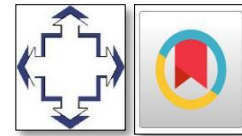


Determinants of the Successful Digital Campaigns on Zakat: an Analysis Based on Islamic Marketing Perspective



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ABSTRACT

Zakat campaigns have taken place from time to time in various phases of muslim history. The zakat campaign has been said to be effective, but evidence in Indonesia shows that the zakat literacy of muslim communities is not yet high, they also tend to choose to distribute zakat directly, and there is a wide gap between the potential and reality of zakat collection. This study aims to examine the determinants that influence the success of a digital zakat campaign, consisting of content or messages in the zakat campaign, *amil* or zakat campaigners, campaign target digital literacy, social media as a campaign platform, and campaign methods. This research is a quantitative research, with respondents consisting of 100 *muzakki* (zakat donator) at LAZ Dompét Dhuafa Waspada North Sumatra, Indonesia. Data analysis techniques using descriptive statistics and SEM-PLS using SmartPLS 4.0 software. The results of the study show that content and social media have an effect but not significant on the success of the zakat digital campaign. Meanwhile, the *amil* factor and campaign method have a significant effect on the success of the zakat digital campaign. Meanwhile, digital literacy has a negative and insignificant effect on digital zakat campaigns. The results of this study indicate the importance of *amil* positioning in the success of the zakat campaign. This study proposes that zakat institutions cadre their own *amil* celebrities.

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1. Introduction

Zakat is formulated in the shari'a to provide benefit to God's servants (Nasution, 2021). According to Monzer Kahf (Kahf, 1999), the main goal of zakat is the achievement of socio-economic justice. Thus, zakat is an important instrument in the Islamic economic system. In order to support the achievement of this mission, zakat campaigns have been promoted in the Islamic world, including in Indonesia, but so far they have not been shown to be effective. There is a gap between the potential and reality of collecting zakat (PUSKAS BAZNAS, 2021) indicating that the zakat campaign in Indonesia is not really effective. The zakat literacy level of the Indonesian muslim community itself is not high (Herlin et al., 2020). In addition, some muslim communities still tend to prefer channeling their zakat directly to *mustahik* (zakat recipients) rather than through zakat organizations (PUSKAS BAZNAS, 2020; Owoyemi, 2020).

Various efforts have been made to optimize the success of the zakat campaign, one of which is by utilizing digital media, especially social media. Since becoming popular with the general public in the late 1990s, the Internet, especially the Web, and more recently social media, have been seen as a means of trying to increase public awareness and participation in a wide range of causes, from politics to social charity. Electronic or online campaigns can create more visibility and interactivity between citizens and interested parties, and may increase the mobilization of people to engage in specific goals, which in turn reduces the gap between potential and reality (Vergeer & Hermans, 2013). Even in the business sector, digitization has become central in marketing because it can reach layers of consumers from one place to another, not limited to certain layers of consumers (Rudianto et al., 2022). The *Amil Zakat* Agency or Institution is one of the organizations that utilizes this online media to communicate and connect with potential donors. Optimizing the use of technology is a strategic choice to adapt to increasingly rapid environmental changes because of its ability to influence customers, provide cost efficiencies, and improve customer service (Latifah et al., 2022).

The results of several studies have shown the effectiveness of social media as a means of fundraising or crowdfunding to donate (Zhou & Ye, 2021; Pietro et al., 2019; Quadrelli, 2017; Saxton & Wang, 2014). Sargeant & Shattuck (2017) reveal that digital is likely to become an increasingly important component of fundraising, where it offers better targeting and segmentation opportunities. Based on PUSKAS BAZNAS research results (2020), the use of social media is one of the most effective media in campaigning for zakat, as the most influential, liked and trusted media by the majority of respondents. However, the use of social media is only one among the factors that influence the success of the campaign. This research will examine the determinants that influence the success of zakat campaigns in this digital space.

Previous studies have revealed the factors that influence the success of a social campaign. According to Salido-Andres, et al. (2022), the factors that determine the success of a campaign include disclosure campaigns, imagery campaigns, updating campaigns and spreadability campaigns. Ho, et al. (2021) wrote that the keys to the success of crowdfunding campaigns include: (1) signals originating from the campaign (title, description, spelling errors, location, and images); (2) signals coming from fundraising (social networks, and updates); and (3) signals originating from fundraising social interactions with many people (comments, followers, and shares). While McGuire, as also researched by Chen et al. (2008) the success factors of a campaign include source, message, channel, receiver, and destination.

