



Zakat Fundraising Via Instagram: How Does It Advantageous for Zakat Institutions?

Martini Dwi Pusparini¹, Siti Hanifah Bapang² & Rheyza Virgiawan³
^{1,2,3}Universitas Islam Indonesia, Sleman, Yogyakarta, Indonesia.

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Abstract

Purpose: The digital transformation of zakat institutions emerges as a crucial concern. The aim of this research is to analyze the impact of Instagram social media marketing on fundraising in BAZNAS Kota Yogyakarta.

Methodology: This research adopts a descriptive qualitative methodology in conjunction with content analysis. The data was gathered by documentation and in-depth interviews to the head of fundraising, Instagram admin, and five Instagram followers.

Findings: The findings indicate that Instagram is advantageous for Zakat institution to increased fund growth, a rise in the number of muzakki, building institutional image, increasing muzakki awareness, and as a means of Islamic da'wah platform to increase followers' knowledge about zakat, infaq, and shodaqoh. The positive outcomes observed at BAZNAS Kota Yogyakarta from using Instagram marketing led to the conclusion that this platform can effectively serve as a medium for collecting zakat, infaq, and shodaqoh funds for Islamic philanthropic institutions like BAZNAS.

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Corresponding Author:

Martini Dwi Pusparini

Universitas Islam Indonesia, Sleman, Yogyakarta, Indonesia

E-mail: martini.dwi@uii.ac.id

A. Introduction

In recent years, the rise of social media has revolutionized the way people connect, share information, and engage with various causes. The rise of social media platforms like Twitter and Facebook has significantly transformed the marketing landscape. These platforms empower consumers to generate and share user-generated content (UGC), facilitating connections with both businesses and fellow consumers (Dolega et al., 2021; Saboo et al., 2016). Not only used for commercial needs, nowadays Nonprofit organizations (NGO) have progressively adopted social media platforms as indispensable instruments to attract fresh donors and publicize their initiatives (Ryoo et al., 2023).

Among the multitude of platforms, Instagram, with its visually appealing interface and extensive user base, has emerged as a powerful tool for raising awareness and mobilizing support for diverse campaigns. One such campaign that has found resonance on this platform is the Zakat Campaign.

Zakat, one of the Five Pillars of Islam, is a form of obligatory charity given by financially capable Muslims to support the less fortunate members of society (Abdulsalam Ahmed Sawmar, 2021). The promotion and awareness of zakat can positively influence zakat literacy. Research shows that the greater a muzakki's (one who pays zakat) knowledge of zakat, the stronger the intention to fulfill their zakat obligation (Yusfiarto et al., 2020). Traditionally, Zakat institutions have relied on more conventional methods to collect funds and spread awareness about their initiatives. However, with the widespread adoption of social media, particularly Instagram, these institutions have recognized the unprecedented opportunities it offers to further their objectives and expand their impact. Instagram provides brands with an opportunity to reach potential customers by using sponsored brand posts and creating official business pages (Hussain et al., 2023). The digital transformation of zakat institutions emerges as a crucial concern. This concept of digital transformation for zakat organizations has experienced a notable rise in interest among academia and industry professionals, particularly during the Covid-19 pandemic (Hudaefi et al., 2023). Furthermore, utilizing digital platforms to promote zakat literacy can increase the willingness of young Muslims to fulfill their zakat obligations (Widiastuti et al., 2021).

Indonesia ranks among the countries with the most substantial proportion of internet users globally. By December 2019, there were approximately 171.26 million active internet users in the country, which boasted a total population of over 270 million. Projections for 2021-2022 indicate that the number of internet users in Indonesia will further rise to 210,026,769 out of a total population of 272,682,600. This number is projected to reach 233.03 million users in 2025. Moreover, between 2023 and 2028, the social media user count in Indonesia is expected to witness continuous growth, reaching an increment of 39 million users (a percentage increase of 17.05). This trend indicates that the social media user base is projected to achieve a new peak of 267.75 million users in 2028, marking the fifth consecutive year of increase. Notably, the number of social media users has been steadily rising in the past years. (<https://www.statista.com/forecasts/1144743/social-media-users-in-indonesia>). Starting from 2017, BAZNAS Indonesia has adopted technology to facilitate the collection and distribution of ZIS (Zakat, Infaq, and Sadaqah) funds across Indonesia. The strategic focus on innovation and digital information technology has become a crucial pillar in BAZNAS's national zakat management efforts, positioning it as a global role model in the management of zakat worldwide.

