

# Dompet Dhuafa Waspada Communication Strategy to Attract the Community to Achieve the Target of Zakat Collection in Medan City

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## Abstract

*The aims of this study are to find out Dompet Dhuafa Waspada Communication Strategy to Attract the Community to Achieve the Target of Zakat Collection in Medan City. This study uses qualitative reseach method. The result of this study shows that That Dompet Dhuafa Alert is a National Amil Zakat Institution. In order for the management of zakat and the function of Dompet Dhuafa Waspada to be known by the general public, it is necessary to disseminate information on the expansion of information. In socializing zakat, it is necessary to have a communication strategy so that the public can know how Dompet Dhuafa Waspada in managing zakat, in recognizing and understanding what zakat is and Dompet Dhuafa Waspada. The Head of SPV Fundraising and Marketing Communication plays a very important role in carrying out communication strategies in attracting public interest in achieving the target of collecting zakat in Medan City. The communication strategy in attracting public interest in achieving the target of zakat collection in Medan City used is by recognizing communication targets, educative communication strategies, communication strategies using media both online and offline. The communication strategy used is to know the target of communication, convey information, education and enlightenment through lectures and seminars to the public about zakat. Then communication is carried out in various ways, there are through both social media such as Instagram, Facebook, websites and also through mass media such as collaborating with the Waspada Daily newspaper, there is also the distribution of banners, x banners, and the distribution of bulletins. And the institution also communicates face-to-face with the way the Dompet Dhuafa Waspada comes to the public or donors and if it is not possible directly then greets by telephone. and the efforts made by Dompet Dhuafa Waspada are by communicating transparency to muzakki by publishing reports on financial inflows and outflows. The aim is to increase the trust of muzakki and parties related to Dompet Dhuafa Waspada, North Sumatra.*

## Keywords

dompet dhuafa waspada;  
communication strategy; zakat



## I. Introduction

Zakat is one of the obligations that Allah Almighty has set for Muslims to fulfill. As Allah Azza wa Jalla says, among others in Surah At-Taubah verse 103:

لَهُمْ تُطَهَّرُهُمْ وَتُزَكِّيهِمْ اَلِ لَّيْهُمْ لَوْتَاكَ لَهُمْ لِلَّهِ لِيْمٌ

It means:

*"Take zakat from some of their wealth, with that zakat you clean and purify them and pray for them. Verily, your prayer (becomes) peace of soul for them. And Allah is All-Hearing, All-Knowing."* (Surat At-Taubah: 103)

This verse contains the argument that it is obligatory to pay zakat for Muslims. And in this verse there is also a proof that it is impossible for a servant to purify and clean himself before he pays zakat on his wealth, and there is nothing to replace it except by paying it, because purity and cleanliness depend on issuing it.

In addition, zakat is also one of the third pillars of Islam and one of the pillars of its great building based on the hadith narrated from Ibn 'Umar Radhiyallahu anhuma that the Prophet sallallahu 'alaihi wa sallam said:

الإِسْلَامُ لِي : أَدَّةٌ لَأَلِهٍ لَأَلَلَهُ مُحَمَّدًا لُ اللّهِ أَمِ الصَّلَاةِ أَيْ الزَّكَاةِ إِنَّ الْبَيْتَ لِمَنْ  
اسْتَطَاعَ لِيهِ لَأ

It means:

*"Islam is built on five things: the creed that there is no god but Allah and that Muhammad is the messenger of Allah, establishing prayer, paying zakat, fasting Ramadan and pilgrimage to the Temple for those who can afford it." (Narrated by Bukhari no. 8)*

In the regulation of the Minister of Religion of the Republic of Indonesia article 1 number 52 of 2014 that zakat is an asset that must be issued by a Muslim or a business entity owned by a Muslim to be given to those who are entitled to receive it in accordance with Islamic law.

Zakat management activities themselves have been taught by Islam and practiced by the Messenger of Allahsallallahu 'alaihi wasallamand his successors are friends. At the time of the Prophetsallallahu 'alaihi wasallamThere is an institution known as Baitul Mal which is in charge of managing state finances. Its use is for the mustahiq that has been determined, the interests of da'wah, education, social welfare, making infrastructure and so on. However, at this time the meaning of Baitul Mal has narrowed, only as an institution that collects and distributes zakat, infaq, alms, and waqf funds which is known as a zakat management organization.

