

# Digital Media as an Effective Platform for Zakat Kedah State Information Source

Faryna Mohd Khalis<sup>1</sup>, Wan Noor Faaizah Wan Omar<sup>2</sup>,  
Kartini Kasim<sup>3</sup>, Osman Abd. Hamid<sup>4</sup>, Hafizah Zainal<sup>5</sup>  
{faryna@uitm.edu.my<sup>1</sup>, wfaaizah@uitm.edu.my<sup>2</sup>, kartini2929@uitm.edu.my<sup>3</sup>,  
osman371@uitm.edu.my<sup>4</sup>, hafizahzainal87@gmail.com<sup>5</sup>}

Universiti Teknologi MARA (UiTM), Kedah Branch, Malaysia<sup>1,2,3,4</sup>  
Lembaga Zakat Negeri Kedah<sup>5</sup>

**Abstract :** Digital media is a new platform for virtual communication. As the world evolves, most of the services in organisations, business or activities gradually transferred from the manual to a digital online system. Likewise, zakat as the third pillar which is compulsory for the capable Muslims, where the traditional face to face method of payment with pronunciation declaration by the payer, has also been changed to an online mode. Since 1991 zakat has already been computerised, however, due to the lack of communication and publicity information does not reach the community properly. Moreover, those who do not have the financial means face hardship in getting help due to management problems thus, this research will try to search for the most effective digital media platform that is preferred by the respondents to deal with zakat Kedah state. Accordingly, this research has used survey questions that are to be answered by the lecturers from Universiti Teknologi MARA. The research analysis has found that the official website of zakat Kedah has often been used by the respondents. Correspondingly, infographic is the best answer to help the promotion of zakat in order to reach the audience.

**Keywords:** virtual communication, social networking, technology, infographic, online service.

## 1 Introduction

The world of digital media has extended in our everyday life into another style of living without engaging in face-to-face communications. The people's visibility nowadays is mainly through virtual space, through the use of gadgets such as the mobile phone, laptop and iPad, all of which can establish connections and reach anywhere and everywhere. Social life has become much easier and interesting, through online meets. Furthermore, this new style of communication not only works for social networking purposes, it helps to spread information faster and effectively to an audience. Social media have now become more useful in a positive way and reach more people virtually than face-to-face interaction [1], [2]. Furthermore, interesting subject matter contributes to the used of the services as well. People are more interested in entertainment and in socialising. On the other hand, zakat is different, the objective and mission of this service cannot be easily deal with without purpose like entertainment did.

Only people who want to know about zakat especially those who paid zakat will care and be aware, especially the adults and senior citizen. Therefore, this research will try to find the best solution in digital media for zakat in the state of Kedah that can be used to communicate effectively in this new technological era.

## **2 Literature Review**

### **Communication in The New Technology Era**

Communication is a two-way interaction to deliver information, messages or news through a variety of platforms or media [2]. Nowadays, communication has become more advanced through the use of new technology. There are so many technologies these days that can access the internet such as a laptop, smart television, iPad and the smart phone. Everything has become easier, faster and efficient with the various digital media [3],[4]. As the world evolves, all services, companies or businesses must be alert and continually up to date with the current trend in order to be accessible and to reach a bigger audience. While adults who are from the baby boomers' generation (age 50-64) and generation X (age 35-49), are now exposed and have become fast learners in keeping with the new era and technology, millennial generation (age 21-34) have no problem and have been born to learn the technology from the start without having to learn the manual way. Moreover, most of the youngsters as a generation Z (age 15-20) are advanced, and can even teach their parents how to use the technology [5].

### **Social Networking Sites (SNS)**

Traditionally social networking is held by holding a meeting, a party or a seminar in order to communicate with other people who have similar interests, through physical space. While social media networking also has the same purpose it is a different method, people do not meet face-to-face but through online or cyberspace [1], [6]. Social media is a form of computer-mediated communication where individuals set their profiles to represent themselves, using their own contents to communicate with other peoples. Social networking sites (SNS) is a social media subdomain whereby the participants have their own account with their respective profile picture [7], [8]. Having any SNS or applications such as Facebook, Twitter, Instagram and many more, people can start to interact and get responses through comments or text [2], [9]. Moreover, the fast update from the application will also affect the consumer's choices and reflect the credibility and stability of the applications [10]. The faster (update from the apps) and the more trust that are gained from the consumers, the application will be trending and goes viral. Simultaneously, this situation promotes and secure a bigger group of users for the application [26].

### **Famous Digital Media Platform**

Digital Media is a meta-medium with integration storage capacities from the print media to speed transmission of electronic media. It is also the evolution of old media to the digital version with a range of new social, cultural, political issues involving social networking, civic and professional collaboration, copyright, privacy, political strategies, and economic development [1], [3], [11],[31]. As time goes by, many services become more popular using various digital media platform. Facebook is founded in 2004 with 1.65 billion monthly active users [12]. While in 2006 Twitter is found, with 1 billion monthly visitors [13].