The increasing prevalence of social media networking sites has resulted in a rise in their utilization as marketing tools to expand consumer outreach and drive business objectives. However, there is a lack of empirical evidence concerning the specific impact of social media on these outcomes, particularly in the context of zakat institutions. The aim of this research is to analyze the impact of Instagram social media marketing on fundraising in BAZNAS Kota Yogyakarta. This research contributes to the body of knowledge twofold: *Firstly*, it offers insights into the growth of social media in NGOs, particularly zakat institutions, and its role in enhancing zakat awareness and literacy. *Secondly*, it serves as a valuable resource for studying strategic management issues in zakat institutions, emphasizing the significance of utilizing social media to not only raise funds but also to promote literacy and awareness about zakat.

B. Method

This study employs a descriptive qualitative approach combined with content analysis. The qualitative descriptive method focuses on explaining facts, circumstances, and phenomena observed during the research conducted at BAZNAS Kota Yogyakarta. Content analysis, on the other hand, is utilized to examine the content posted on Instagram account of BAZNAS Kota Yogyakarta. The qualitative research method involves observing and interpreting data to produce descriptive written accounts based on the sources obtained. Data collection in this study involved conducting both open and closed interviews. Closed questions required respondents to provide simple yes or no answers, while other questions were open-ended, allowing respondents to elaborate and provide reasons.

In this study, relevant authorities with expertise on the problem at hand were considered as primary sources. The informants of this study are as follows:

1. The head of fundraising division. The study focuses on fundraising, making the head of fundraising from BAZNAS Kota Yogyakarta a suitable informant. The head of fundraising possesses valuable information and data about the incoming and outgoing funds at BAZNAS Kota Yogyakarta.
2. Admin of Instagram. This study concentrates on social media, interviewing BAZNAS Instagram admins as informants. These admins are knowledgeable about social media, skilled in generating engaging and informative content, and possess insights into follower growth and demographics, making them valuable sources for research.
3. The researcher selected resource persons based on their capacity to provide relevant information for the research. In this context, the researcher identified five Instagram followers of BAZNAS Kota Yogyakarta as informants with the required information capacity. The interviewees were chosen based on specific criteria, including having followed BAZNAS accounts for more than six months and being acquainted with BAZNAS through Instagram.

The data analysis involved employing the Miles and Huberman analysis techniques, encompassing the following steps:

1. Data reduction: This process involves summarizing the data, identifying key information, and focusing on essential elements.
2. Presentation of data: In qualitative research, data presentation can take various forms, such as brief descriptions, charts, relationships between categories, flowcharts, etc.
3. Verification: Verification entails drawing conclusions. Initially, the conclusions proposed are provisional and subject to change based on subsequent data collection if robust evidence is found. However, if the initial conclusions are supported by valid evidence during the researcher's return to the field for data collection, they become credible conclusions.

Additionally, a content analysis approach was used in this study to analyze the Instagram social media content of BAZNAS Kota Yogyakarta. The research adopts a descriptive approach to depict various BAZNAS contents on Instagram. Several steps are undertaken to achieve this, including: (1) Data collection involves analyzing Instagram data to gather the required information; (2) examining the cities and countries that follow the Instagram accounts; (3) evaluating the level of follower involvement through posts; (4) analyzing the frequency of BAZNAS Instagram content posting in a week; (5) identifying the cities and countries with frequent interactions and reach; (6) analyzing the content preferred by followers, whether photos or videos, is determined based on likes,

comments, and shares; and (7) identifying the content that receives the most reach or views from both followers and non-followers.