Referring to the theory of social marketing campaigns, the success of a social campaign is based on the premise proposed by Wiebe in the 1950s, namely to sell social behavior and ideas as close as possible to the sale of goods. The more similar the social campaign conditions are to the product campaign, the more successful the social campaign will be. Wiebe said it was like "selling brotherhood like selling soap." However, according to Arham (Arham, 2010), in the perspective of Islamic marketing, the marketer's positioning, or in this case the campaigner, is more important than the product being sold and offered, based on the behavior of the Prophet Muhammad himself who positioned himself as an honest trader, not positioning the product he was selling (Arham, 2010).

Previous research has conducted a lot of research on various factors that influence the success of a campaign, but this research is still about social and health programs, while research

related to zakat has not been found. In contrast to other forms of social marketing, such as contraceptive use campaigns or antibiotic vaccine campaigns, campaigners can explain the benefits concretely, and actors can also feel the benefits immediately. However, the benefits of zakat for zakat donors are very abstract. In the antibiotic campaign, the campaigner offers health, which is clearer in size and scale, but in zakat what is offered is blessing, which is still relatively complicated to explain and very individual. Campaigns for the benefits of antibiotic vaccines can be aimed at each individual, in contrast to the benefits of zakat which are more campaigned for other people, such as aid for disaster victims, assistance for the poor and the poor, and so on.

This study will examine the influence of content factors as campaign messages, *amil* as zakat campaigners, digital literacy of campaign targets, social media as campaign platforms, and campaign methods on the success of digital zakat campaigns. These factors are processed from previous studies, by adapting them to the context of zakat and digital campaigns. Then, in contrast to previous studies, the success of the zakat campaign in this study will be measured using the theory of the effectiveness of social marketing campaigns, it must arrive at the level of preventing backsliding, not stopping at the level of awareness formation only. Thus, the results of this study are expected to contribute as material for consideration in implementing zakat fundraising strategies and taking advantage of digitalization opportunities, as well as providing solutions to obstacles to zakat fundraising.

2. Literature Review

Determinants of the success of social campaign

The characteristics of social marketing campaigns will be used to measure the success rate of zakat campaigns in this study. Why are social marketing campaign criteria used in zakat campaigns, because zakat campaigns are campaigns with social goals. Social marketing campaigns are also directed at influencing voluntary behavior, as defined by Andreasen (1994), is it in accordance with zakat which is actually not voluntary behavior? Zakat is not a voluntary behavior for a muslim, but basically it is a form of obligation. However, the management of zakat in Indonesia is partial so that this zakat cannot be obligated to muslims by force. Like it or not, in the context of inviting muslims to pay zakat, zakat institutions and bodies must also place this zakat as a voluntary form, in a more specific sense, voluntarily giving zakat through zakat organizations.

The success of a campaign is based on various factors. These factors have been carried out in many previous studies in various fields, including in the socio-economic, health fields such as vaccination and use of antibiotics, drug abuse, sports, music, and so on. Research by Salido-Andrés (2019) shows different success factors for offline campaigns and online campaigns. Salido-Andres, et al, (2022) himself in his research concluded that four factors determine the success of an online campaign, namely 1) disclosure; 2) image; 3) updating; and 4) spreading power, with various indicators. Kaartemo (2017), in his research revealed that the classification of elements of a crowdfunding campaign includes the campaign itself, the crowdfunder, the crowdfunding platform, and factors related to fund seekers. Wachira & Wachira (2021) identified success factors for gift-based donation campaigns in Kenya, where their study found renewal of promised numbers, supporters, and comments as success factors.

Trindade, et al (2017) found that the critical success factors differed according to the crowdfunding area. In Music, the key factors that positively contribute to successful project financing are the number of views per project and the level of amount requested per project. In the field of Sports, the factors that explain the success are the number of images per project, the project runtime and connected online by Facebook and the factor that explains the failure is the time period of the project launch. Research in other different areas was conducted by Boyd & Buchwald (2022) regarding Covid-19 vaccination, and research by Ho, et al. (2014) regarding campaigns for the use of antibiotics. Research by Boyd & Buchwald (2022) shows for the success of the Covid-19 vaccination campaign in the American Indian population, who often have higher levels of distrust of western medicine and lower levels of satisfaction with health care when compared to people of color non-Hispanic whites, is related to vaccination

communications and how culturally aligned communication campaigns are. While research by Ho, et al. (2014) show that a determinant of an effective antibiotic campaign is the use of various publicity channels, especially broadcasts on television during prime time; tailor-made messages to the public and healthcare professionals; government and stakeholder commitment and support; and annual recurring campaigns with evaluations included at the planning stage.

