



## The Level of Public Awareness in Paying Zakat to The National Zakat Amil Agency in North Toraja District

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### Article Info

#### Article history:

Received Jul 22, 2024

Revised Sep 12, 2024

Accepted Oct 18, 2024

Published Dec 31, 2024

#### Keywords:

BAZNAS;

North Toraja Regency;

Public Awareness;

Zakat.

### Abstract

**Purpose:** This article aims to determine the level of public awareness of paying zakat in Baznas.

**Methodology:** The type of research used is quantitative research. The data collection techniques used are observation, questionnaire, and documentation. The data analysis techniques used are descriptive statistical analysis and multiple linear regression test analysis.

**Findings:** The result of the research obtained is that there is a strong relationship between the level of public awareness and zakat payment in North Toraja Regency. This significant correlation indicates that the higher the public awareness, the greater their contribution to paying zakat through BAZNAS. Further analysis shows that the level of public awareness plays an important role in explaining the proportion of zakat payment, although other factors beyond awareness also affect the final result that are not examined in this study.

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### A. Introduction

In the context of Indonesian society, zakat is one of the important pillars in the implementation of Islamic teachings. Zakat is not only a religious obligation but also an instrument of wealth redistribution that has great potential in improving the welfare of society (Purnamasari et al., 2024). Badan Amil Zakat Nasional (BAZNAS) is present as an institution that plays a strategic role in the collection and distribution of zakat, aiming to ensure equitable distribution of zakat benefits and the achievement of social justice (Hazan, 2015). Meanwhile, according to the Law of the Republic of Indonesia Number 23 of 2011 concerning zakat management, Chapter 1 Article 1 Paragraph 2, that zakat is an

asset that must be set aside by a Muslim in accordance with religious provisions to be given to the rightful (Syahiruddin, 2019).

North Toraja Regency, with its unique social and cultural characteristics, is interesting to study regarding the level of public awareness in paying zakat through Baznas. Despite the huge potential of zakat, the reality is often influenced by various factors, such as the level of public knowledge, understanding of the concept of zakat, and trust in the institution that distributes it.

This research aims to detail and examine the level of public awareness in North Toraja Regency regarding paying zakat, as well as strengthening the role of Baznas in promoting the welfare of the local community (Sulaiman, 2022). The importance of this research is to examine more deeply the level of public awareness in paying zakat. The role of zakat, which involves the active participation of the community in donating a portion of wealth for the common good. North Toraja Regency has significant economic potential and human resources, but in order to maximize the benefits of zakat, a deep understanding of the level of public awareness regarding zakat and its role in improving welfare is needed (Mustafa, 2021).

In addition, the role of the National Amil Zakat Agency as a zakat management institution adds a complex dimension to the dynamics of zakat distribution. The extent to which people trust and recognize the role of Baznas, as well as what influences their choice in paying zakat can provide valuable insights to optimize the zakat distribution system at the local level.

By exploring in-depth information through this research, it is expected to open the door for counseling, education, and strengthening the role of Basnas to build public awareness related to zakat. This research can also provide scientific and practical contributions in the context of developing more effective strategies to increase public participation in paying zakat, making zakat a positive force in community development in North Toraja Regency.

To further explore the background of this research, it is also important to highlight the socio-economic context of North Toraja district. Although it is known for its rich culture and tourism, there is a potential for socioeconomic inequality among its people. Zakat, as an instrument of wealth redistribution, has a key role in addressing these disparities (Sugeng & Puspita, 2022).

Poverty, unequal access to education, and local economic challenges may be aspects that can be addressed through the effectiveness of zakat payments. Therefore, a deeper understanding of public awareness towards zakat will open up opportunities to design more targeted programs. Badan Amil Zakat Nasional, as the main implementer of zakat distribution, needs to strengthen its role in order to become an institution that is fully recognized and trusted by the public. An in-depth understanding of how the public perceives and chooses zakat channeling institutions becomes the gateway to improved performance and trust.