C. Results and Discussion

1. Results

Instagram Content and Engagement Analysis

The analysis conducted by researchers regarding Instagram content involves examining the growth of followers, post types, and interactions established across various posts. BAZNAS Kota Yogyakarta has been using Instagram since October 2015. The observations made from October 2015 to July 2023 reveal a total of 28,300 Instagram followers and 2,822 posts. Based on the results of an interview with BAZNAS Instagram admin, Mr. Gus Munir stated that: "*The purpose of using Instagram is to socialize, provide education, transparency, raise funds, collect muzakki and build an institutional image which on Instagram is more targeted at millennials*".

The BAZNAS Instagram homepage not only presents basic information like the number of posts, followers, and following, but it also includes additional details such as: (1) links for online zakat payments accessible via <https://berbagi.link/baznaskotajogja>, and (2) highlights showcasing activities and information relevant to the City of Yogyakarta.

Analysis on The Engagement of the Instagram Account

- 1) Analysis on the Followers. The Followers of the BAZNAS Instagram account are dominated by millennials. The majority of followers on BAZNAS Instagram are in the age range of 25-34 years, accounting for 47% of the total. The second-largest group is aged 18-24 years, comprising 22%, while the 35-44 age group holds the third position with 19%. Followers aged 45-54 years make up 7%, those aged 55-64 account for 3%, and those aged 13-17 and 65 years and over each constitute 1%. Over the last 90 days BAZNAS Instagram had 1,837 followers and 8,078 non-followers who reached the account. Additionally, 266 followers and 93 non-followers interacted with BAZNAS Kota Yogyakarta during this period.
- 2) Analysis on the City and Country of the Followers. The city with the most followers on Instagram accounts is Yogyakarta with a percentage of 78%, followed by Jakarta 12%, Ngaglik 4% and Banyumas and Bandung 3%. Meanwhile, the country with the largest percentage was Indonesia with 98.20%, followed by Brazil, the United States and Vietnam with 0.10%.
- 3) Analysis on the Reach of the Account. The city that exhibits the highest percentage of interaction with BAZNAS through Instagram accounts is Yogyakarta, with a rate of 45.8%. Following this, Jakarta has a percentage of 4.4%, Banyumas with 2.2%, and Ngaglik with 1.9%. On a country level, Indonesia ranks first with a percentage of 98.8% in interactions with Baznas Instagram accounts. Argentina and the United Arab Emirates follow with both having 0.2%. From these findings, it can be concluded that Yogyakarta shows significant interaction with BAZNAS Instagram accounts, comprising 45.8% of the interactions, and the country with the highest interaction with BAZNAS Kota Yogyakarta is Indonesia, accounting for 98.8%. This indicates that BAZNAS, through Instagram, engage not only with its followers but also with people who do not follow their Instagram accounts, both in cities and countries, albeit with a minor percentage.

Analysis on the Instagram Content

- 1) Analysis on the Photo. The photo content with the highest interactions on Instagram includes programs or activities related to distribution, transparency, and meetings,

accounting for 42%. Socialization content follows with 35%, and education-related content constitutes 23% of the interactions. Interactions on Instagram accounts are measured through the number of likes, comments, shares, and views. However, it is noted that among all the photos, people tend to provide likes and are hesitant to leave comments. Regarding the reach of posts on Instagram, the content that achieves the widest reach includes outreach with 40%, followed by activities and programs at 31%, and education content at 29%. The reach refers to individuals who view the posts without engaging in likes, comments, or shares, regardless of whether they are followers or non-followers.

- 2) Analysis on the Reels and Video. The most liked reels or video content on Instagram includes videos related to outreach, accounting for 65%, and posts about BAZNAS Kota Yogyakarta activities/programs with 35%. Reel interactions are measured by likes, comments, and shares. However, when considering the reach, the reels that have the highest percentage of reaching the community are socialization posts at 84%, followed by posts related to programs or activities at 16%.