Hypothesis development

Research by Chen, et al, (2008) found that messages were one of the success factors for the campaign to donate bodies or corpses conducted by the Tzu Chi Body Donation Center in Taiwan. Research by Tafesse & Wien (2018) has also shown that these message strategies can influence consumer behavior on social media. This message strategy is also important in the success of a campaign (Tafesse, 2021). Wolfe's research (Wolfe, 2021) also found a positive correlation between Twitter messages and crowdfunded campaign success. Koch and Siering's (2016) study reveals that campaign description is a factor that influences successful campaigns. Boyd & Buchwald's research (2022) on the Covid-19 vaccination campaign among the American Indians shows the importance of message design and message content to the success of the campaign. In the signal theory developed by Ho, et al, (2021), signals originating from the campaign itself, such as the title, description, and spelling, play a role in the success of the campaign. Even Ho's research, et al. (2014) pointed out that the message in an antibiotic use campaign is very important and must be tailored to specific communities and professionals. According to Wilbur (2010, in Tafesse & Wien, 2018), messages are one of the basic components in a social marketing campaign strategy. Previous studies have also revealed the importance of messages, including in maintaining marketer interest (Tafesse & Wien, 2018). In this study, content is associated with messages that will be conveyed in digital zakat campaigns.

H1: Content has a significant effect on the success of digital campaigns about zakat.

In the zakat campaign, *amil* is a campaigner, a figure who will convey zakat ideas and messages so that they can be accepted by the muslim community so that they can change their mindset, perception, and even their behavior towards zakat and zakat institutions. Research by Chen, et al, (2008) which uses public communication theory emphasizes the importance of the source factor, from where the campaign is sourced, in the success factor of a campaign. Salido-Andres, et al, (2021) revealed that in a series of studies, the behavior of the promoter in the campaign is a factor that determines the success of a fundraising campaign for social purposes. In line with the research of Valtteri Kaartemo (2017), Korzynski et al. (2021), and Koch and Siering (2019) that crowdfunders, founder examples, or their characteristics are important elements in the success of fundraising in social campaigns. Research of Kim et al. (2017) also showed that founder features have a positive effect on fundraising.

H2: *Amil* has a significant effect on the success of digital campaigns on zakat.

McGuire, as quoted by Chen, et al, (2008) mentions the receiver is one of the success factors of a campaign. Several studies have also shown the importance of examining the audience that is the target of a campaign because from the perspective of a social marketing campaign, a campaign is intended to influence the voluntary behavior of the target audience (Andreasen, 1994). Andreasen (1994) emphasized that in social marketing, it is necessary to understand the behavior of the target audience before acting. Dann (2010) also said that attention to the target audience is one of the four important things in social marketing. In this study, the condition of recipients of the zakat campaign is related to digital literacy; does their level of digital literacy affect the success of online zakat campaigns, because the object of this research is related to digital zakat campaigns. Pietro's research, et al, (2019) and Bruno Quadrelli's research (Quadrelli, 2017) show that digital literacy has an effect on digital fundraising. Likewise Ichwan's research (2020) which shows that there is a positive and significant influence of digital literacy on *muzakki*'s decisions to pay zakat, infaq and alms through applications.

H3: Digital literacy has a significant effect on the success of digital campaigns on zakat.

The use of social media is one of the key factors that influence the success of a campaign in research by Ho, et al, (2021). A similar opinion was expressed by McGuire, as also researched by Chen, et al, (2008), channel is a factor in the success of a campaign. Utilization of this social media, for example by increasing the number of post-sharing on the MsM Facebook page has led to an increase in the number of donations (Quadrelli, 2017). Research by Saxton and Wang (2014) also shows that networks on social media or social networks have also been identified as having a positive relationship with online donations. Other studies support the influence of social media on fundraising, including Liu, et al. (2021), Benedict & Ariesty (2020), Bhati & McDonnell (2020), and Rashid et al. (2021). Research by Kaartemo (2017) reveals that crowdfunding platforms affect the success of fundraising. Mei Lin Ho, et al. (2014) show that a determinant of an effective antibiotic campaign is the use of multiple publicity channels. Erdoğan & Cicek (2012) show that appearance on various social media platforms and applications affects brand loyalty.

H4: Social media has a significant effect on the success of digital campaigns on zakat.

In a campaign there are several effects that are achieved (the effect obtained). How to achieve this effect, the author explores several methods commonly used in fundraising by combining them with other theories. Education and promotion methods are expected to have a cognitive effect, while generating empathy is expected to have an affective effect. The author then adds another method in the zakat campaign because it is often done by zakat institutions, namely by collaborating with companies, agencies or bureaucracy in deducting zakat. Research by Sargeant, et al, (2007), Bhattacharya & Bolton (2000), as well as research by Sargeant and Jay (2004) show that educational methods in nonprofit campaigns are significantly correlated with the number of new donors, and highly correlated with the total value of online donations offered. Hafidhuddin (2006) stated that zakat promotion activities were quite successful in attracting the attention, understanding, cognitive, affective and behavior of *muzakki* in channeling ZIS funds to LAZ. Saxton & Wang's research (Saxton & Wang, 2014) shows that online donors tend to contribute to certain categories of causes more than others. Allison et al.'s research (2015) show that funders are more likely to have positive responses when narratives are framed as opportunities to help others. Bünzli's research (Bünzli, 2022) recommends that non-profit organizations should prefer sad images that evoke social empathy.

