indeed I am the messenger of Allah. So if they have obeyed this, then tell them that Allah has made it mandatory for them to pray five times a day and night. So if they have obeyed this, tell them that Allah has obliged them to pay zakat. their property, taken from the rich among them, then returned to the poor among them." (HR. Bukhari). Ijma' Ulama, Rasulullah SAW once sent Umar ra and Mu'az bin Jabbar to collect and distribute zakat to those who were entitled to it.

The Prophet Muhammad SAW also appointed zakat officers, namely: Ibn Lutabiyah, Abu Mas'ud, Abu Jahm, Uqbah bin Amir, Dahhaq Ibn Qais and Ubadah Ibn Samit. From this it can be seen that Islam strongly recommends the management of zakat funds not solely from muzaki and directly received by mustahiq or managed individually. But carried out by a special institution called *amil zakat*. *Baitul maal* as *amil zakat* has the task of being able to socialize with the community, collect funds, then manage them in such a way that benefits are achieved in their distribution. (Waldemi, 2021) Among the many economic instruments that exist, zakat is also present in trying to provide a positive influence on the Indonesian economy with a fair and sustainable wealth distribution mechanism. By distributing zakat funds to people in need, zakat also contributes to increasing people's purchasing power. In addition, zakat funds can also help reduce poverty rates, create jobs, and stimulate growth in broader economic sectors. (BAZNAS, 2024)

In the late 90s, precisely in 1999, zakat management began to enter the state level, after previously only being focused on the community level. This was marked by the enactment of Law (UU) No. 38/1999 concerning Zakat Management. After that, it was amended by Law (UU) No. 23/2011 concerning Zakat Management. This Law (UU) is the formal legal basis for the implementation of zakat in Indonesia. In an effort to collect zakat, the government has established the National Zakat Management Agency (BAZNAS), namely, a zakat management institution formed by the government, whose management personnel consist of clerics, intellectuals, professionals, community leaders, and government elements (Aris, 2017). Zakat management in Indonesia continues to show positive developments from year to year. In Indonesia, 13 years since Law no. 23 of 2011 concerning Zakat Management was passed, the number of zakat managers has increased significantly. In 2024, there were 721 Zakat Managers consisting of 1 BAZNAS, 34 Provincial BAZNAS, 514 Regency/City BAZNAS, and 173 LAZ. In accordance with the mandate of the law, BAZNAS collects zakat management reports from all zakat institutions in Indonesia. It was recorded that the total reports received for the period January-December 2024 until the specified deadline were 677 or 93.77% of the total Zakat Managers in Indonesia. The reports received came from BAZNAS, 33 Provincial BAZNAS (97.06%),

489 Regency/City BAZNAS (95.14%), 46 National LAZ (97.87%), 37 Provincial LAZ (92.50%), and 71 Regency/City LAZ (82.56%). The collection of national ZIS-DSKL funds in January-December 2024 reached IDR 40,509 trillion or increased by 25.34% compared to January-December the previous year, which was IDR 32,319 trillion. Data for January-December 2024 was taken on February 11, 2025 with a report submission participation of 93.77%. Until the end of 2024, zakat managers can continue to update their monthly report data so that it is estimated that the January-December 2024 data will also increase until the end of the year. Muzaki consists of individual muzaki and

corporate muzaki. There was an increase in Individual Muzaki of 2.07%, namely from 27,591,839 individual muzaki in 2023 to 28,162,797 individual muzaki in 2024. Meanwhile, for corporate muzaki, there was an increase of 62.73%, namely from 182,276 corporate muzaki in January-December 2023 to 296,620 corporate muzaki in 2024. (Amil and Nasional, 2024).

2. Method

The researcher in this study used one type of research, namely qualitative research. In this study, the researcher's purpose in using qualitative research is to obtain correct information and data about the problems that the researcher is studying related to the Strategy of BAZNAS Tidore Islands City in Increasing Public Awareness to Pay Zakat. This qualitative research is a field research that requires researchers to directly investigate the place or location where the research is conducted.