By exploring these elements, this research not only details the level of public awareness, but also opens a discussion on the potential of zakat as an effective instrument in socio-economic development in North Toraja Regency. Along with the times and complex challenges in the socio-economic field, zakat is not only a religious obligation, but also a potential to drive the wheels of development. North Toraja Regency, with all its natural wealth and human potential, has a golden opportunity to maximize the benefits of zakat as a driver of inclusive economic growth and welfare improvement.

The importance of in-depth understanding of public awareness is not only for academic research, but also as a strategic foundation for more effective policy

development. By mapping the condition of public awareness related to zakat and the things that influence it, we can design interventions and educational programs that are more in line with local needs and realities (Wahyu et al., 2023).

Through the study of the role of Baznas, we can gain in-depth insight into the extent to which this institution meets public expectations and how its potential can be improved. Strengthening the role of Baznas not only has an impact on the efficiency of zakat distribution, but also on the image and public trust in this institution as a zakat manager. Therefore, this study aims to prove the level of public awareness in paying zakat to the National Amil Zakat Agency as an important instrument in sharia economic development and community welfare improvement in North Toraja Regency.

## B. Methods

This type of research is quantitative, namely research related to numbers and can be measured to see the effect of the independent variable on the dependent variable based on existing data and accompanied by an analysis or description of existing situations or events. Data analysis techniques are methods of processing data into information. When doing research, we need to analyze data so that the data is easy to understand. Data analysis is also needed so that we get a solution to the research problem that is being done. In this study, the data analysis that the authors used in this study used quantitative analysis (Sugiono, 2009). Analysis techniques used to analyze data by describing or describing the data that has been collected. The analysis used in this study, namely:

### 1. Descriptive test

Descriptive test is a data analysis technique that is collected, arranged, then interpreted to be analyzed so that it can provide complete information related to solving the problem being studied. This descriptive test is one way of formulating existing data so that it can provide clarity regarding the description of data collection, data preparation, and data analysis so that it can be clearly known about the object under study.

### 2. Research instrument test

- a. Validity test. The validity test is a test used to show the extent to which a measuring instrument is able to measure what you want to measure. One research instrument is said to be valid if  $t_{count} > t_{table}$  and if  $t_{count} < t_{table}$  then it is invalid.
- b. Reliability test. The reliability test is a test conducted to determine the extent to which the measurement results remain consistent, what if two or more measurements are made of the same symptoms using the same measuring instrument. Internally, the reliability of measuring instruments can be tested by analyzing the consistency of the items on the instrument with certain techniques. If the question item has been declared valid in the validity test, its reliability is also stated if  $r_{alpha} \geq r_{table}$ , it is declared reliable and if  $r_{alpha} \leq r_{table}$ , it is considered unreliable.

- c. Multiple linear regression test. Multiple linear regression analysis is actually the same as simple linear regression analysis, only the independent variable is more than one. The general equation is:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n$$

With independent variables, and  $X$  are independent variables, is a constant (intercept) and  $b$  is the regression coefficient on each independent variable. The interpretation of the equation is also relatively the same, as an illustration, the effect between motivation ( $X_1$ ), compensation ( $X_2$ ) on job satisfaction ( $Y$ ) results in the following equation:

$$Y = 0.235 + 0.21 X_1 + 0.32 X_2$$

If the motivation variable increases with the assumption that the compensation and leadership variables remain, then job satisfaction will also increase. If the compensation variable increases, assuming the motivation and leadership variables remain, then job satisfaction will also increase.

- d. If the leadership variable increases, assuming the motivation and compensation variables remain, then job satisfaction will also increase.
- e. Normality test. The purpose of conducting a normality test on a series of data is to determine whether the data population is normally distributed or not if the data is normally distributed, then a Kolmogorov-Smirnov type statistical test can be used in SPSS version 22.

**C. Results and Discussion**

**1. Results**

The data description that can be presented in this section includes data on the level of awareness of North Toraja people in paying zakat ( $X_1$ ) and the effect of the level of awareness of North Toraja people in paying zakat at Baznas in North Toraja Regency ( $X_2$ ) and zakat payment at the National Amil Zakat Agency in North Toraja Regency. These values will be presented after being processed from raw data using descriptive analysis techniques, with mean, median, mode, and standard deviation (Sudarman, 2018). To obtain the values of this study, the frequency distribution is also presented.