H5: Campaign methods have a significant effect on the success of digital campaigns on zakat.

3. Research Method

This research is a quantitative research conducted through a survey. Respondents in this study were *muzakki* at LAZ Dompot Dhuafa Waspada North Sumatra, Indonesia. Data collection was carried out through a questionnaire by sending a Google Form link to the respondents via WA. The data collected were 100 respondents, based on the sampling criteria agreed upon by Iacobucci (2010) in a study using the SEM approach, supported by the opinion of Anderson & Gerbing (1984) and Jogiyanto & Abdillah (2009). Data analysis techniques using descriptive statistics and SEM-PLS using SmartPLS 4.0 software.

In this study, the message or content in the zakat campaign will be measured by four indicators extracted from previous theoretical studies, namely Islamic, informational, transformational, and interactional. Islamic indicators are taken from the opinions of Mahmud (2002) and Zaidan (2001). Meanwhile, the other three indicators are taken from the theory of message strategies by Tafesse & Wien (2018). While the indicators used to measure the *amil* factor are extracted from the views of Mahmud (2002) and Zaidan (2001) regarding *da'wah*, because the position of this *amil* is a *da'i* from an Islamic perspective. The indicators include knowledge, religiosity, and attitude. Furthermore, the digital literacy variable in this study is measured by the digital literacy indicators used by Koltay (2011), namely internet browsing skills, hypertext navigation abilities, knowledge assembly, and content evaluation. Meanwhile, indicators for testing social media as a platform for zakat campaigns are measured using indicators of the success of social media marketing researched by Ebrahim (2020) which include three indicators, namely trendy, customization and word of mouth. The campaign method in this study is related to the zakat fundraising strategy that has been carried out,

namely education, program promotion, establishing cooperation with agencies or companies, and generating social empathy in campaign advertisements. Finally, the indicators used to measure the success of the zakat campaign are based on Kotler & Andreasen's (2013) social marketing campaign theory, including awareness and interest, attitudes and behavior, intention and interest, action, and action reinforcement.

4. Results and Discussion

Respondents in this study were *muzakki* Dompot Dhuafa Waspada, North Sumatra. The description of the general description of the respondents in this study is as follows:

Table 4.1. Overview of Respondents

Category	Total	Percentage
Gender:		
Male	55	55.0
Female	45	45.0
Generation:		
Gen Z	2	2.0
Millennials	30	30.0
Gen X	58	58.0
Baby Boomers	10	10.0
Profession:		
Government employees	35	35.0
Enterpriser	25	25.0
Farmer	13	13.0
Private sector employee	12	12.0
Another job	15	15.0
Income:		
IDR 1 Million-5 Million	35	35.0
IDR 6 M- 10 M	25	25.0
IDR 11 M-15 M	13	13.0
>Rp. 15 M	12	12.0

Source : Processed Data, 2022

Based on Table 4.1 it can be seen that the respondents to this study were dominated by male research respondents with a percentage of 55%. The age of the research respondents varied greatly, from 26 years old to 72 years old. Generation X, those born between 1965 and 1976, consisting of 58 respondents; most of the other respondents. Meanwhile, the work of respondents in this study was dominated by *muzakki* who worked as civil servants (35%), followed by respondents who worked as entrepreneurs (25%). Respondents were dominated by *muzakki* who earned Rp. 1 million to Rp. 5 million.

Table 4.2. Descriptive Results on Respondents' Responses

Independent Variable (X)	Question Items	5	4	3	2	1
Content (X1)	Item 1	27	63	8	2	0
	Item 2	29	61	9	0	1
	Item 3	24	58	16	1	1
	Item 4	29	58	13	0	0
	Item 5	23	64	13	0	0
	Item 6	29	57	14	0	0
	Item 7	21	61	16	1	1