3. Results and Discussion

According to Law Number 23 of 2011, a zakat management institution is an institution that carries out planning, implementation, and coordination activities in the collection, distribution, and utilization of zakat. There are three types of Zakat Management Institutions (LPZ) recognized by the government, namely: The National Zakat Agency (BAZNAS) is a zakat management institution formed by the government which is tasked with managing zakat nationally. The Zakat Management Institution (LAZ) is an institution formed by the community which has the task of assisting in the collection, distribution, and utilization of zakat. The Zakat Collection Unit (UPZ) is an organizational unit formed by BAZNAS to assist in the collection of zakat (Putra 2019). Zakat is one of the main pillars of Islam which has an important role in encouraging the social and economic welfare of Muslims. To ensure that zakat can be collected, managed, and distributed properly, various zakat organizations and institutions have been established in various countries. One of the leading zakat institutions in Indonesia is the National Zakat Collection Agency (BAZNAS) (Sella, 2023)

BAZNAS Tidore Islands City in 2024 in carrying out zakat collection experienced very significant growth because the level of public awareness had increased significantly compared to the previous year. As seen from the data from the 2024 National Zakat Management Report, Muzakki Growth Data in 2024 Per Zakat Management. Muzakki Service Performance (people) at the End of 2024, especially in Tidore Islands City, the number of Muzakki increased, the growth was 1,601.9% greater than the previous year. In 2024, the number of Muzakki was 27,163. This figure is more than the number of Muzakki in 2023 of 1,596. BAZNAS Tidore Islands City in collecting zakat who became Muzakki were all ASN in Tidore Islands City. Strategy is defined as the steps taken by an organization or institution to implement its plans and activities so that the activities carried out can be carried out effectively and efficiently in order to achieve the goals set by the organization or institution (Alvind D. Putra, Lemiyana, and Chici R.P. Pratama, 2024)

The strategy used by BAZNAS Tidore Islands City based on a statement from Mr. Hunaidy M. Saleh, S.Pd.I. as the Chairperson of BAZNAS Tidore Islands City, namely: First, forming a zakat collection unit (UPZ) at the service/office/agency/agency in Tidore Islands City. To facilitate zakat services to muzakki, a Zakat Collection Unit (UPZ) was formed, namely an organization formed by BAZNAS for all levels with the task of serving muzakki who submit their zakat. The formation of this UPZ is carried out by writing to form a Zakat Collection Unit (UPZ) at each agency. This UPZ was formed with the aim of collecting in each organizational unit using a willingness form

made by each regional organization treasurer and providing the results to the BAZNAS implementing department. .

Second, carrying out socialization and counseling related to zakat in the services/offices/agencies/agencies and schools/madrasahs in Tidore Islands City. The community needs to have an understanding or knowledge about the obligation to pay zakat so that with this understanding, awareness will grow to pay zakat. Socialization is one of the most influential strategies in efforts to increase public awareness to pay zakat. The form of socialization used by BAZNAS Tidore Islands City is still offline, namely by visiting the muzakki directly. In this context, socialization of the Law governing the implementation of zakat needs to be carried out as a logical consequence of the existence of a law governing the implementation of zakat with the contents, objectives, functions and expectations of zakat itself, which must be understood by all parties including the community, especially ASN Tidore Islands City, the majority of whom are Muslim. The socialization of the implementation of Law Number 38 of 1999 which was later refined by Law Number 23 of 2011 concerning the implementation of zakat is important as one of the initial and fundamental strategies so that public understanding of the Law itself, as well as the objectives and functions of zakat based on religious studies and understanding can be realized.