**The level of awareness of North Toraja people in paying zakat**

The results of this study indicate that the variable score is, the average value of 31.25, median 31.00, mode 30, variance 27.199, and standard deviation 5.215.

Table 1. Frequency distribution of variable score of community awareness level.

Awareness level	Frequency	Percentage
Strongly disagree	12	12%
Disagree	3	3%
Agree	71	71%
Strongly agree	14	14%

Based on table 1, the frequency distribution of the variable score of the level of awareness of the North Toraja community in paying zakat from 100 respondents with a level of awareness strongly agreeing as much as 14%, the level of awareness agreed as much as 71%, the level of awareness disagreed as much as 3% and the level of awareness strongly disagreed 12%.

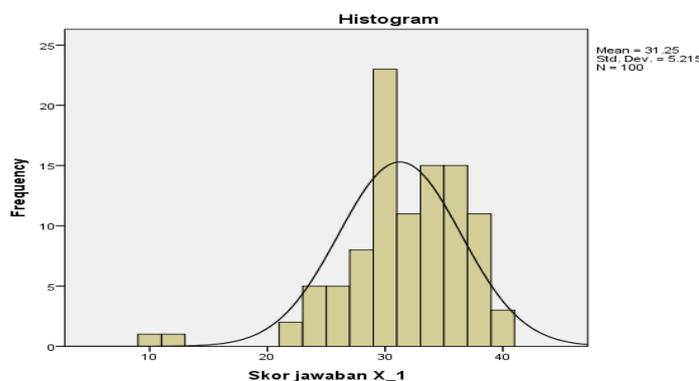


Figure 1. Histogram of variable  $X_1$  (level of awareness of North Toraja community in paying zakat).

The total score of the financial variable obtained from the research results is 3125, the highest score of this variable per respondent is  $10 \times 4 = 40$ , because the number of respondents is 100 people then the criterion score is  $40 \times 100 = 4000$  thus, financial is  $3125 : 4000 = 0.781$  or 78.10 of the criteria set, so it can be concluded that financial is in the high category.

**The influence of North Toraja people's awareness level in paying zakat in Baznas of North Toraja Regency**

The results of this study indicate that the score of the influence of the level of public awareness with an average value of 30.52, median 30.00, mode 30, variance 32.636, and standard deviation 5.713.

Table 2. Frequency distribution of the variable score of the influence of the level of community awareness.

Categories	Frequency	Percentage
Strongly disagree	17	17%
Disagree	4	4%
Agree	65	65%
Strongly agree	14	14%

Based on Table 2, the frequency distribution of the variable score of the influence of the level of public awareness in paying zakat to Baznas in North Toraja Regency of 100 respondents with the influence of the level of awareness strongly disagree as much as 17%, respondents with the influence of the level of awareness disagree as much as 4%, the influence of the level of awareness agree as much as 65% and respondents with the influence of the level of awareness strongly agree is 14%.

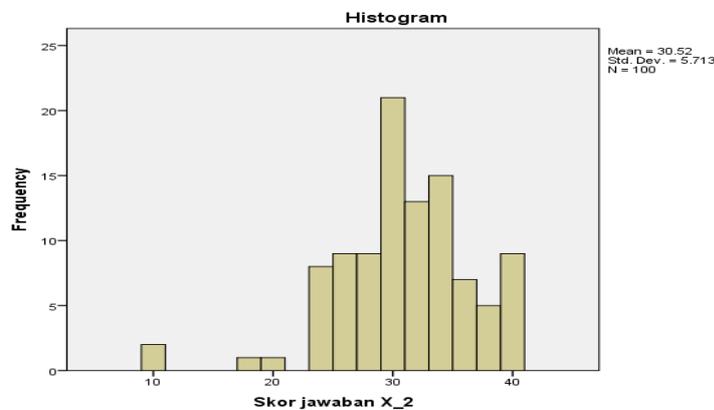


Figure 2. Histogram of variable X\_2 (the influence of the level of awareness of North Toraja people in paying zakat at Baznas in North Toraja Regency).

