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THE ROLE OF GENERATION Z THROUGH ONLINE PLATFORM IN OPTIMIZING OF ZAKAT LITERACY AND FUNDRAISING

FARAH ARUM FIRDAUS

Universitas Airlangga.

Email: farah.arum.firdaus-2018@feb.unair.ac.id

IRHAM ZAKI

Universitas Airlangga.

Email: irham-z@feb.unair.ac.id

SRI HERIANINGRUM

Universitas Airlangga.

Email: sri.herianingrum@feb.unair.ac.id

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ABSTRACT

Currently, the majority of Indonesia's population is dominated by Generation Z and Millennials. The presence of the Millennial Generation and Generation Z, can be an opportunity in collecting zakat in the midst of the demographic bonus. Although generation z is said to have not been able to provide assistance with a large nominal directly to the community, they can provide new creative ideas and can change people's perspectives in terms of Islamic philanthropy, especially zakat. The purpose of this study is to analyze zakat collection strategies, especially those carried out digitally by the zakat institution like Lazismu Jawa Timur and also to provide solutions to optimize zakat collection by utilizing an online platform. The use of the online platform owned by Lazismu Jawa Timur is very important to use, both websites for digital payments and social media, considering that the use of online platforms facilitates efficiency in collection and provides donors regarding matters literacy of zakat in published content in order to attract public interest to donate. This study uses qualitative research methods that are descriptive analytical case studies. The results of this study indicate that the role of generation z can support digitalization in literacy regarding zakat on social media for zakat institutions.

Keywords: fundraising; generation z; online platform; zakat.

INTRODUCTION

In today's digital era, to carry out philanthropic activities and increase Islamic philanthropic literacy can be done easily because the world of technology continues to experience rapid progress today. Along with the development of the times, the sophistication of technology is also increase, people tend to take advantage of technology to facilitate all their activities. This certainly triggers the development of digitalization, both in terms of economy, education, health to spiritual needs. The various services and features available in making donations are the attraction of generation z and millennials to use it. The easier and more practical it is, the more it becomes a favourite to use. This is also one of the factors that attract generation z to participate in this activity.

The results of the 2020 Population Survey recorded that the majority of Indonesia's population is dominated by Generation Z and Millennial Generation. Proportion Generation Z is 27.94% of the total population and millennials are 25.87% of the total population in Indonesia. The presence of Millennials and Generation Z is an opportunity in collecting zakat amid demographic bonuses. However, nationally, the level of public understanding of the basic aspects of zakat is quite good, but the understanding of aspects of zakat management in zakat institutions is still relatively low (Baznas, 2020). Therefore, with the contribution of generation z who are known to be close and easily adaptable to technology and the presence of an online platform, it is hoped that it can help zakat institutions in supporting more optimal zakat collection. The subjects in this study were Lazismu Jawa Timur located in the city of Surabaya, Indonesia. The reason why researchers chose Lazismu Jawa Timur as the subject of the study is because Lazismu Jawa Timur is an Amil Zakat Ormas Institution (Community Organization) which also always optimizes its online platform media in literacy as well as payment of zakat funds and other donations.

According to research (Nasution, 2021) this pandemic period has changed the pattern of zakat fundraising work, zakat collection is carried out by optimizing digital platforms and its use has a very good impact on collection. This is in accordance with the statement of the Manager of Lazismu Jawa Timur who said that during the pandemic even after the pandemic until now, Lazismu Jawa Timur donors in the region have made more donations indirectly, namely through online transfers or payments. As an institution of amyl zakat, infaq, and almsgiving, Lazismu always provides services and convenience for donors to make donations in Lazismu. One of the efforts is to optimize the role of social media and lazismujatim.org websites, and info.lazismujatim.org.