In Indonesia, there have been many government institutions that have the authority to manage and distribute zakat, namely the National Amil Zakat Agency (BAZNAS) to the regional level (BAZDA) or non-governmental institutions commonly called the Amil Zakat Institution (LAZNAS/ LAZDA) which of course can help individuals or non-individuals in providing an understanding of the importance of zakat, as well as collecting and managing zakat so that its distribution can be carried out quickly and precisely so that the function of zakat can be felt optimally. But actually it is not only a matter of collecting, managing and distributing funds, but also about how to implement strategies so that the Amil Zakat Institution can continue to have great potential to always improve the quality of the institution.

Dompot Dhuafa Waspada is a non-profit organization dedicated to elevating the social dignity of the underprivileged with ZISWAF funds (zakat, infaq, alms, waqf, and other halal and legal funds, from individuals, groups, companies/institutions). Based on RI Law Number 38 of 1999 concerning Zakat Management, Dompot Dhuafa is a zakat management institution established by the community. On October 8, 2001, the Minister of Religion of the Republic of Indonesia issued Decree No. 439 of 2001 as the National Amil Zakat Institution.

Zakat is a maaliyyah itjtima'iyah worship which has a very important, strategic and decisive position, both in terms of Islamic teachings and in terms of developing the welfare

of the people. Because when compared to other forms of worship, such as prayer, fasting and pilgrimage, all these acts of worship are rituals of individual servitude to Allah Ta'ala. The difference from other forms of worship is that performing this worship is not only about interacting with Allah Ta'ala, but also teaching concern for social problems. There are many positive things that we can take from zakat worship, for example bridging the gap between the rich and the poor, while reducing hate, selfishness and pride.

However, when compared to other forms of worship such as prayer and fasting, awareness of the implementation of zakat is still not followed by the level of understanding of zakat. For example, regarding the types of assets that are obligatory on zakat and the payment procedures that are guided by Islamic law, the implementation of this worship depends on the understanding of each individual. So, the more individuals do not understand about zakat, the more they do not care about the importance of zakat. Therefore, individuals who do not understand the importance of zakat should be given a study about the importance of zakat worship.

To realize this, it is necessary to have an institution or organization that cares about the people who still do not understand about the worship of zakat. So that people can understand the importance of zakat worship and have the awareness and desire to perform the worship according to Islamic law. Actually, zakat can be done by individuals. However, the problems that often arise are usually zakat is not right on target. For example, giving zakat to his closest relatives who according to his own opinion belong to the group that needs to be given donations. In fact, when compared with the surrounding environment, there are still many who are more deserving of these donations.

Dompot Dhuafa Waspada SUMUT is an Amil Zakat Institution with a mission to prosper humankind, eradicate poverty and at the same time aims to change the condition of mustahiq into muzakki. In the past, prior to the birth of the Zakat Law No. 23 of 2011, Dompot Dhuafa Waspada SUMUT still had LAZ status in accordance with Law No. 38 of 1999 under the name LAZ Peduli Ummat Waspada, because of its status as a Regional LAZ which was inaugurated by the Governor of North Sumatra. With the issuance of the new Law No. 23 of 2011, LAZ Peduli Ummat Waspada is a Regional LAZ and is a representative of Dompot Dhuafa for North Sumatra, becoming a branch of Dompot Dhuafa Republika under the name Dompot Dhuafa Waspada SUMUT and its status is LAZNAS Dompot Dhuafa, North Sumatra Branch.

In carrying out its duties, Dompot Dhuafa Waspada has not been maximal in collecting zakat as the potential in North Sumatra is 3 trillion per year. As compiled the number of muzakki according to data collection from 2018 to 2021 on average there are only 5000 muzakki recorded from the number of data the Muslim community is in the city of Medan which reaches 1,541,401. If we compare the number of Muslim residents and people who become muzakki in Dompot Dhuafa Waspada, the comparison is very far, so according to the number of Muslim communities in the city of Medan. There are still many opportunities to collect the muzakki in even greater numbers.

The problem that is often faced in collecting zakat is the delivery of communication to attract people's awareness in paying zakat, so it is necessary to seek certain ways to deal with this problem. Although the collection of Zakat on Dompot Dhuafa Waspada continues to increase from year to year. However, if we look at the potential that has been collected, the collections that have been collected are still very small.