Based on the data shown in the frequency distribution table above, when compared with the average value, it shows that the score of the influence of the level of awareness of North Toraja people in paying zakat at Baznas in North Toraja Regency which is below the average group is 35 respondents 35%, which is at the average score is 16 respondents 16%, and which is above the average is 49 respondents 49%.

The total variable score of the influence of the level of awareness of the North Toraja community in paying zakat at Baznas in North Toraja Regency obtained from the results of the study is 3052, the highest tertiary score of each respondent variable is  $10 \times 4 = 40$ , but because the number of respondents is 100 people, the criterion score is  $40 \times 100 = 4000$ . thus, the influence of the level of awareness of the North Toraja community in paying zakat at Baznas in North Toraja Regency is  $3052 : 4000 = 0.763$  or 76.30% of the criteria set so we can

conclude that the influence of the level of awareness of the North Toraja people in paying zakat at Baznas in North Toraja Regency is in the agreed category.

**Payment of zakat at the National Amil Zakat Agency in North Toraja Regency**

The results showed that the variable score of zakat payment at the National Amil Zakat Agency in North Toraja Regency with an average value of 32.85, median 33.00, mode 35, variance 18,472, and standard deviaton 4,298.

Table 3. Y variable score distribution

Zakat payment at Baznas North toraja Regency	Frequency	Percentage
Strongly disagree	10	10%
Disagree	1	1%
Agree	15	15%
Strongly agree	74	74%

Based on table 3, frequency distribution of zakat payment variables at the National Amil Zakat Agency in North Toraja Regency from 100 respondents with the level of zakat payment at the National Amil Zakat Agency in North Toraja Regency who strongly disagree as much as 10%, the level of zakat payment at the National Amil Zakat Agency in North Toraja Regency who disagree as much as 1%, the level of zakat payment at the National Amil Zakat Agency in North Toraja Regency who agree as much as 15% and at the level of zakat payment at the National Amil Zakat Agency in North Toraja Regency who strongly agree as much as 74%.

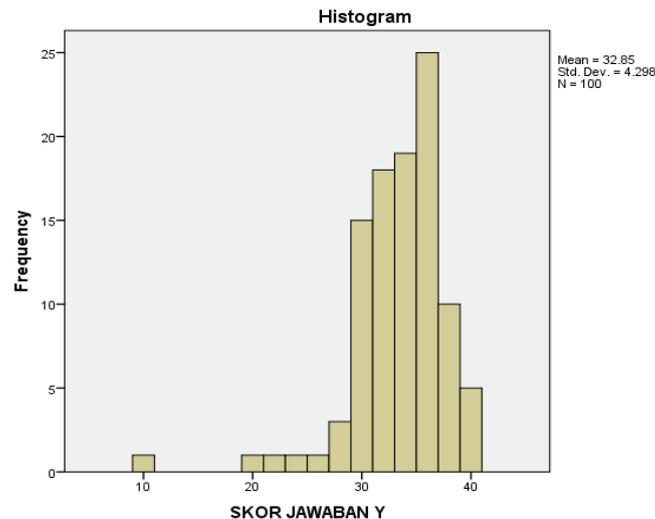


Figure 3. Histogram of variable Y (payment of zakat at the National Amil Zakat Agency in North Toraja Regency)

Based on the data shown in the frequency distribution table above, when compared with the average value, it shows that the score of zakat payment at the National Amil Zakat Agency in North Toraja Regency is below the average group of 8%, which is at the average score of 82% and which is above the average value of 10%. The total score of zakat payment variable on National Amil Zakat Agency in North Toraja Regency obtained from the research result is 3285, the highest score of each respondent variable is  $10 \times 4 = 40$ , but because the number of respondents is 100 people, the criterion score is  $40 \times 100 = 4000$ . thus, zakat payment on National Amil Zakat Agency in North Toraja Regency is  $3285 : 4000 = 0.821$  or 82.10% of the criteria set so we can conclude that the

payment of zakat to the National Amil Zakat Agency in North Toraja Regency is in the category of strongly agree.