	FACEBOOK	TWITTER	INSTAGRAM	SNAPCHAT
1	Convenience	Entertainment	Entertainment	Entertainment
2	Entertainment	Convenience	Convenience	Convenience
3	Passing Time	Medium Appeal	Medium Appeal	Medium Appeal
4	Medium Appeal	Passing Time	Passing Time	Passing Time
5	Information Sharing	Self-Expression	Self-Expression	Self-Expression
6	Self-Expression	Information Sharing	Self-Documentation	Self-Documentation
7	Social Interaction	Social Interaction	Social Interaction	Social Interaction
8	Self-Documentation	Self-Documentation	Information Sharing	Information Sharing

**Fig. 1.** Ranking of use motivations across Facebook, Twitter, Instagram and Snapchat

Research by Social Media Update has stated that Facebook has become the most popular social media platform that is chosen by the consumer [14]. The margin of Facebook at 79% is by far way higher compared to other social media such as Instagram (32%), Pinterest (31%), LinkedIn (29%) and Twitter (24%). Most of the users' age are between 30 to 65, where young adults are from 18 to 29 years old. Moreover, females were higher- 83% than males- 75% as internet users for Facebook applications. Facebook was also the most popular platform with 76% users' daily visit, 55% who visited several times a day and 22% who visited once a day).

Referring to Figure 1, [15] have reported that most of Facebook, Twitter, Instagram and Snapchat followers search for entertainment. Besides the convenience of the applications followers have also stated that medium appeal and passing time at the platforms have also become the reasons why social media is always exposing and post all sorts of materials daily. Furthermore, information sharing is also listed in the ranking of use, motivations prove that the information has also spread effectively through social media.

**Table 1.** Social Media Tools and Users

Social Media Platform	Number of Users
Facebook	1.59 billion
Google +	300 million
Skype	300 million
Twitter	320 million
WhatsApp	1 billion

Another report by Courtesy of Statista (2016) in Table 1 has also stated that the most popular application worldwide as of April 2016 is Facebook with 1.59 billion users. WhatsApp is at the second place with 1 billion, followed by Twitter 320 million, Google+ and Skype with

300 million number of users. Facebook has once again proved that its applications have a big number of followers.

#### **Zakat Collection Centre (*Pusat Pungutan Zakat*)**

Zakat is the third pillar where it is compulsory for Muslims to pay for purification of their wealth. Zakat is monetary devotion as it is taught by Islam that all things in this world belongs to Allah [17], [18], [19]. All Muslims realise their responsibility as zakat which is a way to help the poor and those in need [30]. Zakat is the Islam contribution to social justice, and can be paid through the zakat counter or kiosk. Zakat has started to operate using technology (computer) in 1991 as is reported in the Zakat official website history; the weaknesses that are found in the zakat administration system are- it is not well organised, has no details in its calculation and transaction, only focuses on zakat fitrah and has few payment facilities for the payer. Therefore, the use of computer technology is new and historical to Malaysia or to other countries for zakat management. Pusat Pungutan Zakat (PPZ) has been launched by Tun Seri Dr. Mahathir Mohammad on Mac 8, 1991 with the hope that the new management will start a new era in the Malaysian zakat administration. This new approach of PPZ management becomes more efficient and effective for zakat collection and improves Muslims' awareness towards their responsibilities to pay zakat.

#### **Lembaga Zakat Negeri Kedah (LZNK)**

In addition, Lembaga Zakat Negeri Kedah Darul Aman which has been established on September 5, 1936, has received a complaint from those in the lower income, who have reported to Syeikhul Islam of Kedah state Wan Sulaiman bin Wan Sidek regarding zakat allocation that has not reached those who are in need. In 1955 the law of zakat (Jabatan Zakat Kedah Darul Aman Enactment), was followed by 1984 to 1997 zakat which not only pertained to rice but to all sources of income. This effort was continued until 2015 when the Lembaga Zakat Negeri Kedah Darul Aman (LZNK) enactment was replaced by the enactment of Jabatan Zakat Negeri Kedah Darul Aman (JZNK). This enactment is responsible to help the poor and those in need. The mission of Zakat Kedah is to improve the financial management of Islamic social efficiency with integrity, thus, enhancing the socio-economic level of Muslims. The traditional method of payment for zakat is face-to-face with pronouncement declaration by the payer. But in 1991, Jabatan Zakat Negeri Kedah Darul Aman (JZNK) has already started operating using the computer, thus, the information and payment method can also be paid online. The evolutions are parallel with the technological improvements in Malaysia but not all payers are familiar with this new approach, especially the adults or senior citizens. The lack of communication and publicity result in the information not reaching the community properly [20]. Moreover, it appears that the poor faces difficulty in securing help due to management problems [20], [21]. Thus, this research will try to search for the most effective digital media platform that is preferred by the respondents to obtain information and to deal with Zakat Negeri Kedah Darul Aman (JZNK).

