

## **Media Management of the Amil Zakat Nahdlatul Ulama Institute in Raising Awareness of Zakat Infaq and Community Alms in Siak Regency**

**Ahmad Fahrin S.<sup>1</sup> & Khatibah<sup>2</sup>**

*<sup>1,2</sup> Program Studi Manajemen Dakwah, Fakultas Dakwah dan Komunikasi, Universitas Islam Negeri Sumatera Utara Medan  
e-mail: <sup>1</sup>fahrinfahrin796@gmail.com, <sup>2</sup>khatibah.ibah@gmail.com*

### **Abstract**

This study aims to determine the media management of the Amil Zakat Nahdlatul Ulama Institute in increasing awareness of zakat, infaq and alms in the Siak Regency. This research uses descriptive qualitative method and is a type of field research. The data sources in this study are primary data sources and secondary data sources. The data analysis technique used was to collect data through semi-structured interviews and through observation, the data that had been obtained was then reduced, presented and concluded. The results of this study indicate that the media management of the Amil Zakat Nahdlatul Ulama Institute in increasing awareness of zakat, infaq and alms in Siak Regency is to carry out management through planning, organizing, implementing and supervising which is then relevant into the communication process through the media of the Amil Zakat Nahdlatul Ulama Institution in Siak District. The media of the Amil Zakat Nahdlatul Ulama Institute which is used to increase awareness of zakat, infaq and community alms in Siak Regency are modern media such as Instagram, Facebook and the website nuicare.id.

**Keywords:** *Media Management, Amil Zakat Nahdlatul Ulama Institute, Awareness of Zakat Infaq and Community Alms in Siak Regency.*

### **1. Introduction**

Management is something that is needed in all aspects. The management function includes an effort to achieve certain goals because management is a rule created to manage, empower and systematize each agenda so that a journey can be illustrated. In terms of terminology, it is based on the word "to manage" which means to manage or regulate. According to the Big Indonesian Dictionary, management is defined as an effective use of resources to achieve a certain goal (Pusat Bahasa Ministry of Education, 2008:979). Malayu S.P. Hasibuan said that management is an art of managing the process of empowering human resources and other sources effectively and efficiently to achieve a goal (Hasibuan, 2016: 9).

Management refers to a series of processes that include planning, organizing, implementing and monitoring, all of these components are steps in management that function as an effort to control the optimal empowerment of human resources in order to achieve a goal. The management function is also an action that learns about symptoms and opportunities to achieve a goal so that it can be realized as desired. Management is formulated in the form of principles which are interpreted based on theoretical studies. Essentially all human activities generally include a rule or arrangement in

achieving a certain goal. So it can be concluded that management is everything related to rules based on review in achieving an individual or group vision.

The management function is also inseparable from communication activities, in the communication process, the delivery of messages is not based on mere distribution carried out by the communicator, but a success in communication is judged by the reaction or response that arises from the communicant. In communication, management functions as an art of managing messages, or in another sense the communicator prepares a series of messages that are conveyed in the form of planning to implementation with the intention that a message can be channeled optimally so that it can stimulate the communicant and generate specific responses and reactions according to message intent. Management in communication allows for compatibility between the messages given by the communicator and the reactions received from the communicant.

In the modern era, which is experiencing rapid development, it has spawned a number of communication media that can connect communicators and communicants in large quantities and with a wide range. Management as a tactical step in communication has a significant influence, through modern media such as social media, good management can influence the communicant's reactions. Based on management's involvement in communication activities through the media, this is similar to the actions taken by the Nahdlatul Ulama Amil Zakat Institute in increasing awareness of zakat, infaq and community alms in Siak Regency. The use of media as an effort to reach the community and as a form of adaptation to the times.

In this modern era, people's awareness in Siak Regency of zakat, infaq and almsgiving activities has decreased. The background to this problem is the busyness of the community and the existence of a negative culture that affects their awareness, causing their religious quality to decline. Judging from an Islamic perspective, this is crucial, because if a Muslim is not aware of the obligation of zakat, the call for infaq and alms recommended in Islam, it is feared that they will be far from piety to Allah SWT. Tengku Muhammad Hasbi said that zakat is a form of piety to Allah SWT which will give birth to a reward and can purify the soul (Ash Shiddieqy, 2009:4).