Third, build cooperation with the local government. BAZNAS Tidore City collaborates with the Tidore Islands City Government in collecting zakat in the Tidore Islands City area and has received full support from the Mayor with the Instruction of the Mayor of Tidore Islands Number: 400.8.1 / 1133/01/2023 Concerning Payment of Zakat, Infaq, and Sadaqah for Civil Servants in the Tidore Islands City Government. The Mayor's Instruction is addressed to the Regional Secretary, DPRD Secretary, Head of Service, Head of Agency, Head of Office, Head of Regional Secretariat Section, Sub-district Heads, Village Heads and Village Heads in the Tidore Islands City Government to collect Zakat, infaq and sadaqah from every Civil Servant who has a minimum monthly income of IDR 8,828,806, or more according to the salary list after deducting BPJS PPH and other deductions (not deductions in the salary slip), zakat must be taken at 2.5%.

Organizational funds collected in each Regional Apparatus Organization (OPD) must be deposited into the BAZNAS account of Tidore Islands City to be distributed to those entitled to receive it. (Interview, 2025) However, according to information from Mr. H. Muhlis Kama, S.Ag. as Deputy Chairperson of the BAZNAS Collection Division of Tidore Islands City in carrying out socialization, he still found some people who were not yet aware of paying zakat to BAZNAS Tidore Islands City because they did not fully understand the concept of zakat. In the minds of some Muslims, zakat is only obligatory in the month of Ramadan, and even then it is still limited to the payment of zakat fitrah. In fact, zakat is not a worship that is applied only in the month of Ramadan, but can also be paid in months other than Ramadan. The basic idea of zakat for the welfare of the community has shifted to being merely a ritual worship that is carried out together with fasting.

There is a haul requirement (or year of ownership) indicating that zakat does not recognize payments in a particular month, but can be paid every month. If public awareness of the importance of zakat for improving the welfare and prosperity of the people is getting better, this will have an impact on increasing zakat receipts. For this reason, BAZNAS has taken steps to go to mosques/places of worship for Muslims in order to conduct socialization with the aim of increasing Muslims' understanding of the concept of zakat, its obligations, and its benefits. Providing an explanation of the meaning of zakat, its types, calculations and who is entitled to receive zakat. Making Muslims aware of the obligation to pay zakat as part of the pillars of Islam and as a

form of social worship that provides benefits for themselves and society. Motivating people to actively pay zakat through the BAZNAS institution. Explaining how zakat can play a role in reducing social inequality, helping the poor, and creating shared prosperity (Interview, 2025)

5. Conclusions

Based on the results of the research and discussion on the Strategy of BAZNAS Tidore Islands City in Increasing Public Awareness to Pay Zakat, it can be concluded that First, forming a zakat collection unit (UPZ) at the service/office/agency/agency in Tidore Islands City. Second, implementing socialization and counseling related to zakat at the service/office/agency/agency and schools/madrasahs in Tidore Islands City. Third, building cooperation with the local government. From the implementation of this strategy, the growth of muzakki this year has increased very significantly. However, there are still obstacles faced by BAZNAS Tidore Islands City such as the lack of public understanding related to the fiqh of zakat, philosophical values, virtues, uses, and wisdom of zakat. For that reason, BAZNAS took steps to go to mosques/places of worship for Muslims in order to conduct socialization with the aim of increasing the understanding of Muslims about the concept of zakat, its obligations, and its benefits. Providing an explanation of the meaning of zakat, its types, calculations and who is entitled to receive zakat. Raising awareness among Muslims about the obligation to pay zakat as part of the pillars of Islam and as a form of social worship that provides benefits for oneself and society. Motivating people to actively pay zakat through the BAZNAS institution. Explaining how zakat can play a role in reducing social inequality, helping the poor, and creating shared prosperity. Suggestion

The strategy implemented by BAZNAS Tidore Islands City has been effective in increasing public awareness to pay zakat. However, it is necessary to utilize social media in carrying out socialization and education along with current developments in technology and information. Perhaps by implementing socialization and education by utilizing social media it can be more effective in increasing public awareness in paying zakat.

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