

Educational Strategies in Zakat Fundraising at BAZNAS North Lombok Regency

Ernaldo Fikrul Arifin¹, M. Zainuddin Shabran²

Akademi Bisnis Lombok¹, International Islamic University Islamabad²

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Abstract

This study aims to describe the educational strategies used by the National Zakat Agency (BAZNAS) of North Lombok Regency to increase zakat socialization funding through educational and awareness approaches. This study found that BAZNAS' educational strategies include direct outreach in mosques and religious study groups, the use of social media and digital channels, and seasonal campaigns based on religious momentum. This approach has proven effective in increasing the understanding and participation of the Muslim community in paying zakat formally through official institutions. This study used a qualitative descriptive method with interview, observation, and documentation techniques. The results show that educational strategies play a significant role in building collective awareness, increasing public trust, and strengthening BAZNAS' legitimacy as a professional and trustworthy zakat management institution.

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Corresponding Author:

Ernaldo Fikrul Arifin

Akademi Bisnis Lombok

Email: ernaldofikrul@bisnislombok.ac.id

1. INTRODUCTION

Zakat according to language means nama' = fertility, thaharah = purity, barakah = blessing and also means tazkiyah = purification. With zakat, it is hoped that it will bring abundant rewards. Therefore, the wealth given is called zakat. Zakat is the essence of a soul that is clean from stinginess and sin. Zakat is a certain amount of wealth that must be given by Muslims and given to groups that are entitled to receive it (the poor, the needy, and so on) in accordance with the provisions set by syara'. Zakat is the third pillar of Islam.

Zakat is also a key component of the Islamic economic system, driving the balance between the rich and the poor. Its importance becomes even more crucial when faced with socioeconomic problems that disproportionately favor the poor. Zakat serves as an instrument for economic equality, poverty alleviation, and strengthening social solidarity. However, in various regions, including North Lombok Regency, public awareness of paying zakat through official institutions remains relatively low. This is caused by the community's limited understanding of zakat fitrah and minimal knowledge about managing productive zakat.

As the authorized institution, BAZNAS North Lombok Regency is attempting to address this issue by implementing an education-based fundraising strategy, specifically a zakat fundraising strategy focused on education, raising awareness, and shaping community zakat behavior. This approach aligns with Chandler's view that strategy is a tool for achieving long-term goals through a series of targeted and consistent action programs.

Through this research, the author attempts to trace how the educational strategy is implemented, the media used, and its impact on increasing zakat collection at BAZNAS North Lombok Regency.

2. RESEARCH METHODS

This research uses a descriptive qualitative method with a case study approach at BAZNAS North Lombok Regency. The aim is to provide an in-depth description of the phenomenon of educational strategies in zakat fundraising.

- a. Research Location and Subjects: The research was conducted at the BAZNAS Office in North Lombok Regency. Subjects included zakat leaders and collectors, one of whom was Arba'in Sodri, Deputy Chairman I of BAZNAS in North Lombok Regency.
- b. Data Collection Techniques:
 - 1) In-depth interviews were conducted with the leaders and zakat collectors of BAZNAS.
 - 2) Direct observation of outreach, preaching, and zakat campaign activities.
 - 3) Documentation in the form of archives, activity reports, and BAZNAS publication media.
- c. Data Analysis Techniques: Data were analyzed using the Miles and Huberman model, which includes data reduction, data presentation, and concluding continuously throughout the research process.

3. RESULTS AND DISCUSSION (12 Pt)

The educational strategy implemented by BAZNAS North Lombok Regency focuses on three main aspects:

- a. Direct counseling in mosques and religious study groups to provide an in-depth understanding of the laws and benefits of zakat.
- b. Education through social media and digital channels to reach young people and urban communities through creative and interactive content.
- c. Seasonal campaigns based on religious moments such as Ramadan and Eid al-Fitr are effective moments to encourage people to pay zakat.
- d. This strategy shows a significant increase in the number of muzaki every year, as well as increasing public trust in BAZNAS as an official zakat management institution.³ The educational approach also builds the perception that zakat is not only a ritual obligation, but also a form of social participation and solidarity of the community.

The zakat collection strategy of the National Zakat Agency (BAZNAS) of North Lombok Regency (KLU) prioritizes an educational approach as the primary step in building awareness and participation among the Muslim community in fulfilling their zakat obligations. This approach is based on the understanding that many people still adhere to classical Islamic jurisprudence or do not fully understand the legal aspects, social benefits, and distribution mechanisms of zakat, which are formally managed by institutions such as BAZNAS. Therefore, BAZNAS of North Lombok Regency actively educates the public through various channels and approaches oriented towards changing zakat behavior.

In an interview with Mr. Arba'in, one of the leaders of the North Lombok Regency BAZNAS, he explained that the current zakat fundraising strategy relies on an educational and partnership approach. Public education is conducted continuously through various channels, including social media, religious forums, and outreach activities in mosques. The goal is to raise awareness among Muslims about the obligation to pay zakat and its strategic role in poverty alleviation. Furthermore, BAZNAS actively collaborates with religious and

community leaders as trusted and respected zakat propagation channels. The same applies to the research compiled by Irsan Al-Fadhil Nasution and Nurhayati, where the results of the research showed that the strategy used by Deli Serdang was (*direct fundraising*), namely direct strategy, and (*indirect*), which is indirect. The direct fundraising strategy carried out by Baznas Kab. Deli Serdang is: by having officers go into the field, inviting the community to pay zakat. The indirect fundraising strategy carried out by Baznas Kab. Deli Serdang is by: promoting it through social media for example: newspapers, bulletins, and Instagram, and also through transfers through Baznas Kab. Deli Serdang accounts as well as Bank Mega Syariah and Bank Sumut.