Table 1: Donations Payment of Lazismu Jawa Timur

Year	Non-cash	Cash
2019	52.8%	47.2%
2020	73.3%	26.7%
2021	82.1%	17.9%

Based on the study (Baznas, 2019), there are three types of digital platforms that can be used to pay for ZIS, namely internal platforms, external platforms and media platforms. Based on the observations of researchers in the field, Lazismu Jawa Timur has implemented all three of them. First, the internal platform is a platform developed by the zakat institution itself such as with a website or application. In this case, Lazismu Jawa Timur has a website lazismujatim.org and info.lazismujatim.org. Second, the external platform is a platform provided by partners of zakat institutions that is used to raise ZIS funds. In this case, Lazismu Jawa Timur has provided payment facilities through q-ris barcode e-wallets such as gopay, link aja, ovo, dana and shopeePay, through bank transfers, retail, and debit. Third, the media platform is the collection of donations through social media. In this case, Lazismu Jawa Timur maximizes content and advertisements on social media such as Facebook, Instagram, and YouTube to invite the public to donate in Lazismu Jawa Timur.

LITERATURE REVIEW

The meaning of generation according to the Big Indonesian Dictionary is a group of people who have approximately the same lifetime, generations, the lifetime of people from one generation. Meanwhile, according to Karl Mannheim in his essay entitled "The Problem of Generations" in 1923 defines that a generation is a group consisting of individuals who have the same age range, and experience important historical events in the same time period. According to Tapscott (2013), generation z is a group born from 1998 to 2009. Generation z is a generation of technology. Their lives are inseparable from technological sophistication, and attach importance to popularity on the social media they use. The character of this generation is to value diversity, want social change, like to share, and is target oriented (Rahmawati, 2018). Based on the 2020 Population Survey, the results show that the majority of Indonesia's population is dominated by Generation Z and Millennial Generation. The proportion of Generation Z is 27.94% of the total population and Millennial Generation is 25.87% of the total population of Indonesia. The existence of a demographic bonus will also have an impact on national zakat collection, because seen from the culture of Indonesian society itself which is synonymous with giving or generosity. With the presence

of the Millennial Generation and Generation Z, it is hoped that this will become an opportunity to collect zakat amidst a demographic bonus.

Talking about generation z, of course it is not far from the digital world, one of which is online platforms. Online platforms can be interpreted as a means that facilitates the meeting of parties who need each other to exchange information, ranging from trading, offering services or services and various other things. With this online platform, it is enough for all activities and related parties to be carried out in one place. So that it provides convenience and practicality for anyone who uses it. The application platform relates to the application platforms that exist on the device system. Social media platforms allow users to share messages with many people, communicate via telephone, video conferencing, and more. For examples WhatsApp, Facebook, Instagram, Twitter, and so on. One of the marketing media that is done digitally is by using social media. In social media there are several things that must be considered by companies, namely the relationship with the interaction between the company and its followers which is called the engagement rate. Generation Z are usually experts in following current trends, therefore they can create literacy content about zakat to be disseminated through social media. The proposition or gap of this research is the role of the z generation in terms of creating zakat literacy content and the role of online platforms can support for increasing the effectiveness of literacy and zakat collection in Lazismu Jawa Timur especially in Surabaya.

RESEARCH METHOD

This research activity uses a qualitative approach. A qualitative approach is used to approach-understand, explore, reveal certain phenomena from research respondents (Kartika, Herdiyanto, & Astiti, 2017). In this study, researchers used qualitative methods to analyze the role of the z generation and the effectiveness of the mechanism zakat collection through online platforms is viewed from a literacy and fundraising perspective, which is seen from the point of view of managers (amil zakat) and campaigners on social media and the lazismujatim.org platform and based on data sources taken through interviews, field observations, and other supporting documents. Field data sources used in qualitative research are usually many come from the process of direct observation, interviews, focus group discussions, or reviewing documents (Yin, 2016). Meanwhile, to get a complete picture of the role of generation z through online platforms in literacy and fundraising to support zakat collection, data collection was carried out using two methods, namely by library research and in-depth interviews with informants. The method used in this study is a case study. The use of this method aims to clarify why and how so that there is or occurs a relationship

between two aspects in one situation or phenomenon (Kumar, 2011). This research will describe the role of amil generation z in collecting zakat on the platform lazismujatim.org which is also supported by literacy and outreach efforts on social media Lazismu Jawa Timur.