This problem continues to occur from year to year, so that the set targets have not been achieved. Dompot Dhuafa Waspada tries to take a strategy by presenting communication as a solution to make people aware that they are willing to pay zakat and pay it to the Dompot Dhuafa Waspada institution. Communication does not just become a

solution but needs to be packaged with interesting strategies and techniques so that people are open minded to pay zakat and pay it to the Dompot Dhuafa Waspada institution.

So far, Dompot Dhuafa Waspada has developed a number of strategies to attract the public's interest in paying zakat. Among them are collaborating with a number of media, both print and electronic, including the Waspada Daily newspaper in the city of Medan in particular. In addition, Dompot Dhuafa Waspada also conveyed da'wah material to assemblies regarding zakat collection and another strategy carried out by Dompot Dhuafa Waspada is to convey information and outreach through a special website regarding zakat collection.

The strategy pursued above has not resulted in a good response from the community where the message conveyed by Dompot Dhuafa Waspada has not been maximized in attracting public interest to pay zakat at the Dompot Dhuafa Waspada institution.

Socialization can be done by communicating, meaning that the Dompot Dhuafa Waspada institution must convey messages in a certain way. The strategy is not just conveying a message but also how to build opinions and responses from the community so that they are willing to pay zakat and pay it at the Dompot Dhuafa Waspada institution. So, from this background, researchers are interested in examining the communication strategies that exist in Dompot Dhuafa Waspada. So that the research study is entitled "The Dompot Dhuafa Waspada Communication Strategy to Attract Public Interest in Achieving the Target of Zakat Collection in Medan City."

## II. Review of Literature

### 2.1 Understanding Communication Strategy

Strategy is essentially planning (planning) carefully and management to achieve a goal. However, to achieve this goal, the strategy does not function as a road map that only shows the direction, but must be able to show how the operational tactics are.

Strategy is the design or design of activities, in the form of determining and placing all resources that support the success of achieving a predetermined goal. Strategy is also a method, technique, or way of communication to work so that we can achieve the goals that have been set. If the communicator wants to achieve the planned goals, then he will carry out a certain set of tasks (functions), and to speed up, slow down, make effective or ineffective, encourage or hinder the achievement of goals, the communicator establishes a communication strategy.

#### a. Definition of Zakat

Zakat in the Arabic dictionary is taken from the word "zaka" which means to grow, holy, good, increase. It is called zakat, because it contains the hope of obtaining blessings, cleansing the soul and cultivating it with various goodness. Zakat is a purification as the word of Allah Ta'ala:

لَهُمْ آلٌ لِيَهُمْ □ لَوْتَك □ لَّهُمْ لِلَّهِ □ لِيَمِّ

It means:

*"Take zakat from some of their wealth, with that zakat you clean and purify them and pray for them. Verily, your prayer (becomes) peace of soul for them. And Allah is All-Hearing, All-Knowing." (Surah At-Taubah: 103)*

Zakat means as a blessing as the words of the Prophet sallallahu 'alaihi wa sallam From Abu Hurairah Radhiyallahu 'anhu, the Prophet sallallahu 'alaihi wa sallam told him.

إِنَّ اللَّهَ أَرْكَأَى : ابْنِ ! لَيْكَ

It means:

*"Allah, the Most Holy, the Most High, said, 'O son of Adam!' give, I will certainly give (provide sustenance) to you." (HR. Muslim, Book of Zakat no. 2305)*

Zakat also means to grow or develop as the Word of Allah Ta'ala:

لِلَّهِ لِرَبِّوَا □ لَصَدَّقْتِ لِلَّهِ لَأَلَّ ار

It means:

*"Allah destroys usury and enriches alms".(Al-Baqarah: 276)"*

Meanwhile, according to the Shari'ah, zakat means worshiping Allah by issuing a certain portion of property that must be issued to be handed over to a certain group or designation. According to Abu Malik in the book Sahih Fiqh Sunnah, zakat is a predetermined portion of property, from a certain property, at a certain time, and distributed to certain groups of people.

Looking at the definitions that have been stated above, even though the editors are different, they still have the same goal. So what is meant by zakat is to purify, grow because the wealth that is zakated by someone can clean his wealth from other people besides he can purify his wealth and at the same time can help others.