	Item 8	21	62	15	1	1
Amil (X2)	Item 1	26	55	17	2	0
	Item 2	26	57	17	0	0
	Item 3	31	61	8	0	0
	Item 4	34	57	9	0	0
	Item 5	28	59	13	0	0
	Item 6	28	59	13	0	0
Digital Literacy (X3)	Item 1	27	56	15	1	1
	Item 2	29	55	14	2	0
	Item 3	27	54	16	2	1
	Item 4	26	52	19	3	0
	Item 5	28	42	26	4	0
	Item 6	32	45	20	3	0
	Item 7	37	46	16	1	0
	Item 8	23	56	17	4	0
	Item 9	24	52	19	5	0
Social media (X4)	Item 1	19	62	17	2	0
	Item 2	21	62	14	3	0
	Item 3	20	65	14	1	0
	Item 4	22	62	15	1	0
	Item 5	11	48	37	4	0
Method (X5)	Item 1	23	61	15	1	0
	Item 2	28	59	13	0	0
	Item 3	21	57	15	5	2
	Item 4	13	55	21	7	4
	Item 5	25	59	16	0	0
	Item 6	21	59	20	0	0
	Item 7	20	65	14	1	0
	Item 8	23	60	17	0	0
Dependent Variable (Y)	Question Items	5	4	3	2	1
Digital campaign (Y)	Item 1	26	61	13	0	0
	Item 2	20	69	11	0	0
	Item 3	31	58	11	0	0
	Item 4	24	57	19	0	0
	Item 5	22	60	18	0	0
	Item 6	25	58	16	1	0
	Item 7	24	61	15	0	0
	Item 8	32	56	11	1	0
	Item 9	22	57	21	0	0
	Item 10	24	55	21	0	0
	Item 11	29	54	16	1	0

Source : Processed Data, 2022

The outer model is evaluated by looking at the validity and reliability values of the measurement of the model. The PLS-SEM model meets convergent validity and can be said to be valid if the outer loading value is > 0.7 and the AVE value is > 0.5 (Jogiyanto & Abdillah, 2009). The following is the result of the correlation between the indicator and the construct showing an outer loading value > 0.7 . The variables in this study already have an AVE value > 0.5 . Thus it can be concluded that based on the outer loading and AVE values, the research data already meets the requirements of convergent validity.

Then, the value of the Fornell Larcker criterion or htmt in this study the correlation of the variable with the variable itself is not smaller than the correlation of the variable with other variables, meaning that it meets the requirements and continues to the next stage, namely cross loading.

Table 4.3. HTML Value

	X1(K)	X2(A)	X3(LD)	X4(MS)	X5(M)	Y(KO)
X1 (K)						
X2 (A)	0.868					
X3 (LD)	0.731	0.698				

X4 (MS)	0.809	0.799	0.575		
X5 (M)	0.742	0.867	0.633	0.887	
Y (KO)	0.754	0.850	0.531	0.772	0.874

Source : Processed Data with SmartPLS 4, 2022

Table 4.4. Fornell Larcker Criterion Value

	X1(K)	X2(A)	X3(LD)	X4(MS)	X5(M)	Y(KO)
X1 (K)	0.758					
X2 (A)	0.734	0.822				
X3 (LD)	0.634	0.639	0.842			
X4 (MS)	0.683	0.716	0.521	0.869		
X5 (M)	0.629	0.766	0.572	0.788	0.839	
Y (KO)	0.658	0.775	0.505	0.707	0.791	0.815

Source : Processed Data with SmartPLS 4, 2022

Table 4.5. Value of Composite Reliability & Cronbach's Alpha

Variable	Composite Reliability Value	Cronbach's Alpha value
X1 (K)	0.818	0.814
X2 (A)	0.887	0.881
X3 (LD)	0.947	0.942
X4 (MS)	0.899	0.892
X5 (M)	0.868	0.860
Y (KO)	0.929	0.927

Source : Processed Data with SmartPLS 4, 2022

The composite reliability value shown in table 4.5 above meets the requirements, which is more than 0.7. The Cronbach's Alpha value above in table 4.5 shows a value above 0.7 which proves that the measurements in this study are reliable.

Then the R-square value for the "Digital Campaign" variable is 0.708. This means that the percentage of the influence of content, *amil*, digital literacy, social media, and campaign methods is 70.8%, while the remaining 29.2% is influenced by other factors.

The results of the t-statistics (bootstrapping) can be seen in table 4.6 below.

Table 4.6. T-statistics (bootstrapping)

	Original Sample (O)	Mean of Sample (M)	Standard deviation (STDEV)	T statistik (O/STDEV)	P values
X.1. -> Y.1.	0.140	0.157	0.144	0.967	0.334
X.2. -> Y.1.	0.350	0.340	0.144	2.433	0.015
X.3. -> Y.1.	-0.090	-0.084	0.093	0.969	0.332
X.4. -> Y.1.	0.066	0.062	0.141	0.465	0.642
X.5. -> Y.1.	0.435	0.434	0.112	3.880	0.000

Source : Processed Data with SmartPLS 4, 2022

Based on table 4.6 above, it shows that the t-statistics of the relationship between content and online campaigns is less than 1.96, which is 0.967, meaning that it has a positive but not significant effect. The T-statistics of the *amil* relationship to online campaigns is greater than 1.96, which is 2,433, meaning that it has a positive and significant effect. The T-statistics of the relationship between digital literacy and online campaigns is less than 1.96, which is 0.969, meaning that it has a positive but not significant effect. The T-statistics of the relationship between social media and online campaigns is less than 1.96, which is 0.465, meaning that it has a positive but not significant effect. The T-statistics of the method's relationship to online campaigns is greater than 1.96, which is equal to 3,880, meaning that it has a positive and significant effect.