The Impact of Instagram on Fundraising of BAZNAS Kota Yogyakarta Zakat, Infaq and Sadaqah (ZIS) Fundraising Growth

Instagram is utilized by BAZNAS Kota Yogyakarta as an effort to raise and augment funds for the institution. According to Mr. Wahyu Teja Raharja, social media marketing on Instagram has led to a noticeable rise of ZIS in BAZNAS Kota Yogyakarta. Similarly, Mr. Gus Munir also stated that using Instagram social media resulted in increased ZIS funds for BAZNAS Kota Yogyakarta. Out of the 5 interviewees, 3 individuals with the Instagram accounts @ztnlmp, @mahfuzh_ma, and @wahyuni.g expressed their interest in giving zakat, infaq, and alms through Baznas. However, due to their insufficient income, they could only afford to give alms for the time being. Meanwhile, the owner of the account @malbaqir_ stated their interest in paying ZIS, but currently, they are unable to do so due to limited income. Similarly, the account owner @mohammad_ish showed interest in giving ZIS. The subsequent section presents the total fundraising figures before and after implementing Instagram social media:

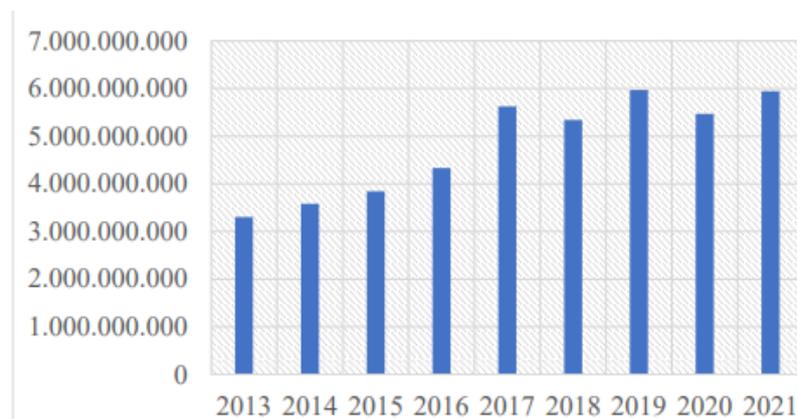


Figure 1. Fundraising Growth from 2013 to 2021

Source: BAZNAS Kota Yogyakarta

The data presented in the chart indicates a dynamic increase of Rp. 2,321,389,573 for BAZNAS Kota Yogyakarta from 2013 to 2017. Overall, there is an upward trend in the average from 2013 to 2021, with the highest total ZIS collection recorded in 2019. These findings demonstrate a significant growth in funds obtained by BAZNAS Kota Yogyakarta since the utilization of Instagram from 2015 to 2021, with an approximate

increase of 2 billion. The role of optimization through Instagram social media is considered crucial in driving this increase.

Growth of *Muzakki* Number

The utilization of Instagram social media extends beyond fundraising and serves as a platform to connect with a wider audience of potential *muzakki*, not only within Yogyakarta city but also in other cities and even countries. Mr. Gus Munir highlighted that using Instagram provides an opportunity for BAZNAS Kota Yogyakarta to attract *muzakki* and prospective *muzakki*. Furthermore, BAZNAS Kota Yogyakarta experienced a growth in the number of *muzakki* through their presence on Instagram. The subsequent data shows the total collection of *muzakki* funds for BAZNAS Kota Yogyakarta from 2014 to 2021.



Figure 2. Total Number of *Muzakki* in BAZNAS Kota Yogyakarta 2014-2021

Source: BAZNAS Kota Yogyakarta

The chart indicates a consistent increase in the total number of *muzakki* for BAZNAS Kota Yogyakarta from 2014 to 2021. Instagram was first utilized by BAZNAS Kota Yogyakarta in 2015, and the most significant surge in *muzakki* occurred in 2020, reaching 7,800 *muzakki*. By 2021, a total of 8,000 *muzakki* were collected. Notably, Instagram experienced notable changes in 2020 due to the initial impact of the Covid-19 pandemic in Indonesia. Mr. Gus Munir said that: *"at that time the demand for muzakki via Instagram was the highest due to the initial conditions of Covid-19 that hit Indonesia, triggering public awareness to issue ZIS or donate to BAZNAS Kota Yogyakarta."*