Based on the above measurement, it can be concluded that the payment of zakat at the National Amil Zakat Agency in North Toraja Regency is in the category of strongly agree, because this is in accordance with the results of observations in the field showing that out of 100 respondents who were determined to be samples, the payment of zakat at the National Amil Zakat Agency in North Toraja Regency was in the category of strongly agree.

**2. Discussion**

**Validity and Data Reliability Test**

Testing the validity of each item of the question or statement is used by analyzing the item, namely correlating the score of each item with the total score which is the sum of each item score. In this case, researchers used the SPSS version 22 application to test the validity of each item. Test the validity of data on the variable level of awareness of the North Toraja community in paying zakat and the effect of the level of awareness of the North Toraja community in paying zakat at Baznas North Toraja Regency, where it has a provision if  $r_{\alpha}$  is greater than  $r_{table}$  then the statement item is said to be valid at a significant level  $\alpha = 5\%$ . The data results that I use are valid because  $r_{\alpha}$  is greater than  $r_{table} = 0.1946$ . After knowing the results of the validity of the four variables, it is continued with the data reliability test, which is carried out using SPSS version 2.2 as follows:

Table 4. Reliability of variable X<sub>1</sub>  
(Level of awareness of North Toraja people in paying zakat).

**Reliability Statistics**

Cronbach's Alpha	N of Items
.822	10

Based on the table above that  $r_{\alpha}$  is greater than  $r_{table}$ , namely  $r_{\alpha} = 0.822$  greater than  $r_{table} = 0.1946$ , the X<sub>1</sub> variable data is declared valid.

Table 5. Reliability of variable X<sub>2</sub> (The influence of the level of public awareness in paying zakat at Baznas North Toraja Regency).

**Reliability Statistics**

Cronbach's Alpha	N of Items
.861	10

Based on table 5. above that  $r_{\alpha}$  is greater than  $r_{table}$ , namely  $r_{\alpha} = 0.861$  greater than  $r_{table} = 0.1946$ , then the data of variable X<sub>2</sub> is declared valid.

Table 6. reliability of variable Y  
(Zakat payment at the National Amil Zakat Agency in North Toraja Regency).

**Reliability Statistics**

Cronbach's Alpha	N of Items
.806	10

Based on table 6. above that  $r_{\alpha}$  is greater than  $r_{table}$ , namely  $r_{\alpha} = 0.806$  greater than  $r_{table} = 0.1946$ , then the data from variable X<sub>2</sub> is declared valid.

**Data normality test**

The statistical analysis used to test the hypothesis of this study is the Slovin analysis technique. Before analyzing the data obtained, the data must meet the requirements of the analysis test used. Correlation analysis requires data to be normally distributed. Therefore, the data needs to be tested for normality. Therefore, the authors use SPSS version 2.2 with the One-Sample Kolmogorov-Smirnov test formula as follows:

Table 7. Kolmogorov-smirnov Sample  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100 <sup>c</sup>
Exponential parameter. <sup>a,b</sup>	Mean	3.1468198
Most Extreme Differences	Absolute	.144
	Positive	.059
	Negative	-.144-
Kolmogorov-Smirnov Z		1.090
Asymp. Sig. (2-tailed)		.186

- a. Test Distribution is Exponential.
- b. Calculated from data.
- c. There are 43 values outside the specified distribution range. These values are skipped.

Ho: the frequency distribution comes from a normally distributed population.

Ha: the frequency distribution is not from a normally distributed population.

Because the sig value is  $0.186 > 0.05$ , ho is accepted, this means that the frequency distribution comes from a normally distributed population. If seen on the histogram graph it turns out to form a normal curve arch, then the residuals are declared normal and the normality assumption is met.

