

# The Effectiveness of Interpersonal Communication in Collecting Zakat Funds at Baznas Barru Regency

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**Abstract.** The zamil zakat agency is an institution that plays an important role in collecting and managing the zakat funds and officially discussed in Law 23 of 2011. The zakat funds are expected to improve welfare and reduce poverty. Therefore, it is important to find out the right strategy in collecting zakat funds. In fact, Baznas of Barru Regency has succeeded in getting the best zakat collection award in 2018. The aim of this research is to find out how effectiveness of interpersonal communication in increasing interest and the amount of zakat funds. This type of research is descriptive qualitative research. According to the result of the research, it was obtained regarding the communication strategy carried out by BAZNAS in Barru Regency, namely by approaching regional heads, assigning all chairmen and deputy chairmen to conduct interpersonal communication with the community and form zakat collection units at every mosque in Barru Regency.

**Keywords:** Baznas, Strategy, Interpersonal Communication, UPZ.

## 1. Introduction

In essence, humans are social beings who interact with each other. Good interaction certainly has a good communication process because humans will continue to communicate as a bridge to connect with each other. Therefore, communication must take place in the right way so that the process of interaction between humans can continue.

Communication is very important for human life because human knowledge can grow rapidly because of communication. Communication also forms a social system that needs each other, therefore communication and society cannot be separated. According to Edward Sapir quoted by Roudhonah in the book *Communication Studies* that "Public relations network is through communication, if there is no communication, then there is no community" [1].

Meanwhile, according to R. Wayne Pace and Don F. Faules, "Communication is a process, where there are two general forms of action that occur, namely the appearance of the message and the interpretation of the message. Showing a message means spreading something so that it can be seen as a whole and enjoyable. While the interpretation of the message is to describe or understand something" [2].

Based on some of the definitions above, it can be concluded that communication is a process of conveying messages from communicators to communicators with certain media to create understanding between them, the information conveyed can have certain effects on the communicator, can affect cognitive, affective, and behavior.

One place that is very important for good communication in order to achieve common goals is the office or organization. Communication within the organization is the main thing that must be done well in order to realize the vision and mission or goals of the organization. The existence of a

form of cooperation between humans with one another to achieve something is one of the organizational activities and this can be created if organizational communication goes well. Organizations cannot be separated from communication, because communication is a bridge of interaction between members of the organization. Good communication is an important factor in achieving organizational goals. Communication within the organization is a process of conveying information, ideas between members of the organization to achieve predetermined goals.

The application of organizational communication is very important in an organization because the purpose of organizational communication, among others, is to provide information to both external and internal parties, utilize feedback in the framework of management control processes, gain influence, tools for solving problems, for decision making, facilitating changes that will be carried out, facilitating the formation of work groups and can be the entrance and exit with outsiders of the organization [3].

Effendy said that the process in organizational life consists of two dimensions, namely the dimension of internal communication and the dimension of external communication. Characteristics and the exchange of ideas takes place both horizontally and vertically within the company that causes work (operations and management) to take place

while external communication is all the ways used by organizations to communicate between organizational leaders and audiences outside the organization and the goal is to create and maintain goodwill and mutual understanding between the organization and audiences [4].

Internal communication channels that occur within the organization include vertical communication, namely communication that takes place from top to bottom and from bottom to top or communication from superiors to subordinates and from subordinates to superiors reciprocally. While horizontal communication is communication that involves individuals or groups at the same level, this channel allows individuals to coordinate tasks, share information, solve problems, and resolve conflicts [5].

In this study the focus is on the organization of the Barru Regency Amil Zakat Agency (Baznas) which has a large and increasing zakat fund. Even though the average work of the people in Barru Regency are civil servants, farmers and fishermen, BAZNAS managed to win an award as the largest zakat collector in Indonesia in 2018 and continued to increase in subsequent years even though it was not the largest zakat collector in Indonesia. The success of Baznas Barru Regency in collecting community zakat funds is of course inseparable from management within the organization. Various strategies have been carried out by the Barru Regency National Amil Zakat Agency (Baznas) in order to be successful in obtaining zakat and continue to increase the amount of zakat every year.