Brand (Institution) Image

Based on the interviews conducted with followers of Baznas Yogyakarta, including account owners @mahfuzh_ma, @malbaqir_, @ztnlmp, @mohamd_ish, and @wahyuni.g, they expressed a strong sense of trust in the institution. @wahyuni.g stated that: *"I really trust BAZNAS Kota Yogyakarta because they share activities through photos and videos, portraying positive narratives related to education, transparency, distribution, outreach, and other activities conducted by the institution."* These interviews objectively indicate that the institution's image or brand is in a favorable state, as evident from the impact indicators of followers' assessments. Furthermore, Figure 1 and 2 demonstrate an increase in both funds and the number of *muzakki*, reflecting the positive impact of utilizing Instagram social media.

Increasing the Awareness and Zakat Literacy

Based on the author's research on the awareness of *muzakki* among followers, it was found that there was a notable increase in *muzakki* from 2015 to 2021, with a total increase

of 3,500 *muzakki*. The interviews with account owners @ztnlmp, @malbaqir, and @mahfuzh_ma revealed that the content released by BAZNAS Kota Yogyakarta through Instagram had a significant impact on awakening their willingness to issue ZIS. These findings indicate that BAZNAS Kota Yogyakarta has successfully built *muzakki* awareness and effectively increased the collection of ZIS funds during this six-year period. Ayunigtyas stated that: “BAZNAS offers educational content about ZIS (Zakat, Infaq, and Shodaqoh) through its Instagram account”. Meanwhile, @malbaqir added that: “The provided information is highly informative and comprehensive. The posts have been particularly beneficial for *muzakki* in fulfilling zakat, infaq, and alms online. I frequently share BAZNAS' content, especially those related to zakat education and outreach efforts.”

Da'wa Islamiyah

The interviews with followers, including @ztnlmp, @malbaqir, @mahfuzh_ma, @wahyuni.g, and @mohamd_ish, revealed that Islamic da'wah is effectively conveyed through educational content, such as encouraging the practice of zakat, infaq, and almsgiving. Additionally, Islamic communication regarding important days for Muslims, Islamic quotes, and syar'i motivations are also responsive to the followers. These types of content contribute to building public perception and enhancing understanding of zakat, infaq, and shodaqoh. In various regions across Indonesia, including at KUA (Islamic affairs offices), there are zakat counselors. BAZNAS Kota Yogyakarta collaborates closely with zakat preachers, providing them with necessary training and knowledge about zakat, infaq, shodaqah, enabling them to educate the public effectively. Wahyu Teja Raharja stated that: “To develop da'wah content, Baznas collaborates with several influencers in Yogyakarta, including Jogja ambassadors. They engage in talk shows, podcasts, and seminars, leveraging the influence of these individuals in society.” The visible impact is evident in the significant positive changes observed over time, particularly when certain posts serve as pieces of Islamic da'wah messages, as stated by @mohamd_ish: “...the existing content makes me interested because it awakens me through existing educational posts.”

2. Discussion

Zakat Fundraising Via Instagram: An Analysis

On Instagram, the content shared by BAZNAS Kota Yogyakarta that frequently engages followers primarily comprises photos, with activities and programs accounting for 42% of interactions, followed by socialization at 35%, and education at 23%. Although interactions mostly involve likes, comments are less commonly left by followers. In terms of videos posted within a 90-day period, the content with the highest level of interaction is related to outreach, constituting 65%, followed by activities or programs at 35%. The analysis of video postings on Instagram revealed that only 0.6% of followers leave comments on videos they like. Most of the sources mentioned that they rarely or never leave comments. However, when asked about their intention to share uploaded content, four informants confirmed that they do share content, with a focus on ZIS educational content.