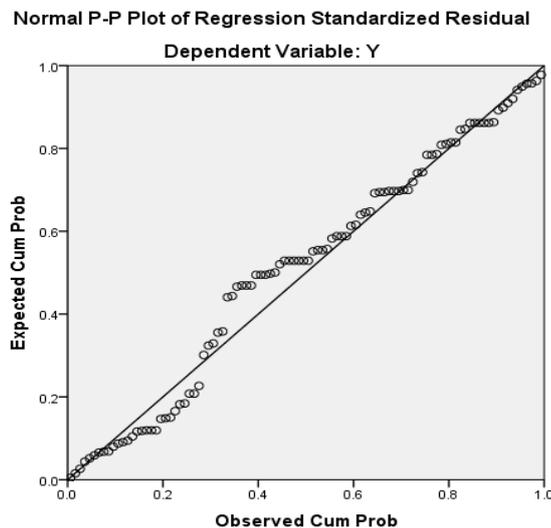


Figure 4. Output “Chart”

If you look at the output chart image above, we can see that the points contained in the normal P-P plot of regression standardized residuals always follow the diagonal line. As the basis and decision-making guidelines from the probability plot technique normality test can be concluded that the residual value is normally distributed. So, the normality assumption for the residual value in multiple linear regression analysis in this study can be fulfilled.

**Multiple linear regression test**

Analysis using multiple linear analysis was carried out using SPSS version 2.2 as follows:

Table 8. Inferential analysis

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628 <sup>a</sup>	.395	.382	3.378

a. Predictors: (Constant), X2, X1

R=0.628 (correlation coefficient), and the value of R=0.628 indicates that the correlation X2, merkorelasi real. The coefficient of determination (R-square)=0.382 (38.2% of the variable level of public awareness) the level of awareness of North Toraja people in paying zakat and the influence of the level of awareness of North Toraja people in paying zakat at Baznas North Toraja Regency on zakat payments, while the remaining 100%-38.2%=61.8% is caused by other variables.

Table 9. Interperience model summary

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	721.629	2	360.814	31.613	.000 <sup>b</sup>
	Residual	1107.121	97	11.414		
	Total	1828.750	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The results of the analysis above can be obtained F-hit = 31.613 with sig = 0.000 <0.05 then the multiple linear regression equation model can be said to have a level of public awareness in paying zakat to the national zakat amil agency in North Toraja Regency.

Table 10. Coefficients

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.094	2.180		7.840	.000
	X1	.109	.083	.133	1.319	.190
	X2	.404	.076	.538	5.347	.000

a. Dependent Variable: Y

The results of the analysis of the multiple regression equation obtained are  $Y = b_0 + b_1x_1 + b_2x_2$ , namely  $y = 17.094 + .133x_1 + .538x_2$ . Where  $h_0$ = the multiple linear regression coefficient is insignificant while  $h_1$  = significant multiple linear regression coefficient.

**Hypothesis test results**

Table 11. Coefficients<sup>a</sup>

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.876	2.335		8.942	.000
	X1	.383	.074	.465	5.199	.000

a. Dependent Variable: Y

Based on table 11. above, namely the SPSS coefficients output table, it is known that the significant value (sig) of the public awareness level variable (X1) is 0.000. Because the sig value is  $0.000 < 0.05$ , it can be concluded that the hypothesis is accepted. This means that there is a significant influence between the variable (X1) on the payment of zakat to the National Amil Zakat Agency in North Toraja Regency (Y).

Table 12. coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.626	1.852		10.057	.000
	X2	.466	.060	.619	7.812	.000

a. Dependent Variable: Y

Based on table 3.16 above, namely the SPSS coefficients output table. It is known that the significant value (sig) of the variable influence of the level of public awareness (X2) is 0.000. Because the sig value is  $0.000 < 0.05$ , it can be accepted. This means that there is a significant influence between the variable influence of the level of public awareness (X2) on the payment of zakat to the National Amil Zakat Agency in North Toraja Regency (Y).

**Discussion Review**

**The level of public awareness in paying Zakat to Baznas in North Toraja Regency**

The results showed that the level of awareness of North Toraja people in paying zakat is in the agreed category with an average score of 31.25. The frequency distribution shows that the level of awareness is strongly disagreed 12%, respondents have a level of awareness disagree 3%, level of awareness agree 71%, and have a level of awareness strongly agree 14. Based on this analysis, it can be concluded that the majority of people have an agreed level of awareness in paying zakat. The average level of awareness of North Toraja people in paying zakat is 31.25, with a median of 31.00, and a mode of 30. The standard deviation is 5.215, indicating a relatively stable variation in the data (Gurning & Ritonga, 2015).