The predictive relevance value carried out via the blindfolding test has a value above zero (0) which is equal to 0.636, meaning that the predictive relevance value carried out via the blindfolding test has a good observation value. In Hair et al. (2019), lower RMSE and MAE values indicate the model has better predictive power. In this study, the measurement items Y.1.10, Y.1.2, Y.1.3, Y.1.5, Y.1.6, Y.1.7, Y.1.8, and Y.1.9 values of the RMSE model of the PLS model and the MAE model of the PLS model are lower than the LM, shows that the PLS SEM model has better predictive power.

Testing the research hypothesis was carried out with the help of SmartPLS 4.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are the t-statistic >1.96 with a significance level of p-value 0.05 (5%) and the beta coefficient is positive. The results of this research model can be described as shown in Figure 4.1.

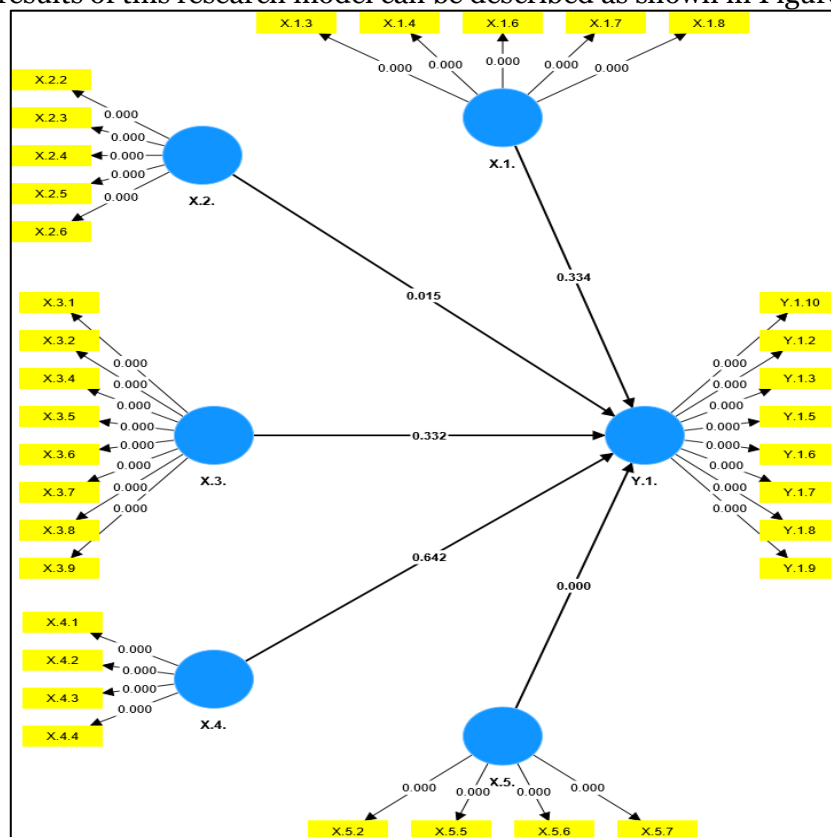


Figure 4.1. Research Model Results

The test results show that content is not significant to digital campaigns, as evidenced by the t statistical test where t count (0.967) is smaller than t table (1.96). This study shows that content has no effect on digital campaigns by looking at the P-Values of 0.334 > 0.05, thus it can be concluded that the first hypothesis H1 in this study is rejected. This means that content is not proven to have a positive influence on digital campaigns. The test results show that *amil* is significant to digital campaigns which can be proven by the t statistical test where t count (2.433) is greater than t table (1.96). This study shows that *amil* has an effect on digital zakat campaigns by looking at the P-Values of 0.015 < 0.05, thus it can be concluded that the first hypothesis H2 in this study is accepted. This means that *amil* has a positive and significant effect on the zakat digital campaign. The test results show that digital literacy is not significant for digital campaigns, as evidenced by the t statistical test where t count (0.969) is smaller than t table (1.96). This study shows that digital literacy has no effect on digital campaigns by looking at the P-Values of 0.332 > 0.05, thus it can be concluded that the first hypothesis H3 in this study is rejected. This means that digital literacy is not proven to have a positive influence on zakat digital campaigns. The test results show that social media is not significant to digital campaigns as evidenced by the t statistical test where t count (0.465) is smaller than t table (1.96). This study shows that social media has no effect on digital campaigns by looking at the P-Values of 0.642 > 0.05, thus it can be concluded that the first hypothesis H4 in this study is

rejected. This means that social media is not proven to have a positive influence on digital campaigns. The test results show that the significant method of digital campaigns can be proven by the t statistical test where t count (3,880) is greater than t table (1.96). This study shows that the method has an effect on digital campaigns by looking at the P-Values of $0.000 < 0.05$, thus it can be concluded that the first hypothesis H5 in this study is accepted. This means that the method has a positive and significant effect on the success of the zakat institution's digital campaign.