## **b. Zakat Law**

Zakat is a religious obligation that must be fulfilled and is the third pillar of the Pillars of Islam. The evidence for this is shown in the Qur'an, hadith, and the consensus of the Muslims. Among them:

### **1. Evidence of the Al-Quran**

Allah ta'ala says:

إِلَّا لِيَعْبُدُوا لِلَّهِ لِيَصِينَهُ لَدِينًا □ ا لَصَّلَاةَ ا لَزَّكَاةَ لِكْ لَأَقِيمَةَ

It means:

*"Though they were not commanded except to worship Allah by purifying obedience to Him in (carrying out) the straight religion, and that they should establish prayer and pay zakat; and that is the straight religion." (Surat al-Bayinah verse 5)*

The explanation in the Brief Interpretation of the Ministry of Religion of the Republic of Indonesia regarding the above verse that they are only ordered to worship Allah sincerely and obey Him solely because they practice religion, and are also ordered to perform prayers and pay zakat; and that is the straight and true religion of Islam. Sincerity in worship by purifying the intention to seek the pleasure of Allah and abstaining from polytheism is one of the conditions for the acceptance of worship.

### III. Result and Discussion

#### 3.1 The Program for Distribution and Collection of Dompét Dhuafa Alert

##### a. Dompét Dhuafa Disbursement Program Alert

Related to the distribution program of Dompét Dhuafa Waspada, the author conducted interviews with the program director and manager that the author found Dompét Dhuafa Waspada has five main program pillars, namely Education, Da'wah, Economic, Social Humanity, and Health Programs. Here's the description:

##### 1. Education

Education is a valuable national asset and a benchmark for the progress of a nation. Education can change individuals, the world and civilization. Dompét Dhuafa Waspada as an Amil Zakat Institution that takes part in the struggle to educate the nation, establishes several networks with various free education programs and scholarships for superior students who cannot afford it. There have been many achievements that have been made and there have been many graduates who have proven not to be inferior to graduates of other superior schools in Indonesia. Not only for students and students, there are also educational programs for teachers and schools. Some of Dompét Dhuafa Alert's educational programs include:

##### a) Rabbani Star School

Bintang Rabbani School is an MI level school (Mis Peduli Ummat Waspada, MTs (MTs Swasta Bintang) and free Bintang SMA which aims as a fortress of faith in a Muslim minority area located in the village of Rumah Sumbul, STM Hulu District, Deli Serdang Regency. The target of the This program is the availability of quality education for the community in STM Hulu District.

The purpose of Rabbani Star School is the establishment of MI level schools (Mis Peduli Ummat Waspada, MTs (MTs Swasta Bintang) and SMA Bintang with quality teachers who are qualified in their respective fields and the availability of quality education in the STM Hulu sub-district. Then the activities carried out are teaching and learning activities who are creative and innovative, carry out extracurricular activities, improve school management, carry out the construction of MI level buildings (Mis Peduli Ummat Waspada, MTs (MTs Swasta Bintang) and SMA Bintang. Currently there are 400 students who are recorded as sources of funds from this program come from zakat funds intended for the poor and fisabilillah asnaf.



**Figure 1.** Rabbani Star School Building

*Source: Bintang Rabbani School Building Document Dompét Dhuafa Alert*

## **b) Achievement Scholarship**

Educational assistance and development program intended for undergraduate students who excel at universities throughout North Sumatra which is expected to produce outstanding students who are active, creative, social, entrepreneurial, and Islamic. The purpose of the merit scholarship program is to produce outstanding, active, creative, social and Islamic students, increase the sense of caring and social spirit of scholarship participants, increase student creativity to start a side business during college, and increase student income.

Activities that are often carried out in this program include outbound activities conducting coaching/training activities for six months, with a syllabus: business mindset, business plan, entrepreneur success stories, digital marketing, tips for getting through to proposals and strengthening the entrepreneurial spirit through business capital challenges. For domiciles who are eligible for scholarships, namely in North Sumatra, the current number of mustahik is 50 people and the source of funds is from optimizing zakat which is intended for the poor and fisabilillah.