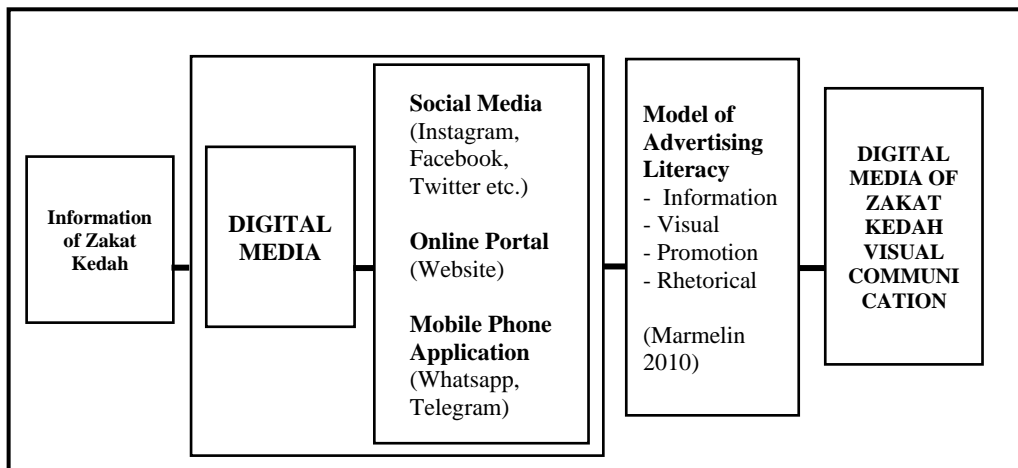
### **3 Methodology**

This research will be using the quantitative approach, through online survey questions due to pandemic situation in order to identify the highest platform that is chosen by the respondents.

The questionnaires contain two sections. Section A provides 2 categories where respondents will be asked demographic questions such as age, gender, marital status, faculty, grade of work position, and place of birth. The second category will address their basic knowledge of zakat such as their understanding of zakat, and the platform to access information about zakat especially in the state of Kedah, in Malaysia. Notably, Section A has included questions on the use of digital media where the model of advertising literacy is by Mamelin [23], which contains four indicators of information, aesthetic (visual), promotion and rhetorical that will be tested to seek the answer.

### Model of Advertising Literacy

According to Mamelin [22], advertising literacy can be seen through 3 perspectives. From the receivers' perspective, how they can understand the message of the advertisements, thus shaping their thought through media structure. While from the research point of view advertising literacy is a study from the theory of communications that might be argued or clarified by scholars differently, according to their research findings. Furthermore, from the communicator's perspective it is the interaction or communicative skills of advertising professionals. Advertising literacy will also look at the consumer's consideration or understanding of any products, services and commercials.



**Fig. 2.** Research Framework

There are many different theories about advertising literacy that refers to the researcher who studies advertising and consumerism. The advertising researcher argues that advertising literacy is the consumer's awareness about the various advertisement type, production aspects, and techniques. Moreover, the consumer-advertising researcher has said that the purpose of literacy is to understand advertisement convention, this means that the audience is skilled to understand the advertisement in their everyday life. Additionally, the audience are able to acknowledge the advertisement purpose and are proficient to understand the advertisement meaning, thus, to adapt in their real life [24].

This research will be using the Model of Advertising Literacy by [22] to answer the research objective, the most significant factor that influence the effectiveness of digital media in spreading information. Total of 30 questionnaires to be answered by Universiti of Technology

MARA lecturers as zakat payer. Referring to Figure 2. Research Framework, the first thing to search in order to obtain information on zakat in the state of Kedah is the digital media platform, which are through social media (Instagram, Facebook, Twitter etc), Online Portal (website or blog) and mobile phone applications (WhatsAap, Telegram). These 3 digital media platforms will be tested using four indicators, through information, aesthetics, promotion and rhetorical [23]. Thus, this research targeted to identify the most effective factor of digital media in spreading the information of zakat Kedah state through what kind of visual communication.

### Sampling

There are two types of sampling techniques, probability sampling and non-probability sampling. There are five types of probability sampling- simple random, stratified random, cluster sampling, systematic sampling, and multi stage sampling, whereas non-probability sampling has four which are quota sampling, snowball sampling, judgement sampling and convenience sampling (Hamed Taherdoost, 2016). This research will be conducted using simple stratified random sampling. The respondents are chosen among lecturers from seven different faculties at Universiti Teknologi MARA (UiTM) in Kedah, who are of different gender, status, and receive different grades of salary according to the respondents' positions.