Table 4.7. Summary of Hypothesis Test Results

	Hypothesis	Data	Results
H1	Content has a significant effect on the success of digital campaigns on zakat.	Koef. Beta=0.140 Statistics=0.967 P-Value=0.334	Rejected
H2	<i>Amil</i> has a significant effect on the success of digital campaigns on zakat.	Koef. Beta=0.350 T-Statistics=2.433 P-Value=0.015	Accepted
H3	Digital literacy has a significant effect on the success of digital campaigns on zakat.	Koef. Beta=-0.090 T-Statistics=0.969 P-Value=0.332	Rejected
H4	Social media has a significant effect on the success of digital campaigns on zakat.	Koef. Beta=0.066 T-Statistics=0.465 P-Value=0.642	Rejected
H5	Campaign methods have a significant effect on the success of digital campaigns on zakat.	Koef. Beta=0.435 T-Statistics=3.880 P-Value=0.000	Accepted

Source : Processed Data, 2022

Discussion

The results of testing the first hypothesis in this study indicate that content is proven to have a positive but not significant effect on zakat digital campaigns. These results indicate that there is a positive relationship between content factors and the success of the digital zakat campaign at DDW. This means that the greater the content factor, the success of the digital zakat campaign, as measured by the increase in zakat decisions at DDW, will increase. Vice versa, the smaller the content factor, the success of the zakat digital campaign will also decrease. These results are different from the results of research on campaigns other than zakat, such as Chen et al. (2008) on corpse donation, Ho, et al. (2014) on the antibiotic campaign, Boyd & Buchwald (2022) on the Covid-19 vaccination campaign, and Wolfe, et al., (2021) and Koch & Siering (2019) on crowdfunding. The author has the following views: First, the zakat campaign messages conveyed by the zakat institutions themselves have not been able to make an impression on the mindset of the muslim community. Second, the messages or content conveyed by one zakat institution with other zakat institutions tend to be similar.

Zakat institutions need to campaign strong messages to establish legitimacy in muslim society, such as the message in the Family Planning campaign in Indonesia which was relatively successful in reducing child birth rates (Smyth, 1991) with the slogan "two children is enough" which is popular and sparked debate among the public. A stronger campaign message, perhaps, can be seen from the Tzu Chi organization's campaign in Taiwan to donate bodies after death for educational purposes, even though opposing Shinto teachings and Confucian teachings have been strongly adhered to for two thousand years in Chinese society. However, this belief was successfully conquered through campaigns carried out by Tzu Chi, among others, with strong, unique and lasting messages (Chen et al., 2008).

The most interesting result of this study is that the position of *amil* with its three indicator variables, namely knowledge, religiosity, and attitude, has a positive and significant effect on the success of the digital zakat campaign. These results are in line with the research of Chen et al. (2008), Salido-Andres, et al., (2022), Kaartemo (2017), Korzynski et al., (2021), and Koch & Siering (2019). The results of this study support the urgency of positioning *amil*, or zakat marketers, based on Islamic marketing theory. The position of *amil* zakat is becoming

increasingly important because on the other hand there is no slogan or important message that hits the zakat institutions.

In the perspective of Islamic marketing, the position of *amil*, or someone who carries out the task of communicating zakat ideas and programs in order to raise awareness, develop interest and influence people's attitudes and behavior, becomes more important than the products or programs that are sold and offered. Arham (2010) notes that in the marketing mix positioning strategy, based on studies from several literatures (quoting from Kamaluddin, 2007; Al-Fatih, 2009; Trim, 2009), shows that the Prophet Muhammad himself positioned himself as an honest trader, not as a product. that sells. In other words, it seems that the position of the seller is more important than the item being sold. Not that the Prophet Muhammad did not think about the quality of his product. On the contrary, according to Arham (2010) the Prophet Muhammad SAW did total positioning. Its application in zakat campaigns, according to the results of our research, is how perceptions of *amil* zakat are a key factor in the success of zakat campaigns compared to other factors in this study.

The results of this study indicate the importance of public perception of campaigners. When a campaigner has been trusted by the community, they are ready to support him in raising donations. If Seth Godin has reconstructed marketing by saying "marketing is no longer about the stuff that you make, but about the stories you tell", then in zakat, marketing or fundraising campaigns it is not about the programs that are made, but about the position of *amil* in society. The results of this study indicate that zakat institutions need to produce *amil* who carry their own institutional branding, so there is no need to use the services of influencers or celebrities to campaign for zakat. The institution must create its own *amil* celebrity, become an *amil* celebrity, *amil* who is a celebrity, not a celebrity who is made an *amil*. That is, if this *amil* appears in public, then it is certain that the branding of the institution is attached to him. According to the author's opinion, not even one zakat institution has its own institutional branding *amil*.