A communication strategy is a choice of various steps so that the efforts and resources used can be effective and efficient [6]. There are several principles of using development communication strategies to avoid possible unwanted effects, namely the use of traditional channels, leader recognition, message delivery, message approaches, message selection, and media selection [7].

Discussing the collection of zakat in the community, there are several previous studies that also focus on the communication strategy for the management of the National Amil Zakat Agency. The first is research conducted by Muhammad Arif and Thamrin (2020), with the research title "communication strategy of laznas izi at the Riau representative baznas office in the context of socializing zakat". The results of this study found that the communication strategy used by the Indonesian Zakat Initiative (IZI) of the Riau Representative in the socialization of zakat was as follows; First, the direct socialization strategy is a communication strategy that is carried out directly with consumers, the aim is to get an immediate response from consumers, in this case the muzakki. This communication is very effective and fast in reaching muzakki when conducting zakat socialization and directly influencing zakat transactions. To measure the success of this strategy directly (face to face), the authors use Harold Lasswell's communication model, namely: communicator, message, media, communicant and expected effect. Second, the indirect socialization strategy is a process of a communication that is carried out indirectly, alias requires the help of a communication tool whose function is as a communication medium [8].

The second research was conducted by Rama Wijaya Kesuma Wardani (2017), with the title "Communication strategy of the national amil zakat agency in collecting zakat maal". The results of this study found that first, the communication management of the National Amil Zakat Agency for West Java Province in collecting zakat maal, uses international standard Operation (ISO), the process of collecting zakat maal is carried out with a Strategic Plan (RENSTRA) and Early Year Activity Plan (RKAT). Second, the form of communication used by the National Amil Zakat Agency for West Java Province is by using modern media facilities, namely online media such as the internet, social media, blogs, Facebook, Instagram and others. Forms of communication through online media are continuously balanced with face-to-face forms of communication. Third, the socialization of zakat maal collection at the National Amil Zakat Agency for West Java Province is carried out continuously through work programs carried out by the National Amil Zakat Agency for West Java Province. through a branding mechanism through online media that is packaged in such a way that is carried out consistently even though through this media it is still not optimal. However, optimal socialization is currently carried out using offline face-to-face meetings with muzakki [9].

In contrast to previous research which focused on strategies for collecting zakat funds using various media, in this study the researchers focused on the communication strategy of the Barru Regency National Amil Zakat Agency (Baznas) in increasing public interest and trust in channeling zakat through Barru Regency Baznas. Because based on observations it can be seen that it is very rare for muzakki who distribute their zakat funds in 2018 not to distribute their funds in subsequent years. So that the Barru Regency National Amil Zakat Agency (BAZNAS) can be said to be able to attract the interest and trust of the people of Barru Regency to continue channeling their zakat funds at Baznas.

In previous studies and with this study have clear differences. Previous research focused on zakat collection strategies using various media, while this research focused on analyzing communication strategies to increase public interest and trust in zakat at the Amil Zakat Agency, Barru Regency. Based on the observations made, it appears that in 2016 it was very rare for people to channel their zakat funds at BAZNAS because they did not know about the existence of BAZNAS as zakat collectors and managers. However, since 2017 there has been a significant increase in the following years. So that the amil zakat institution of Barru Regency is said to have succeeded in collecting zakat funds after going through various communication strategies carried out to the community.

Various communication strategies implemented by Baznas Barru Regency in terms of collecting zakat have made researchers interested in conducting research related to what strategies are carried out by Baznas so as to be able to consistently increase the amount of zakat collected. So interestingly this research is focused on "analyzing communication strategies in increasing public interest and trust in tithing in Barru Regency". Based on the background of this problem, the researcher will examine (1) What is the process for determining the UPZ and communication patterns in inviting people to give zakat?