Table 2 shows the number of respondents are determine according to proportion number of 246 staffs from each faculties at Universiti Teknologi MARA, Kedah branch with grade DM45 and above. The seven faculties are the Faculty of Accountancy (26), Faculty of Administration Science and Policy Studies (21), Faculty of Art and Design (34), Faculty of Business and Management (97), Faculty of Computer and Mathematical Sciences (36), Faculty of Information Management (30), and the Academy of Contemporary Islamic Studies Department (2). The sampling has been chosen because the respondents are confirmed qualified Muslims and are among the regular contributors of zakat Kedah state, which is proven by their consistent salary deduction per month.

Table 2. Sampling of Research

Sampling		
	Faculty	No of Staff
Respondents	1. Faculty of Accountancy	26
	2. Faculty of Administration Science and Policy Studies	21
	3. Faculty of Art and Design	34
	4. Faculty of Business and Management	97
	5. Faculty of Computer and Mathematical Sciences	36
	6. Faculty of Information Management	30
	7. Academy of Contemporary Islamic Studies Department	2
Level	Lecturer	
State	Kedah	
Grade	DM45 and above	

### **Hypothesis**

There are 2 objectives in this research:-

Objective 1: To analyse the significant factors that influence digital media effectiveness in delivering information about zakat in the state of Kedah

Objective 2: To suggest a significant strategy of digital media in delivering information about zakat in the state of Kedah

Therefore, this research will test two hypotheses:-

H1: There are significant relations between effective digital media factors in delivering information of zakat in the state of Kedah.

H2: There are significant relation between the strategy of digital media in delivering information of zakat in the state of Kedah.

## **4 Findings and Discussion**

Data from the factor analysis (Table 3) have found all the four indicators that have been tested by the model of advertising [22], which are information, aesthetics, rhetorical and promotion; these are important criteria in order to deliver a message to the audience. All the 4 factors have a few items to be clarified through selected variables. There is a big contribution of tested variables. Moreover, a suitable model of advertising literacy is supported by an indicator of KMO value and the Cronbach Alpha as a reliable factor towards effective digital media. From the Total Variance Explained, there are four most explained variance (in order) in this study which are information, visual, rhetorical and promotion. In overall the variance explained for the four variables is about 78.938% which is good to explain the factors in media communication. The Bartlett's test of sphericity is significant at 0.05 and the Cronbach alpha = 0.924 shows that a stable scale has been used for this research. The scale used was the Likert scale 1 (disagree) until 5 (most agree). Most of the respondents have also agreed that it is easier to obtain information through all the media digital platforms, for example through social media such as Facebook, Instagram, WhatsApp and Telegram, the official website and Zakat on Touch application compared to face-to-face over the counter. Besides the important information, for the second indicator- aesthetic (visuals) it is found that attractive visuals, suitable typography and colours are vital criteria in designing infographic in order to attract the audience's focus and to understand the announcements. On the other hand, using photography as aesthetic visual elements is becoming the most sought after choice by the respondents compared to illustration or vector as an attractive image in infographics. Promotion is also an important strategy for Lembaga Zakat Negeri Kedah (LZNK) to ensure that the audience know of the existence of this service.

Table 3. Factor Analysis

Item	(Factor Loading)	Min	(Standard Deviation)	(Factor Loading)	Commuality
1 Information about Zakat Kedah easy through counter	0.722	3.84	0.986	0.757	0.573
2 Information about Zakat easy through social media (Facebook, Instagram, WhatsApp, Telegram)	0.894	4.05	0.99	0.9	0.81
3 Information about Zakat easy through Portal (Official Website)	0.852	4.26	0.874	0.88	0.775
4 Information about Zakat easy through mobile application (Zakat On Touch)	0.835	3.98	1.008	0.893	0.797
5 Information published by Zakat is enough	0.839	3.8	1.03	0.908	0.825
6 Information published can be trusted	0.822	4.21	0.951	0.878	0.771
7 Overall visuals been used in this infographic are attractive	0.926	3.95	1.023	0.971	0.94
8 Overall colours been used in this infographic are attractive	0.934	3.92	1.1	0.97	0.943
9 Overall typography been used in this infographic are attractive	0.894	3.82	1.088	0.951	0.905
10 Combination of all visuals, colours and typography are important	0.562	4.43	0.826	0.773	0.598
11 Infographic using illustration, drawing and vector are more attractive	0.703	4.23	0.973	0.812	0.659
12 Infographic using photography visual are more attractive	0.831	4.18	1.088	0.813	0.66
13 Messages from infographic easy to understand	0.799	4.38	0.879	0.87	0.756
14 The highlight of 23 millions is one of the	0.668	4.21	1.051	0.631	0.398



	important elements/ attractions Slogan of 'You are the hero of the poor people' gives more positive					
15	impact	0.457	4.2	0.853	0.687	0.472
16	Zakat promotion is important	0.899	4.7	0.527	0.968	0.915
17	Active promotion will help people to understand more about zakat	0.928	4.72	0.521	0.957	0.936
18	Frequent posting of announcement/ information by Zakat Kedah will makes audience become more alert	0.88	4.62	0.582	0.937	0.878