This study proposes three main characteristics that must be possessed by an *amil*, namely knowledge, religiosity and attitude. Knowledge means that *amil* has competence in explaining the intricacies of zakat and is able to become a problem solver in paying zakat. Religiosity means *amil* zakat supports religious practices and displays Islamic moral behavior in daily life. Attitude means *amil* zakat has traces of good behavior, is credible in carrying out their duties and can be trusted or trustworthy in managing people's funds.

In contrast to the research results of Pietro et al. (2019), Quadrelli (2017), and Ichwan (2020), our research results show that digital literacy has not significant for digital zakat campaigns. This lack of influence can be said to be in line with the digital literacy conditions of the Indonesian people themselves, which are still low (Kurnia & Astuti, 2017), including the millennial generation in North Sumatra (Tan, 2021). This result is also due to the fact that some *muzakki* themselves still do not understand online payments, such as QRIS (Anggreiny, 2021), and the *muzakki*'s digital literacy is still low (Dafiq, et al., 2021). Thus, efforts are needed to increase digital literacy. That manual efforts are still needed as so far to increase the collection of zakat. This is in line with the results of previous studies regarding the need for manual fundraising (Nasution, 2022).

Our research does not support the research results of Zhou & Ye (2021), Pietro et al., (2019), Quadrelli (2017), Kaartemo (2017), Ho et al. (2021), and Erdoğan & Cicek (2012) regarding the influence of social media on the success of a campaign or fundraising. In our research, social media as a digital campaign medium is not proven to have a significant effect on zakat digital campaigns, in line with the results of Mulyono's research (2016). These results degrade the results of PUSKAS BAZNAS research (2020). In the author's view: First, due to the dominance of donors/*muzakki* from non-millennial circles, which in BAZNAS's research as well as social media as a campaign, the non-millennial generation only has an effect of 28%. The author needs to note, so that the results of this study are not misunderstood, that this research does not differentiate millennial and non-millennial generations as research respondents. But in reality, non-millennial donors gave more responses to the questionnaires that were distributed so that this might influence the results of this study, where social media is not significant for their decision to tithe. Future research can further examine this issue by

differentiating millennials from others. Second, the use of social media itself has not been carried out optimally and is not used as a campaign priority. Third, the number of followers, likes, or followers on social media that is used as a medium for zakat campaigns is still low.

Finally, the results of the data analysis show that the campaign method has a positive and significant effect on the success of the zakat institution's digital campaign. The success of educational methods is in line with the results of research by Sargeant, et al, (2007), Bhattacharya & Bolton (2005), as well as research by Sargeant & Jay (2004). The success of the institutional program promotion method is in line with the research results of Hafidhuddin (2006), and Saxton & Wang (2014). While the method of generating social empathy is in line with the research of Allison et al. (2015) that funders are more likely to have positive responses when narratives are framed as opportunities to help others, as well as Bünzli's (2022) research that non-profit organizations should prefer sad images to happy everyday life and anecdotes over statistical evidence in advertising campaigns prosocial. Thus, in a zakat campaign, it is necessary to develop a campaign method, which we propose consists of four methods, namely by educating, promoting zakat management programs, establishing cooperation with various agencies and companies, and creating advertisements that can generate social empathy.

5. Conclusion

The results of the study show that content and social media have an effect but not significant on the success of the zakat digital campaign. Meanwhile, the *amil* factor and campaign method have a significant effect on the success of the zakat digital campaign. Meanwhile, digital literacy has a negative and insignificant effect on digital zakat campaigns. The results of this study support the urgency of positioning *amil*, or zakat fundraiser based on Islamic marketing theory, especially if the target of the campaign is the non-millennial generation. The position of *amil* zakat is becoming increasingly important because on the other hand there are no slogans or important messages that are quite impressive campaigned by zakat institutions. Zakat institutions need to cadre *amil* who carry their own institutional branding, so there is no need to use the services of influencers or celebrities to campaign for zakat. The institution must create its own *amil* celebrity, an *amil* who is a celebrity, not a celebrity who is made an *amil*. Future research can be focused on examining what strategies can be carried out to bring out *amil* that has institutional branding. To help develop zakat management, stakeholders need to help improve the digital literacy of society which is still low by reducing the digital divide, preventing hoaxes and cybercrimes. Strengthening the position of zakat and *amil* institutions in the community is also needed considering they are the center of the success of zakat campaigns. Finally, the writer realizes that this research has not been carried out comprehensively and is very limited to certain theories that can still be developed in further research. The author realizes that this research is not too deep in exploring the indicators in each of the proposed variables so that each variable itself still needs further research with a variety of theories that can be used to explore it.

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