*Figure 2. Students Who Are Right to Get Scholarships from Dompot Dhuafa Waspada*

## **2. Da'wah Program**

Dompot Dhuafa Waspada is also engaged in da'wah, considering that da'wah is the most important principle in Islam, so Dompot Dhuafa Waspada places several Da'i in minority areas who need religious guidance. currently there are seven places, in Karo, Dairi, Humbang Hasundutan, Deli Serdang, Nias, and Samosir. Here are some da'wah programs that are carried out by the Dompot Dhuafa:

### **a) Da'iCreative Wal Ummah**

This program is a da'i placement in an Islamic minority area that requires religious guidance. The goal is the creation of Muslim communities in minority areas who have a strong faith and apply Islamic law in their daily lives. The purpose of this program is to instill Islamic behavior in mustahik. provide guidance and direction to the community within the scope of work, prepare various Islamic activities that can increase people's knowledge of Islamic histories. Become a place to consult regarding religious questions in the community and add insight and skills through training and mentoring for the community. Activities carried out in this program include, the addition of 2 new points for the placement of Da'i Dompot Dhuafa Waspada, Regular recitations and training events for preachers in Nias with Cordofa. Addition of 5 new preachers' points of cordofa Fireplace for preaching reports, Providing work syllabus to preachers and activating PHBI activities within the preacher's environment. Sources of funds issued from zakat funds for asnaf fisabilillah.



*Figure 4. Activities Performed Bycreative Da'i Wal Ummah With The Community*

#### **b) Sacrificial Animal Distribution Program**

Stocking of sacrificial animals is a program for the implementation of sacrifices on Eid al-Adha and tasyrik days located in areas of North Sumatra. The target of this program is to spread the benefits of qurbani throughout the people of North Sumatra which aims to increase awareness of qurbani for the community, disseminate the benefits of qurbani to areas that lack qurbani meat, malnourished, minority and underprivileged areas, maximize the even distribution of qurbani meat from the community. city to village, and increase intimacy and friendship between communities. Activities carried out include holding Eid al-Adha prayers with the surrounding community, brief presentation of institutions and sources of qurbani from donors, implementation of qurban (cutting),



*Figure 5. Activities Of Spreading Kurban with Dompot Dhuafa Waspada*

#### **c) Ramadan Program**

The Ramadan program is a program carried out during the holy month of Ramadan in North Sumatra with the aim of creating awareness in increasing worship in the holy month of Ramadan with the spirit of sharing through Ramadan programs so as to create an economic improvement for the poor in the month of Ramadan. The purpose of this program is to increase worship in the holy month of Ramadan, invite the community to participate in benevolent programs, help poor people with the assistance provided, distribute community donations, both zakat, infaq and alms funds.

Activities carried out include Assessment of prospective program beneficiaries, Implementation of Ramdahan programs in North Sumatra, ensuring proper distribution of donations both zakat, infaq and special alms and zakat fitrah, receiving recommendations for potential beneficiaries from partners who source funds from Ramadan donations.





*Figure 6. Assistance Activities In The Ramadhan Program*

### **3. Economic Empowerment Program**

The social problem faced by this nation since the first is poverty. Various programs and policies that have been carried out have not been able to overcome the problem of poverty in this country. Despite rapid economic growth, Indonesia is still shrouded in terrible poverty. For this reason, Dompét Dhuafa established an economic division with a network that spreads across almost all corners of Indonesia.

The aim is to assist the community through various programs that are adapted to their region in order to create new jobs and empowered communities so that they can be financially independent. Dompét Dhuafa's economic empowerment programs have taken part in taking on the role of poverty alleviation through. Among the programs are

#### **a) Independent Livestock Village**

The program of giving goats to livestock groups that are considered competent in developing their farms, the current location is in Binjai Langkat. And at the Deli Serdang Silver Expanse. The purpose of this program is to assist the farming community in improving the family economy by becoming a producer of goats, the activities carried out include providing training to farmers (capacity development & animal circulation) as a means to strengthen the Sidomulyo and Jati Utomo groups to produce ready-to-eat goats. supplied for THK in the North Sumatra region and also for Aqiqah goats in Medan and its surroundings, carried out monitoring and evaluation of comparative studies to other branches on the concept of animal husbandry management, the number of beneficiaries was recorded as 48 people who used zakat funds for the poor asnaf.