The few tables that were included had been analysed using SPSS regarding the media digital platform that was frequently used for zakat Kedah state to obtain information and to make a payment.

Table 4

	<b>t test</b>	<b>pvalue</b>	<b>Confidence Interval</b>	
<b>INFORMATION</b>	18.6805	0.000	3.807798614	4.241381714
<b>Visual</b>	22.0512	0.000	3.935698825	4.321912416
<b>Rhetorical</b>	21.874	0.000	4.003286434	4.406549632
<b>Promotion</b>	40.4603	0.000	4.550413608	4.815706611

<b>Significant Factor</b>	<b>pvalue</b>	<b>r</b>
<b>Rhetorical</b>	0.155	
<b>Visual</b>	0.031	0.65
<b>Promotion</b>	0.092	

Table 5. Analysis of Variance

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	
Visual	Between Groups	19.586	18	1.088	3.147	.001	
	Within Groups	14.524	42	.346			
	Total	34.110	60				
Rhetorical	Between Groups	18.870	18	1.048	2.403	.010	
	Within Groups	18.319	42	.436			
	Total	37.189	60				
Promotion	Between Groups	10.217	18	.568	4.056	.000	
	Within Groups	5.878	42	.140			
	Total	16.095	60				

The T-test analysis (Table 4) shows that all four indicators play an important role to communicate in digital media for Lembaga Zakat Negeri Kedah (LZNK). Based on 95% confidence interval, it indicate that on average, the respondent agreement in the four indicator based on scale 1 to 5 is between 3.8 to 4.8. Analysis of Variance (Table 5) explains rhetorical (F=3.147, pvalue=0.001), visual (F=2.403, pvalue=0.010) and promotion (F=4.056, pvalue=0.000) are significantly have a difference impact toward information delivered in LZNK. In the overall analysis, there are positive relationship between rhetorical, visuals and promotion towards the information factor But only visuals and promotion are significant towards information that is produced by Lembaga Zakat Negeri Kedah (LZNK).

Table 6. Knowledge and Experience about zakat

Knowledge and Experience	Frequency	Percentage
Understanding	61	100
Knowledge	61	100
Have paid zakat	61	100

Table 6 explains the respondents' grade that are involved to answer the questionnaires about the digital media platform for zakat in the state of Kedah. The analysis shows that all the staff of Universiti Teknologi MARA (UiTM) in the Kedah branch, 100% (61) has understood about zakat. Furthermore, all the staff also has 100% (61) knowledge of zakat and 100% (61) has paid zakat without fail. This data prove that all the staffs of Universiti Teknologi MARA (UiTM) in the Kedah branch are aware and know their responsibility as a Muslim to contribute to the zakat organisation, to allocate and to help those in need.

Table 7. Platform to pay zakat

<b>Platform to pay zakat</b>	<b>Frequency</b>	<b>Percentage</b>
Zakat Payment Counter	12	19.7
Official website Zakat Kedah	24	39.3
Application "Zakat On Touch"	14	23
Salary deduction	48	57
Online Banking	2	3.3

Table 7 is a data analysis of the respondent's choices through different platforms in order to obtain information and make a payment for zakat in the state of Kedah. Majority staff of Universiti Teknologi MARA with 57% (48) prefer to pay zakat through salary deduction, while 39.3% (24) prefer to pay through official website zakat Kedah. Moreover 23% (14) prefer using 'Zakat on Touch' application, 19.7% (12) prefer to pay at Zakat payment counter and 3.3% (2) respondents prefer through online banking.

Table 8. Easy To Pay Zakat

<b>Easy to pay zakat</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	60	98.4
No	1	1.6

Table 8 explains the respondents' digital media experience to pay zakat in Kedah. A majority of 98.4% (60) of the staff agrees with the easy payment for zakat using the Kedah state platform; only 1.6% (1) is not in favour of the platform.