## **2. Methods**

In this study, researchers used a qualitative approach with a descriptive research type, where researchers will describe or construct mandala interviews with research subjects. This type of descriptive research aims to make a systematic description of the facts and phenomena of the object under study [10] Qualitative research is research that aims to explain a phenomenon as deeply as possible through the collection of the deepest data, thus not prioritizing the size of the population or sampling [11]. Qualitative data is obtained through semi-structured interviews conducted with the chairman, baznas manager, muzakki and mustahiq.

Through interviews conducted, it can be seen how the zakat collection unit (UPZ) and interpersonal communication conducted to the Barru Regent and community leaders managed to influence and increase the amount of zakat collected. The implementation of strategies in the Baznas

organization and the role of communication make the Barru Regency amil zakat agency continue to experience an increase in the amount of zakat.

To support this research, previous observation techniques were also carried out and supplemented with documentation. While the validation technique will go through the process of data reduction, presentation and verification to analyze the data.

### **3. Result and Discussion**

Baznas Barru Regency applies a communication strategy to manage information as well as appeal to the public to give zakat through amil zakat agencies in order to increase the number of muzakki and the amount of zakat funds collected. Managing large amounts of information is a challenge for many organizations. As the options for communication channels increase, the number of messages sent and received and the speed at which they are sent increases as well. According to Joseph Dominick, every communication will involve eight elements of communication, which include: source, encoding, message, channel, decoding, receiver, feedback, and interference [12].

Baznas Barru Regency needs a communication strategy in growing zakat funds as stated by Marthin-Anderson (1968) strategy is an art in which it involves the ability of intelligence / thought to bring all available resources in achieving goals by obtaining maximum profit and efficiency. With a communication strategy, it means that several ways can be taken to use communication consciously to create changes in the audience easily and quickly.

The achievement of a goal requires action designed for its achievement, the goal is a cognitive product of activated information, so that what constitutes a goal is assumed to reflect the most relevant and situationally appropriate information. The role of the communication strategy of Baznas Barru Regency is a major factor in increasing zakat funds because the application of an effective communication strategy in practice will be able to provide clarity in terms of: conveying clear and consistent messages, simple direct and fast with a minimum number of filters and interpreters, inspiring and energizing, human and personal user friendly, moving information experience, learning, ideas, direction, and feedback well in all directions up, down and throughout the organization, and only possible in an atmosphere of trust and openness. The communication strategy can be implemented if in planning the communicator or amil zakat chosen by Baznas to convey information about the teachings of professional zakat and knows the audience or audience and is able to convey messages or information well so that the audience can receive it well.

Maintaining and growing the wheels of the organization requires information analysis actions to obtain clarity related to information both obtained from the external environment and information from the internal environment to be conveyed to the external environment and the selection of the right strategy will determine the success of a predetermined plan or the success of the actions taken will be determined by how people in the organization work together to complete work programs and complete predetermined goals.

Internal communication is the right step to foster internal relations. Internal relations is a public relations activity to foster relationships with internal publics, such as employees, managers, top management, and stakeholders so that the image and reputation of the organization or company remains positive in the eyes of the internal public [13]

Baznas Barru Regency issued 3 main strategies in providing information and explaining to the public the importance of giving zakat through amil zakat agencies directly. The three communication strategies were formalized by baznas based on the results of field observations and the character of the community in Barru Regency.