Figure 1. Interview with Arba'in Sodri, Deputy Chairman 1 of BAZNAS North Lombok



Source: Field interview observation documentation

1) Direct Counseling at Mosques and Islamic Study Groups

One of the most effective forms of education that directly touches the community is through face-to-face outreach activities in mosques, prayer rooms, and religious study groups. In these religious forums, zakat collectors and religious leaders who have collaborated with the North Lombok Regency BAZNAS (National Zakat Agency) provide an understanding of the obligation of zakat, as the fourth pillar of Islam. The material presented encompasses not only fiqh (the law of zakat) but also touches on the socio-economic aspects of zakat as a means of empowering the poor. The implementation method, which used outreach techniques conducted directly at mosques and religious study groups, revealed that the community is still relatively unfamiliar with the laws and management of zakat and productive waqf. General understanding still revolves around the obligation of zakat fitrah and the use of waqf for land for worship and

educational purposes. Furthermore, knowledge about the use of zakat and productive waqf remains very limited.

By presenting preachers or ustazd (Islamic teachers) with credibility within the community, the North Lombok Regency BAZNAS (National Azan Agency) has successfully built public trust. Such activities also foster the perception that zakat is not merely an individual ritual, but rather an instrument of social development and a form of communal solidarity.

2) Education Through Social Media and Digital Channels

Along with the development of information technology, the North Lombok Regency BAZNAS (National Zakat Agency) is also utilizing social media as a digital da'wah platform. Education about zakat is delivered through infographics, short videos, verses, and hadith quotes, and beneficiary testimonials shared on platforms like Facebook, Instagram, and WhatsApp. This strategy is highly effective in reaching young people, civil servants, and urban communities, who tend to be more active on digital media. Similar to what was done by Ika Khuril A'yun, where the results obtained from this study were that there were several digital-based zakat education strategies carried out by the zakat institution in Ponorogo, namely through websites, social media (Instagram, TikTok, WhatsApp, YouTube, and Facebook), and through applications.

This visually and concisely packaged digital content helps increase public understanding of the role of zakat in modern life. In addition, the use of social media expands the reach of zakat preaching beyond the administrative area of North Lombok Regency, even to the diaspora of North Lombok Regency residents who live outside the region.

3) Seasonal Campaigns and Education Based on Religious Moments

The National Zakat Agency (BAZNAS) of North Lombok Regency strategically utilizes religious moments as a crucial tool to raise public awareness and educate the public about zakat. Moments such as Ramadan, Eid al-Fitr, and Eid al-Adha are peak times for Muslims, when spirituality and a desire to share tend to increase. During these times, BAZNAS North Lombok Regency focuses not only on collecting zakat, infaq, and sadaqah (charity), but also intensifies its outreach and zakat socialization activities for all levels of society.

Various special programs are held to fill the month of Ramadan and religious holidays, such as thematic Friday sermons that specifically discuss the obligation of zakat and its urgency in building social solidarity. Furthermore, the Ramadan Safari program, conducted with religious leaders and local officials, serves as a platform for the institution to connect with the community while persuasively conveying zakat messages. Furthermore, the North Lombok Regency BAZNAS (National Agency for Islamic Development) also collaborates with local media outlets, such as community radio, to broadcast zakat talk shows and Q&A sessions with competent speakers. This initiative is highly effective in reaching rural communities that still rely on conventional media for information.

During these times, the community's religious sensitivity is heightened, making messages about the importance of paying zakat more easily accepted and acted upon. Zakat education conducted in this religious atmosphere fosters collective awareness that zakat is not only an individual spiritual obligation but also a social instrument for reducing economic inequality. Thus, an educational approach based on religious momentum is a strategy that is not only effective in

the short term but also fosters a sustainable culture of zakat in the lives of the people of North Lombok Regency.

4) Results and Impact of Educational Strategies

Consistent educational strategies have yielded significant results. The public is beginning to show a shift in attitudes toward zakat, moving from a personal and informal approach to a greater awareness of distributing zakat through formal institutions. Data from the National Zakat Agency (BAZNAS) in North Lombok Regency shows an increasing trend in the number of zakat payers year after year, in line with the growing public understanding of zakat's strategic role in regional development.

This educational strategy also has an impact on increasing the legitimacy and trust of the community towards BAZNAS as a trustworthy, professional and sharia-compliant zakat manager, so the results of the analysis of this strategy where the educational strategy is carried out through socialization, Friday sermons and seminars are in line with the strategic theory according to *Chandler* that strategy is a tool to achieve long-term goals through follow-up programs and resource allocation.

4. CONCLUSION

The educational strategy implemented by the National Zakat Agency (BAZNAS) of North Lombok Regency has proven effective in increasing public awareness and participation in paying zakat through official institutions. Through direct outreach, digital media utilization, and religious campaigns, BAZNAS has been able to build a sustainable zakat culture within the community. This research confirms that the success of zakat fundraising is determined not only by administrative aspects but also by an educational approach that addresses the moral, spiritual, and social aspects of the Muslim community.

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