**The influence of North Toraja community awareness level in paying Zakat at BAZNAS North Toraja Regency**

This research shows that there is a significant influence between the level of public awareness and zakat payment in BAZNAS of North Toraja Regency. The average score of the influence of public awareness is 30.52, with 65% of respondents being at the agree level. The coefficient of determination (R-square) of 38.6% shows that the level of public

awareness contributes significantly to zakat payment. The analysis result shows that the influence of North Toraja people's awareness level in paying zakat in Baznas of North Toraja Regency tends to be high. The mean value of the influence of the level of public awareness is 30.52, with a median of 30.00 and mode 30. The standard deviation is 5.713, indicating a higher variation compared to X1 (Haryanti et al., 2020).

#### **Payment of zakat to BAZNAS of North Toraja Regency**

This research also shows that zakat payment at BAZNAS of North Toraja Regency is in the medium category with an average score of 32.85. Most of the respondents (74%) are at the strongly agree level in terms of zakat payment. The average zakat payment variable score is 32.85, with a median of 33.00 and mode of 35. The standard deviation is 4.298, showing lower variability than X1 and X2. Zakat payment in Baznas of North Toraja Regency tends to be in the strongly agree category, indicating quite good participation from the community in supporting this activity (Rofam & Abdushshamad, 2019).

#### **Data Validity and Reliability Test**

Validity and reliability testing using SPSS version 22 application shows that all items in the variable level of public awareness and its influence in paying zakat are valid and reliable, with Cronbach's Alpha value greater than 0.1946. Validity testing using the SPSS version 22 application shows that all variables in this study are valid based on the criteria set. Data consistency was tested for reliability using Cronbach's Alpha, with the results showing good reliability for all variables, namely X1 ( $\alpha = 0.822$ ), X2 ( $\alpha = 0.861$ ) and Y ( $\alpha = 0.806$ ).

#### **Data Normality Test**

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test show that the data is normally distributed, with a sig value of  $0.186 > 0.05$ .

#### **Multiple Linear Regression Test**

The result of multiple linear regression analysis shows that there is a significant relationship between the level of public awareness and zakat distribution at BAZNAS North Toraja Regency, with F-hit = 31.613 and sig =  $0.000 < 0.05$ . Multiple linear regression was conducted to understand the relationship between X1 (the level of public awareness), X2 (the influence of the level of public awareness in paying zakat) to Y (zakat payment at Baznas of North Toraja Regency). The result shows a significant correlation between the three variables.

#### **Hypothesis Test**

The result of hypothesis testing shows that there is a significant influence between the level of public awareness (X1) and zakat payment in Baznas (Y) with sig value  $0.000 < 0.05$ . Likewise, there is a significant influence between the effect of public awareness level (X2) and zakat payment in Baznas (Y) with sig value  $0.000 < 0.05$ .

### **D. Conclusion**

In conclusion, the majority of people in North Toraja Regency show a very agreeable level of awareness in paying zakat through BAZNAS. Although still in the agree category, this awareness is enough to show that the community has an adequate understanding of the importance of paying zakat officially through a recognized institution (BAZNAS).

The level of public awareness has a significant influence in paying zakat at BAZNAS of North Toraja Regency. The more they agree about the level of public awareness, the more likely they are to pay zakat through BAZNAS. It means that the increase of public awareness can encourage the increase of participation in distributing zakat through BAZNAS, which in turn can strengthen the effectiveness of payment in the area.

Community participation in paying zakat through BAZNAS of North Toraja Regency is in the strongly agree category. Therefore, this participation shows that the community has been active and has the intention to pay zakat in accordance with existing regulations. With increasing awareness, it is expected that this participation can continue to increase and provide a greater positive impact for people in need.

#### E. Acknowledgements

We would like to thank the people of North Toraja and BAZNAS for providing important information for the completion of this article. We as authors would also like to thank the JCAIP team for providing reviews, notes, and constructive suggestions for this article so that this article becomes better and can be published.

#### F. Author Contributions Statement

This article can be published because of the cooperation of all authors from the initial stages of the article design to produce conclusions. all authors work professionally until this article is published.

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