The communication strategy carried out by the national amil zakat agency in increasing the amount of zakat funds is by: first, by conducting interpersonal communication or personal approach between the Barru Regency baznas management and the Barru Regent, from the conversation baznas managed to convince the Barru Regent to sign a regional regulation on the obligation to give zakat for ASN who are Muslims. Second, by visiting or socializing the community directly and explaining the importance of zakat in religion and in the development of the economy in Barru Regency. Third, by establishing UPZ (Zakat Collection Unit) in every mosque in Barru Regency and centered in the

KUA office for each sub-district. UPZ has the task of explaining to the mosque congregation about zakat and is also tasked with collecting zakat funds before they are collected at the UPZ at the sub-district level and then finally collected to the Barru Regency amil zakat agency.

The number of teams that went down in explaining the importance of zakat made Barru Regency succeed in collecting zakat funds from 2017-2022 without experiencing a decline. The right communication strategy is needed in the success of the organization in achieving its goals.

The success of Baznas in building its image is influenced by various factors. The importance of reputation because a good company name can make it easier for organizations to communicate and achieve goals effectively, while a negative image is the opposite.

BAZNAS Barru Regency seeks to devise a strategy to increase zakat muzakki by implementing information management to obtain clear information regarding muzakki and musatahiq conditions as well as conveying information to change the mindset of people who still lack an understanding of zakat. According to Anwar Arifin, a communication strategy is a calculation of conditions and situations that are faced and that will be faced, to achieve effectiveness.

Communication Strategy According to Fill quoted from Pambayun Menur Seta, it is divided into three main theories: Put strategy, the communication strategy in this section is focused on reaching public audiences, Baznas Barru Regency promotes and introduces Baznas through Instagram social media. Baznas Instagram social media routinely reports on all zakat collection and distribution activities that are being carried out. In addition to the introduction strategy, BAZNAS also provides facilities for zakat and reports on these facilities through social media so that these services can spread more quickly in the community.

The second strategy is the push strategy, this communication strategy focuses on the performance capabilities of members, this strategy leads to the realization of strength to encourage loyalty and work commitment. Based on this, Baznas Barru Regency implemented a family communication system so that all teams, staff and upz feel comfortable with the work environment. This was done for the convenience of working, morale and loyalty of members in voicing the importance of giving zakat in order to increase the amount of zakat at Baznas Barru Regency and to help mustahiq in Barru Regency. Comfort is indeed an important thing at work, especially when a job has a big burden and responsibility. That is why Baznas of Barru Regency has decided on a communication strategy to be used by members, staff and UPZ with family communication, being open to opinions, listening to complaints and considering input and suggestions.

The third strategy is the Pull Strategy, a communication strategy to maintain the image of the company or organization and the process leads to the goal of maintaining relationships, Barru District Baznas consistently reports on all activities of the audit team and Instagram social media. BAZNAS always posts distribution activities, zakat receipts to the annual number of beneficiaries channeled through the program from Baznas Barru Regency. BAZNAS also continues to strive to increase the number of beneficiaries or mustahiq so that the muzakki's zakat can be spread among 8 groups of zakat recipients.

#### **4. Conclusion**

The amil zakat agency that plays an important role in the collection and management of zakat funds has been explicitly formalized in Law 23 of 2011 regarding increasing the effectiveness and efficiency of services in the management of zakat with the aim of improving welfare and poverty reduction, communication strategies are important so that people know about the obligations and the existence of baznas that collect and manage zakat funds in Barru Regency. The National Amil Zakat Agency (Baznas) of Barru Regency successfully won the zakat award in 2018 in the category of the best growth and collection of zakat throughout Indonesia. The success of Baznas Barru Regency in collecting community zakat funds is certainly inseparable from a good communication strategy, especially in collecting zakat funds. Various communication strategies were carried out by Barru Regency Baznas in terms of collecting zakat. First, by approaching the regional head, in this case the Barru Regent, to carry out a mandatory zakat system for Muslim civil servants, second, by

assigning all chairmen and vice chairmen and baznas administrators to conduct interpersonal communication to the community and explain the importance of channeling zakat through baznas, third by forming a zakat collection unit in each mosque with coordination at the KUA of each sub-district and then reporting it to the Barru Regency baznas.

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