It can be concluded that to get the pleasure of Allah SWT, the piety of a Muslim is needed, among others, by doing zakat, infaq and alms. This is also an effort to create a sense of mutual assistance among human beings, so that the unawareness of the importance of zakat, infaq and alms in addition to turning away from piety can also loosen friendships. Therefore, awareness of zakat, infaq and alms must be raised and increased. The Nahdlatul Ulama Amil Zakat Institute seeks to increase zakat, infaq and community alms in Siak Regency through social media, this aims so that people do not turn away from the basics of Islamic teachings. Based on the description of the background above, the researcher aims to find out the media management of the Amil Zakat Nahdlatul Ulama Institute in increasing awareness of zakat, infaq and community alms in Siak Regency.

## **2. Methodology**

The research used a descriptive method with a qualitative approach, this type of research was carried out in the field (field research). Moleong said that qualitative research is research based on an activity to understand an event about the natural experience of the research subject (Moleong, 2017: 6). Sugiyono defines, qualitative research is research on a natural state of the object under study (Sugiyono, 2019: 18). In this study, a qualitative approach was used as a method for studying and understanding the situation and natural conditions of objects, then based on data acquisition, the researcher illustrated through decomposition. According to Sugiyono, descriptive method is a method used to illustrate and analyze the data that has been obtained (Sugiyono, 2005:21). The data sources in this research are primary data sources and secondary data sources. The primary data source is the acquisition of data directly by researchers through information obtained from informants and is based on facts found in the field. While secondary data sources are indirect information that has relevance

to research studies. Data collection techniques in this study used semi-structured interviews and observations. After obtaining the data, the researcher then analyzes the data by sorting or reducing the data to be presented, then presenting and drawing conclusions (Miles & Huberman, 1992:16). Data analysis was carried out as an effort to systematize data and organize it into a cluster and describe it into important units (Sugiyono, 2018: 482).

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

#### *Media Management of the Amil Zakat Nahdlatul Ulama Institute in increasing Awareness of Zakat Infak and Alms*

Media management is an arrangement or strategy in a message or information that is carried out before the message or information is presented to the communicant, this action is carried out as a step to stimulate the communicant so that it creates a match between the response and the communicant's reaction. The management function in communication is often known as a communication strategy. Onong Uchjana Effendy said that a communication strategy is a combination of the stages of communication planning and communication management that are structured to achieve a goal. The communication strategy is concerned with the formulation of tactics and an operational method based on a dynamic approach (Effendy, 2003:31). The communication strategy is oriented to a principle as stated by Hafied Cangara, namely "Everything will be meaningless unless we already know what an enemy will do before we do it first" (Cangara, 2013:60). Management has a number of functions, namely; Planning as an illustration or as a strategic step in forming and determining the goals to be achieved; Organizing as a grouping or coordinating step regarding who will carry out and be responsible for implementation in achieving a goal; Implementation as a step to realize the things that have been planned: Supervision as a step to monitor and control the course of efforts to achieve a desired goal (Amirullah, 2015: 8). Based on this, it can be judged that management is very significant for realizing a goal, in management, steps are built very closely with observations so as to enable goals to be realized optimally.

Mohr and Nevin define that communication strategy is a framework of thinking in the use of communication elements such as frequency, message content and media (Kulvisaechana, 2001:17-18). A communication strategy can be a communication action designed for communicants as an effort to influence them so as to cause behavior changes (Bungin, 2015:62). The role of management is very significant as an effort to mature the message before it is distributed to the communicant. In the act of increasing public awareness of zakat, infak and alms carried out by the Nahdlatul Ulama Amil Zakat Institute, an effort was made namely, the formulation of messages, the formulation as a step carried out through review with the aim of achieving a goal effectively and efficiently.

The formulation of the message refers to a plan, namely the Amil Zakat Nahdlatul Ulama Institute understands the needs of the people in Siak Regency, this activity is carried out to stimulate the community so that the intent of the message from the Amil Nahdlatul Ulama Institute can lead to compatibility between messages and responses. The management function in the communication of the Nahdlatul Ulama Amil Zakat Institute is also a method of influencing society so that the goals of the Nahdlatul Ulama Amil Zakat Institute can be achieved. Furthermore, organizing was carried out, the Amil Zakat Nahdlatul Ulama Institute systematized a number of divisions that were authorized for special responsibility for the media which was used as a means for the Amil Nahdlatul Ulama Institute in increasing public awareness of zakat, infaq and alms in Siak Regency, organizing as an effort to determine human resources who will manage the media of the Amil Nahdlatul Ulama Institute and be responsible for communication activities through the media they run.