*Figure 7. Documentation Of Dompét Dhuafa Waspada Director And Independent Livestock Program Farmers*

## b) DD FARM

The community still needs to be convinced that ziswaf assets can be optimized productively for efforts to improve the community's economic level. This is what Dompot Dhuafa Waspada is trying to do with a waqf asset-based livestock program. The target is the creation of a Goat/Sheep Farm in the Triangle Hamlet, Buluh Cina Village, Kec. North Sumatra Silver Expanse.

Meanwhile, the aim of this program is to create successful breeders who are cadres at DD Farm, to become suppliers of goat and goat/sheep meat needed by the community, to make DD Farm an edutourism in the world of goat/sheep farming, and to keep the supply of sacrificial animals stable in North Sumatra. . Meanwhile the activities carried out include livestock and goat/sheep fattening, training on goat/sheep farming, sales of goats/sheep both small and large scale, fostering of caged children as cadres of successful breeders, manufacture of concentrate feed, planting forage feed.



*Figure 8. DD Farm's Livestock Cage*

## c) Empowered Horticultural Village

The economic empowerment program which aims to improve the standard of living and the economy of poor farmers in Aji Julu Village, Karo Regency is hereby wary of providing assistance to those who are entitled to it and it is hoped that with this program, initially mustahik will later become muzakki.



*Figure 9. Gardening Activities in Horticultural Village with Dompot Dhuafa Waspada Attention*

#### **d) Empowered SMEs**

The empowered MSME program is the provision of assistance and guidance aimed at poor people who have an entrepreneurial spirit and expertise to develop their businesses and the hope for the future is how mustahik become muzakki.

#### **4. Humane Social**

Humans are social creatures who cannot live without other people. That's why Dompét Dhuafa exists, together with volunteers to help brothers and sisters who have been hit by the disaster and those who don't know where to go. Programs in Social Development continue to develop following the dynamics that occur in society, including:

##### **a) Dompét Dhuafa Volunteer Goal**

Providing humanitarian programs and being a forum for people who are engaged in humanitarian missions that aim to instill an attitude of caring for others to the wider community, provide a forum for youth and the community to take part in caring for Indonesia from massive and sustainable movements of kindness, creating a network of partners who wider area, making it a means of proselytizing the zakat movement in North Sumatra.

The usual activities include providing training to volunteers four times a year, carrying out social humanitarian actions/activities five times, and responding actively to disasters. The number of volunteers recorded so far is 528 people by optimizing the sources of humanitarian social funds.

##### **b) Health**

Some people who live in economic limitations often experience difficulties in accessing health services. Health is indeed very expensive for those who are less fortunate in terms of economy, especially those in remote rural areas. In addition, the lack of information and health education in the area allows the emergence of more massive degenerative diseases and the spread of infectious diseases in the community. Due to the problems that occur, Dompét Dhuafa is alert, as one of the zakat institutions that has been active for more than 20 years in the humanitarian field, it is trying to take real action in realizing free health services for the poor with the program. Health Service Action (ALS).

##### **c) Dompét Dhuafa Zakat Collection Program Alert**

Of course, apart from the distribution program, Dompét Dhuafa Waspada has a collection program because it will not be possible to run a distribution program without the funds collected. Another popular language term for collections is the term Fundraising. According to language, fundraising means raising funds or raising funds, while according to the term fundraising means a process effort in activities in order to collect funds (zakat) from other resources, both individuals, groups, organizations that will be channeled and utilized for mustahik.

#### **5. Donation Collection Program Through Digital Channels**

The use of technology is increasing, especially among Gen Z. Various services and features on the device attract Gen Z and millennials to use it. The easier it is, the more desirable it is to use, including in making digital donations. Through various digital channels and easy access to donation services, there is a high interest in these groups so that Gen Z and millennials to donate through Dompét Dhuafa Alert because this can make it easier for donors to channel their funds in the midst of various activities.

Dompét Dhuafa Waspada continues to innovate both in collaboration with various platforms including: banking, e-commerce, to other digital platforms. With this, potential donors can donate through:

### a) Website

If distributing aid in the past could only be done by depositing money directly, now you can distribute aid through a number of online platforms, either websites or applications, without having to leave the house, people can channel donations online to help fellow humans in various areas who are in need. help.

anyone can be able to channel donations online whether it's paying zakat, infaq or alms with the help of internet and smartphone networks. Including Dompot Dhuafa Waspada which provides online donation services at the address [athttps://donasikita.org](https://donasikita.org)through the online fundraising site Dompot Dhuafa Waspada. So anyone can channel donations online to people in need.