Table 9. Platform that Followed by the Respondents

<b>Any zakat platform that you follow</b>	<b>Frequency</b>	<b>Percentage</b>
Facebook	17	27.9
Instagram	4	6.6
Official Zakat Kedah website	35	57.4
Zakat On Touch	13	21.3
Facebook, Instagram, Official zakat Kedah website Zakat On Touch	2	3.3
None	17	27.8
Others (Email, Tiktok)	2	3.2

Table 9 explains the choices that are followed by the respondents. To be precise, the official website for zakat in the state of Kedah state is 57.4% is the highest choice by the staff of Universiti Teknologi MARA to get the information thus to pay zakat. While 27.9% chose Facebook, 21.3% using 'Zakat on Touch' application, 3.3% browsed them all (Facebook, Instagram, Official zakat Kedah website) and others (email, Tiktok) 3.2% while 27.8% did not choose any platform listed.

Table 10. Other Platform Suggested by Respondents for Effective Digital Media

<b>Other Effective Digital Media</b>	<b>Frequency</b>	<b>Percentage</b>
2D Animation	3	4.9
Advertisements in Facebook, YouTube, Instagram, Website	1	1.6
Advertisement in television	19	31.1
Infographic	34	55.7
All media channel	1	1.6
Others	2	3.3

Table 10 explains the choices of the digital media platform that is most preferred by the respondents. To be precise, infographic at 55.7% (34) is the highest choice by the staff of Universiti Teknologi MARA to obtain information in order to pay zakat. While 31.1(19%) prefer advertisement in television, 2D Animation 4.9% (3), Advertisement in Facebook, YouTube, Instagram and Website 1.6% (1) and all media channel 1.6% (1). Therefore Infographic is the highest choice of the respondents for effective digital media.

Based on the data analysis, there are 4 factors that influence the digital media visual communication as the zakat Kedah information sources. All the 4 factors have a few items to be clarified through selected variables. There is a big contribution of tested variables. Moreover, a suitable model of advertising literacy is supported by an indicator of KMO value and the Cronbach Alpha. The overall variant percentage explains 4 main variables that become a factor of the highest media communication- 78.398%. The Bartless's test of sphericity is significant at 0.05 and the Cronbach alpha = 0.924 shows that a stable scale has been used for this research. The scale used was the Likert scale 1 (disagree) until 5 (most agree). The data analysis has also answered the hypothesis (H1) where there is a significant relation between effective digital media factors in delivering information of zakat in the state of Kedah, using all the four indicators of advertising literacy model by Malmelin. While another analysis to answer hypothesis (H2) states that there is a significant relation between the strategy of digital media in delivering information of zakat in the state of Kedah, which has found that infographic has the highest percentage at 55.7% (34) and is followed by advertisement in television.

## 5 Conclusion

Based on the data analysis, the digital media platform has an important role in delivering information or messages to the audience. In precise the finding of this research found that more

than half respondents preferred to access through official website of zakat Kedah state to get the information, to deal for payment purpose or any other affairs. The respondents are amongst adults agreed that it's easier to access with the official website compared to other media platforms although there are Facebook, Twitter, Instagram and Youtube channel for Lembaga Zakat Negeri Kedah. Facebook and Zakat On Touch apps are the second and third options that have been chosen by the respondents. All indicators that have been tested have also proven that all elements of information, aesthetic (visual), rhetorical and promotion are important in delivering a message and in communicating with an audience.

a) Information

Lembaga Zakat Negeri Kedah (LZNK) information is important not only in the context of the message in written, spoken and facial expression but also in how the information can effectively reach the audience. Besides, sometimes information is carried by the person without words or data. It is also about how the people in University Teknologi MARA socialise and this becomes the process of the information that is processed and interpreted. Information is also known as stored knowledge that can be gained through electronic media or traditionally through books. Information in literacy perspective is the capability to absorb a variety of information and to assess the precision of the information [28]. Therefore, the audience of Lembaga Zakat Negeri Kedah (LZNK) must use multiple sources of information, try to think, consider and digest from a trusted platform. Sometimes there are similar names that have been created by an unknown person and is claimed as an official platform, so the audience must be very careful and check the platform that they choose to follow.

b) Aesthetic (Visual)

Through this research, the analysis has also attached the visuals for the respondent to answer the survey questions. It is important to use the right visual to deliver the message and to attract the viewer because of various interactions form or visual style. Aesthetic in literacy can be defined as an understanding of the many forms of expressions, images of style, stories and references that are used in the advertisement. Besides, images that are used for Lembaga Zakat Negeri Kedah (LZNK) must consider the colouring, lighting, contrasts and many graphic elements. While style is a general configuration that includes several elements of aesthetic image quality, such as bright lighting, and fast editing in order to create the right mode, for example a sad mood for poor people or a sad face who needs help. This aesthetic element must be carefully considered to achieve the right results in order to communicate visually, and thus to be understood by the audience.