After planning and organizing, the Amil Zakat Nahdlatul Ulama Institute then carries out the implementation as a step to manifest all the concepts that have been prepared in the planning, without

implementing a goal will not be achieved. The Amil Zakat Nahdlatul Ulama Institute has begun to realize all the concepts that have been carefully designed before distributing messages through the media used. The Nahdlatul Ulama Amil Zakat Institute informs the public about all their programs with the aim of increasing awareness of zakat, infaq and alms in the community, the aim is to attract zakat, infak and alms in Siak Regency.

In the midst of the implementation carried out by the Amil Zakat Nahdlatul Ulama Institute in increasing awareness of zakat, infaq and alms in Siak Regency, the Amil Zakat Nahdlatul Ulama Institution also conducts supervision as an effort to control and evaluate activities carried out through the media if they are not achieved. The Nahdlatul Ulama Amil Zakat Institute conducted an evaluation to further maximize their performance in increasing awareness of zakat, infaq and alms in Siak Regency. So it can be concluded that the media management of the Amil Zakat Nahdlatul Ulama Institute in increasing awareness of zakat, infaq and alms in Siak Regency is to carry out management through planning, organizing, implementing and supervising which is then relevant into the communication process through the media of the Amil Zakat Nahdlatul Ulama Institution in the Regency Siak.

*Media of the Amil Zakat Nahdlatul Ulama Institute in Raising Awareness of Zakat Infaq and Community Alms in Siak Regency*

In the use of media it also goes like that, all messages that are channeled through the media aim to influence the audience or communicant. According to Purnamawati, media is a tool used to channel messages to communicants with the aim of stimulating thoughts, feelings, concerns and interests (Purnawati & Eldarni, 2001:4). So in attracting muzaki's interest, the National Amil Zakat Institute uses the media as an instrument to influence the behavior of the communicant. The use of media by the Amil Zakat Nahdlatul Ulama Institute is based on the theory of stimulus, organism, response, namely the Amil Zakat Nahdlatul Ulama Institute finalizes the message to be conveyed with the aim of stimulating the communicant.

The Amil Zakat Nahdlatul Ulama Institute prepares a series of messages in management and will then be delivered to stimulate or influence the communicant who is referred to as an organism, in the efforts that have been made, the Amil Zakat Nahdlatul Ulama Agency can illustrate the suitability between the message and the response. Onong Uchjana Effendy defines that stimulus, organism and response is a process in communication that is carried out to cause a special reaction, so that in its efforts there is a conformity of message and response (Effendy, 2003: 254). So the use of a media is also aimed at the people in Siak Regency in order to influence them in increasing awareness of zakat, infaq and alms. Social media, which incidentally is able to reach a wider area, is hoped to be able to connect more people in Siak Regency with the Amil Zakat Nahdlatul Ulama Institute.

Based on the background of the problems in Siak Regency regarding increasing awareness of zakat, infaq and alms with motives to make Muslim people aware of their obligation to help others, the Amil Zakat Nahdlatul Ulama Institute uses social media and websites as platforms that provide some information about the Amil Zakat Nahdlatul Ulama Institute and about why zakat, infak and alms are so important to be implemented in Islam. Apart from that, the use of media by the Amil Zakat Nahdlatul Ulama Institute as an effort to increase public awareness in Siak Regency that the Amil Zakat Nahdlatul Ulama Agency operates honestly, or in another sense, funds that are channeled to the poor will be informed transparently.

Social media is also a modern communication tool for the Amil Zakat Nahdlatul Ulama Institute in campaigning for their program. So it can be concluded that the Nahdlatul Ulama Amil Zakat Institute uses social media to collect and distribute messages. In this activity, the Nahdlatul Ulama Amil Zakat Institute involves elements of management as a step so that the goal of increasing

awareness of zakat, infaq and community alms in Siak Regency can be achieved. Management carried out as a preparation of messages carried out to stimulate and influence the community in Siak Regency, the communication activities carried out by the Amil Zakat Nahdlatul Ulama Institute are oriented towards conformity between the messages conveyed and the responses received. Media for the Amil Zakat Nahdlatul Ulama Institute which is used to raise awareness of zakat, infaq and community alms in Siak Regency is modern media such as Instagram, Facebook and the website [nucare.id](http://nucare.id).