The findings supported by (Benedict & Ariestya, 2020) which suggests that increased use of social media is positively correlated with higher possibilities of followers making donations, engaging with economic activities, and sharing content with others. Through promotions using relevant posts, this study found that content can enhance public understanding of zakat, infaq, and shodaqoh education. However, the research conducted by (Fadillah & Setyorini, 2021) reveals contrasting results, indicating that customers have a low response and lack knowledge regarding waqf information. Social media presents favorable prospects for nonprofits to engage with the public, foster relationships, and create communities. Notably, the study of (Gao, 2016) discovered that

nonprofit foundations have embraced social media as a means of facilitating two-way communication with their followers. Furthermore, the research revealed that posts covering specific topics and employing interactive and dialogic features were considerably more likely to receive comments, shares, and like.

From the interview findings, it can be deduced that utilizing Instagram social media has multiple impacts on fundraising for BAZNAS Kota Yogyakarta. It serves as a platform for raising ZIS funds, gathering *muzakki*, establishing branding, increasing awareness, and disseminating Islamic teachings to the community. This is achieved by influencing and raising public awareness through diverse content posted by BAZNAS, covering outreach, education, activities, and programs related to the activities in BAZNAS Kota Yogyakarta. Previous research conducted by (Herman, 2019) has shown similar findings, indicating that the strategy of managing ZIS funds through social media has been successful in increasing funds and attracting more donors to issue zakat, infaq, and shodaqoh funds. Furthermore, studies by (Atiya et al., 2020) and (Buana et al., 2022) have also supported the notion that digital fundraising can effectively boost zakat fundraising efforts.

Using Instagram, BAZNAS engages in socialization and education about zakat, infaq, and shodaqoh to promote understanding and raise awareness about the significance of these practices. Existing research on the use of social media among nonprofits highlights its effectiveness as a powerful resource for direct communication with consumers (Ryoo et al., 2023). Previous research conducted by (Rohim, 2019) demonstrated that transitioning towards utilizing digital fundraising channels allows for better management and collection of zakat, and enables educating the public about their obligation to give zakat. The study (Bin-Nashwan & Al-Daihani, 2021) highlights the significant impact of social media features, such as familiarity, interactivity, full utilization of features, user-friendliness, and well-presented information, in shaping positive attitudes towards online donations for those affected by the virus. (Bernardino et al., 2021) also stated that participation in online communities (specifically Facebook) and the electronic word-of-mouth (e-WOM) generated through comments on the project's website are crucial for achieving success in crowdfunding campaign. The positive impact of social media on the success of the campaign can be attributed to the extensive communication established with a wider audience, made possible by utilizing various digital communication platforms. Through their Instagram presence, BAZNAS Kota Yogyakarta offers education and socialization on the importance of issuing zakat, infaq, and shodaqoh. Moreover, BAZNAS imparts knowledge regarding the calculation of assets subject to zakat. As stated by (Yusfiarto et al., 2020) suggest that a greater level of *muzakki*'s knowledge on zakat, both in general and specific aspects, leads to a higher intention of *muzakki* to fulfill their zakat obligation.

D. Conclusion

The research findings on the impact of Instagram social media marketing on fundraising at BAZNAS Kota Yogyakarta indicate positive outcomes. The positive impact involves increased fund growth, a rise in the number of *muzakki*, building institutional image, increasing *muzakki* awareness, and the effectiveness of using the platform as a means of Islamic da'wah to increase followers' knowledge about zakat, infaq, and shodaqoh. The positive outcomes observed at BAZNAS Kota Yogyakarta from using Instagram marketing led to the conclusion that this platform can effectively serve as a medium for collecting zakat, infaq, and shodaqoh funds for Islamic philanthropic institutions like BAZNAS. The findings of this research emphasize the practical significance of digital transformation in zakat institutions. The utilization of social media

not only enhances effectiveness and efficiency but also facilitates improved communication and enhances public awareness, particularly in relation to Zakat, thereby fostering increased zakat compliance. As a suggestion for future research, a more comprehensive investigation could be conducted, encompassing a broader range of social media platforms and diverse zakat institutions, to thoroughly examine the impact of social media implementation in this context.

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