c) Promotion

This is an important strategy in order to ensure that the information of Lembaga Zakat Negeri Kedah (LZNK) reaches the audience. Promotion literacy is allied with services placement, media content containing name of services, sponsorship and publicity events [29]. The sensibleness is related to the placement of an advertisement in specific event, specific time, or specific section in the print media too. To fill a medium containing the name of Lembaga Zakat Negeri Kedah (LZNK) is sometimes hard to spot, such as the planned mention of the name appearances in any promotional items such as posters, infographic and digital banner. Sponsorship and publicity have every now and then not appeared as an advertisement but as a logo or a certain service in a

variety of media advertisements with the same target. This promotion answers and is also supported by the data analysis from the respondents who have stated that this is the best strategy in attracting the audience and to make sure that they are aware of the existence of Lembaga Zakat Negeri Kedah (LZNK). Frequent posting will help the audience to become more alert with the existing services and thus gain the trust of the audience.

d) Rhetorical

Rhetorical for literacy can be defined as an understanding of the tactics, objectives, and the targets of an advertising promotion. In Lembaga Zakat Negeri Kedah (LZNK) posters or infographic also include persuasive words with direct meaning, and visuals that could be highlighted. The words or number that are used for example “23millions to Help The Poor People”. 23 million is rhetorical, to persuade or influence the audience to look at the poster or infographic. Another example is, ‘*Anda Hero Asnaf*’ meaning “You are The Hero of Poor People”. This words or sentence is an advertising strategy to persuade a potential audience, by highlighting the benefits of the service or some kind of attraction.

To conclude, although the literature review from scholars have stated that Facebook is the best platform for networking and information sharing, however, through this research the official website of Lembaga Zakat Negeri Kedah (LZNK) has been chosen by the respondents, thus, Facebook has become second choice for most of the respondents, i.e., the staff in Universiti Teknologi MARA UiTM Kedah. Hence, this also answers the first objective, i.e., to seek the best digital media platform for delivering the information of Lembaga Zakat Negeri Kedah (LZNK). This is a significant reason and is relevant to the current situation since most of the services are changed to online platforms due to the Covid-19 pandemic that affects worldwide. Furthermore, infographic is the best strategy in delivering information about Lembaga Zakat Negeri Kedah (LZNK). A combination of the best aesthetic visuals (typography, images, colour), and rhetorical attraction will help the spread of infographic- to be faster, effective and to reach the audience with good understanding. Further research can also be tested in a bigger sampling and might be among teenagers or young adults. The result could be interesting since they are the young generation who are born in this digital media era.

## References

- [1] Andrew M. Guessa, Michael Lernerb, Benjamin Lyonsd, Jacob M. Montgomerie, Brendan Nyhanf, Jason Reiflerg, and Neelanjan Sircarh. A digital media literacy intervention increases discernment between mainstream and false news in the United States and India. *Proceedings of the National Academy of Sciences of the United States of America*. 2020. 15536–15545 | PNAS | July 7, 2020 | vol. 117 | no. 27 [www.pnas.org/cgi/doi/10.1073/pnas.1920498117](http://www.pnas.org/cgi/doi/10.1073/pnas.1920498117).
- [2] Cuihua Shen, Davis, USA Mona Kasra, Wenjing Pan, Grace A Bassett and Yining Malloch, Davis, James F O’Brien. Fake images: The effects of source, intermediary, and digital media literacy on contextual assessment of image credibility online. *Journals.sagepub.com* 2019. <https://doi.org/10.1177/1461444818799526>
- [3] Fiona Suwana Content, changers, community and collaboration: expanding digital media literacy initiatives, *Media Practice and Education*. 2021. DOI: [10.1080/25741136.2021.1888192](https://doi.org/10.1080/25741136.2021.1888192)
- [4] S. Mo Jones-Jang<sup>1</sup>, Tara Mortensen<sup>2</sup>, and Jingjing Liu<sup>2</sup>. Does Media Literacy Help Identification of Fake News? Information Literacy Helps, but Other Literacies Don’t. 2019. *American Behavioral Scientist*. Sage Journals. <https://doi.org/10.1177/0002764219869406>