#### **4. Conclusions**

Management is very significant for realizing a goal, in management, steps are built very closely with observations so as to enable goals to be realized optimally. The role of management is very significant as an effort to mature the message before it is distributed to the communicant. In the act of increasing public awareness of zakat, infak and alms carried out by the Nahdlatul Ulama Amil Zakat Institute, an effort was made namely, the formulation of messages, the formulation as a step carried out through review with the aim of achieving a goal effectively and efficiently. The formulation of the message refers to a plan (planning), namely the Amil Zakat Nahdlatul Ulama Institute understands the needs of the people in Siak Regency.

Management efforts carried out by the Amil Zakat Nahdlatul Ulama Institute to stimulate the community so that the intent of the message from the Amil Zakat Nahdlatul Ulama Institute can lead to compatibility between messages and responses. Management in the communication of the Nahdlatul Ulama Amil Zakat Institute also functions as a method to influence the community so that the goals of the Nahdlatul Ulama Amil Zakat Institute can be achieved. Media management of the Amil Zakat Nahdlatul Ulama Institute in increasing awareness of zakat, infaq and alms in Siak Regency is to carry out management through planning, organizing, implementing and supervising which is then relevant to the communication process through the media of the Amil Zakat Nahdlatul Ulama Institution in Siak Regency.

The Nahdlatul Ulama Amil Zakat Institute uses social media and websites as a platform that provides some information about the Nahdlatul Ulama Amil Zakat Institute and about why zakat, infaq and alms are so important to implement in Islam. Apart from that, the use of media by the Amil Zakat Nahdlatul Ulama Institute as an effort to increase public awareness in Siak Regency that the Amil Zakat Nahdlatul Ulama Agency operates honestly, or in another sense, funds that are channeled to the poor will be informed transparently. Media for the Amil Zakat Nahdlatul Ulama Institute which is used to raise awareness of zakat, infaq and community alms in Siak Regency is modern media such as Instagram, Facebook and the website [nucare.id](http://nucare.id).

#### **References**

##### **Books:**

- Amirullah, "Pengantar Manajemen", (Jakarta: Mitra Wacana Media, 2015).
- Ash Shiddieqy, Tengku Muhammad Hasbi, "Sejarah dan Pengantar Ilmu Al-Quran dan Tafsir", (Semarang: Pustaka Riski Putra, 2009).
- Bungin, Burhan, "Metodologi Penelitian Kualitatif", (Jakarta: Rajawali Pers, 2015).
- Cangara, Hafied, "Perencanaan dan Strategi Komunikasi", (Jakarta: Raja Grafindo, 2013).
- Effendy, "Ilmu Teori dan Filsafat Komunikasi", (Bandung: PT. Citra Aditya Bakti, 2003).
- Hasibuan, S.P. Malayu, "Manajemen Sumber Daya Manusia", (Jakarta: Penerbit Bumi Aksara, 2016).
- Miles, B. Mathew dan Huberman, Michael, "Analisis Data Kualitatif Buku Sumber Tentang Metode-Metode Baru", (Jakarta: UIP, 1992).
- Moleong, Lexy J., "Metode Penelitian Kualitatif", (Bandung: PT. Remaja Rosdakarya, 2017).

- Purnamawati dan Eldarni, “Media Pembelajaran”, Jakarta: CV. Rajawali, 2001).  
Pusat Bahasa Departemen Pendidikan, “Kamus Besar Bahasa Indonesia”, (Jakarta: Pusat Bahasa Departemen Pendidikan, 2008).  
Sugiyono, “Memahami Penelitian Kualitatif”, (Bandung: CV. Alfabeta, 2005).  
Sugiyono, “Metode Penelitian Kuantitatif, Kualitatif, dan R&D”, (Bandung: Alfabeta, 2018).  
Sugiyono, “Metode Penelitian Kuantitatif, Kualitatif, dan R&D”, (Bandung: Alfabeta, 2019).

**Journal:**

- Kulvisaechana, Somboon, “The Role of Communication Strategies in Change Management Process: A Case Study of Consignia Brand and Business Status Introduction”, (Cambridge: Journal Communication Spectrum, 2001). Vol. 3 No. 1 Februari-Juli 2013 diakses pada 27 November 2022