### b) Autodebit System

The development of the times is increasingly providing a lot of convenience for everyone in doing various things. Starting from communicating, purchasing, to making payments. In the past, communication couldn't be done if we didn't meet face-to-face, now it's not. Likewise with purchases and payments. Nowadays many people are increasingly spoiled with online purchasing and payment systems. This is also what happened in the payment system at the bank.

This is used by Dompot Dhuafa Waspada to make it easier for donors to channel their donations, Autodebet is an automatic balance reduction due to financial transactions made by customers. So, Dompot Dhuafa Waspada Together with the donor, make an agreement regarding the payment of the donation and how much will be distributed, after that this payment system regulated by the bank will make it easier for customers to make transactions without the need to take cash first. Instead, he can directly use a debit card which will later be directly deducted through the customer's savings.

### c) QRIS (Quick Response Code Indonesian Standard QRIS)

QRIS is the unification of various QR types from various Payment System Service Providers (PJSP) using a QR Code. QRIS was developed by the payment system industry together with Bank Indonesia so that the transaction process with the QR Code can be easier, faster and more secure. All Payment System Service Providers who will use QR Code Payments must implement QRIS.

One of the conveniences of QRIS is the ease of payment. Just using 1 QR code can accept all payment transactions from various applications. Therefore, Dompot Dhuafa Waspada also takes advantage of this convenience by using the Dana, Gopay, Link Aja, Ovo, Paytren, Sakuku, Shopeepay, and Go Mobile applications for donors to make it easier to channel funds. How to Donate Simply by scanning the QRIS code of Dompot Dhuafa Waspada, donations are immediately received by the destination institution, without deductions. As an example:



Figure 10. Qris Code Dompot Dhuafa Waspada

#### **d) Presenting a Zakat Outlet**

In an effort to achieve the target of collecting zakat Dompét Dhuafa Waspada of opening zakat outlets in crowded places such as malls or other crowded places at times that coincide with large events such as the month of Ramadan where many people come to visit. What the institution does is not just stay in the office, but the institution tries to make an exit program so that people who don't intend to donate will be moved when they see the outlets that have been established. In addition, at the zakat outlets, the community can also distribute infaq and alms.

### **IV. Conclusion**

1. That Dompét Dhuafa Alert is a National Amil Zakat Institution. In order for the management of zakat and the function of Dompét Dhuafa Waspada to be known by the general public, it is necessary to disseminate information on the expansion of information. In socializing zakat, it is necessary to have a communication strategy so that the public can know how Dompét Dhuafa Waspada in managing zakat, in recognizing and understanding what zakat is and Dompét Dhuafa Waspada. The Head of SPV Fundraising and Marketing Communication plays a very important role in carrying out communication strategies in attracting public interest in achieving the target of collecting zakat in Medan City.

The communication strategy in attracting public interest in achieving the target of zakat collection in Medan City used is by recognizing communication targets, educative communication strategies, communication strategies using media both online and offline. The communication strategy used is to know the target of communication, convey information, education and enlightenment through lectures and seminars to the public about zakat. Then communication is carried out in various ways, there are through both social media such as Instagram, Facebook, websites and also through mass media such as collaborating with the Waspada Daily newspaper, there is also the distribution of banners, x banners, and the distribution of bulletins. And the institution also communicates face-to-face with the way the Dompét Dhuafa Waspada comes to the public or donors and if it is not possible directly then greets by telephone. and the efforts made by Dompét Dhuafa Waspada are by communicating transparency to muzakki by publishing reports on financial inflows and outflows. The aim is to increase the trust of muzakki and parties related to Dompét Dhuafa Waspada, North Sumatra.

2. The obstacles in the communication strategy to attract public interest in achieving the target of zakat collection in the city of Medan are that the first muzakki and some prospective muzakki are not digital literate so that this hinders the dissemination of information, secondly it is difficult to contact prospective muzakki due to their busy lives. Third, the difficulty of opening access to the expansion of the place for receiving zakat, namely the difficulty of opening a counter so that this slows down the collection of zakat. Dompét Dhuafa Alert North Sumatra in overcoming these obstacles is to collect donations directly to the muzakki place.

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