- [5] Lucy Pujasari Supratman, Aep Wahyudin. Digital Media Literacy to Higher Students in Indonesia. *International Journal of English Literature and Social Sciences (IJELS)*. 2017. Vol-2, Issue-5, Sep - Oct, 2017 <https://dx.doi.org/10.24001/ijels.2.5.7>. ISSN: 2456-7620
- [6] Hak J. Kim. Online Social Media Networking and Assessing Its Security Risks. *International Journal of Security and Its Applications*. 2012. Vol.6, No.3, July 2012.
- [7] Ellison, N. B., & boyd, d. (2013). Sociality through social network sites. In W. H. Dutton (Ed.), *The Oxford handbook of Internet studies* (pp. 151–172). Oxford, UK: Oxford University Press.
- [8] Schauer, P. (2015). 5 biggest differences between social media and social networking. *Social Media Today*. Retrieved from <http://www.socialmediatoday.com/social-business/peteschauer/2015-06-28/5-biggest-differences-between-social-media-and-social>
- [9] Andreas M. Kaplan, Michael Haenlein. 2010. Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons* (2010) 53, 59-68. 2009 Kelley School of Business, Indiana University. [www.elsevier.com/locate/bushor](http://www.elsevier.com/locate/bushor)
- [10] David Westerman, Patric R. Spence & Brandon Van Der Hiede (2014). Social Media as Information Source: Recency of Updates and Credibility of Information. *Journal of Computer-Mediated Communication*. 171-183. International Communication Association.
- [11] Neild Ole Finnemann 2011. Mediatization Theory and Digital Media. *Communications* 36. Walter De Greyter 67-89.
- [12] Facebook Official Account. 2016.
- [13] Twitter Official Account. 2016.
- [14] Shannon Greenwood, Andrew Perrin and Maeve Duggan. Social Media Update 2016. Pew Research Center, Numbers, Facts and Trends Shaping The World. November 2016.
- [15] Saleem Alhabash and Mengyan Ma. 2017. A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students? *Social Media + Society* January-March 2017: 1–13. [sagepub.co.uk/journalsPermissions.nav](http://sagepub.co.uk/journalsPermissions.nav) DOI: 10.1177/2056305117691544 [journals.sagepub.com/home/sms](http://journals.sagepub.com/home/sms)
- [16] Courtesy of Statista. 2016.
- [17] Pranam Dhar. 2013. Zakat as a Measure of Social Justice in Islamic Finance : An Accountant's Overview. *Journal of Emerging Economies and Islamic Research / Vol.1 No.1*.
- [18] MAIDAM. 2019.
- [19] Mohd Rilizam Bin Rosli, Hussin Bin Salamon & Miftachul Huda (2018). Distribution Management Of Zakat Fund: Recommended Proposal For Asnaf Riqab In Malaysia. *International Journal of Civil Engineering and Technology (IJCIET)* Volume 9, Issue 3, March 2018, pp. 56–64.
- [20] Azman Ab Rahman. (2012). Zakat Institutions in Malaysia: Problem and Issues, USIM, Negeri Sembilan, Malaysia.
- [21] Raja Adzrin Raja Ahmad et al. (2015) Assessing the Satisfaction Level of Zakat Recipients Towards Zakat Management. Elsevier. *Procedia Economics and Finance* 31 (2015) 140 – 151.
- [22] Nando Mamelin. 2016. What is Advertising Literacy? Exploring The Dimensions of Advertising Literacy. *Journal of Visual Literacy*. Volume 29, Issue 2. <https://doi.org/10.1080/23796529.2010.11674677>.
- [23] Nando Mamelin. (2003). Advertising Literacy Understanding Communicative Nature of Advertising. HELDA, University of Helsinki.
- [24] Nataša Lacković. Thinking with Digital Images in the Post-Truth Era: A Method in Critical Media Literacy. 2020. *Postdigital Science and Education*, Springer. (2020) 2:442–462.
- [25] Hamed Taherdoost. 2016. Sampling Methods in Research Methodology; How to Choose a Sampling Tech- nique for Research. *International Journal of Academic Research in Management (IJARM)*, 2016, 5. hal-02546796
- [26] Anak Agung Gde Alit Geria, Istri Agung Maheswari, Gde Putra Pemayun. Social Media as Promotion Trend for Increasing Tourist Visit towards Digital Era. *International Journal of Social Sciences and Humanities*. 2018.
- [27] Andrew T. Stephen. The Role of Digital and Social Media Marketing in Consumer Behavior. *Current Opinion in Psychology* special issue on consumer behavior. 2015.

- [28] A.D. Madden. Definition of Information. Emerald. Aslib Proceedings. 2000. Vol 52, No.9, October 2000 – 343.
- [29] Dyna Herlina Suwanto. The Development and Testing Advertising Literacy Instrument. Indonesia International Conference on Communication (IndoICC) 2012 Proceeding Communication, Context and Community Jakarta 6-7 December 2012
- [30] Muhammad Abdullah & Abdul Quddus (2011). The Impact of Zakat on Social life of Muslim Society. Pakistan Journal of Islamic Research Vol 8, 2011.
- [31] Richard Vickers & James Field. Media Culture 2020: Collaborative Teaching and Blended Learning Using Social Media and Cloud-Based Technologies. Contemporary Educational Technology, 2015 6(1), 62-73.