Research Key Informant

No.	Clusters of Informants	Key Informants	Reason to be Interviewed
1.	Lazismu Jawa Timur Officer	Area Manager : Mr. Aditio Yudono	Play a role in coordinating amil to run fundraising programs at Lazismu Jawa Timur.
2.	Generation Z Amil	Amil of Lazismu Jawa Timur : M. Yusril Ardiansyah and Ratri Khoiriyah	Amil classified to z generation (17-25 years). Plays a role in fundraising management at Lazismu Jawa Timur, managing social media, managing the web for digital crowdfunding, and also managing the collection of zakat funds that have been enter your Lazismu Jawa Timur account.
3.	Generation Z Volunteer	Volunteer of Lazismu Jawa Timur : Nanda Dwi Febrianto Putra	Volunteers have ever run an internship or volunteer program at Lazismu Jawa Timur, classified in generation z (17-25 years), was assigned to promote and manage social media Lazismu Jawa Timur is included in creating content fundraising in online media, has been assigned to collect zakat funds and other donations both through online media and in person.
4.	Muzakki	Muzakki of Lazismu Jawa Timur : Rima Raida	Muzakki who used to pay zakat at Lazismu Jawa Timur, received a fundraising promotion through online media owned by Lazismu Jawa Timur, Muzakki who makes zakat payments through digital payments provided by Lazismu Jawa Timur.

ANALYSIS AND DISCUSSION

The Role of Generation Z in Collecting Zakat

Although it is known for its income that is not sufficient to fulfill zakat, the younger generation can be a support in philanthropic activities. They can actively use their social media in promoting philanthropic movements that aim to encourage an increased sense of social solidarity as well as people who have excess wealth for set aside some of their wealth to people who are more in need. According to research (Hardy, n.d.) , the spirit of the philanthropic movement rests not only on economic wealth, but also on social solidarity, the principle of Islamic economic distribution, and networks among students that have been successfully translated into social welfare and humanitarian movements. In its fundraising activities, Amil Lazismu Jawa Timur can more often open volunteer and internship programs, which later there will be human resources who are still classified as young generations and generation z who can express their creative ideas by creating content that will be published on social media and other online platforms such as making news activities on the website.

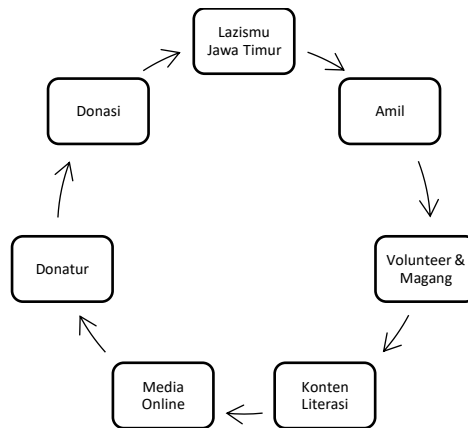


Figure 1: Fundraising Mechanism Diagram of Lazismu Jawa Timur

Based on the results of an interview with amil Lazismu Jawa Timur, an effort that can be made in introducing the importance of donating, especially zakat to generation z, is by recruiting volunteers. Volunteer and internship programs have also been implemented on the agenda of Lazismu Jawa Timur activities by directly recruiting several people from among students from several universities who will later assist in the process of social media management activities as a promotion that will attract donors to make donations to Lazismu Jawa Timur. Generation z is famous for the generation that is close to the digital

world and through these volunteer activities, they can express their creative ideas and be used in creating content related to literacy activities in donating and spreading it through social media. Currently Lazismu Jawa Timur also has no human resources who are a special part of content creators so it is hoped that in the future it can consider the role of content creators from generation z with the aim of being more able to promote Lazismu Jawa Timur as a trusted amil zakat institution and always provide convenience for its donors. Because with the presence of digitally literate amyl zakat human resources, it will have an impact on increasing the optimization of digital zakat. (Rahman, 2021).

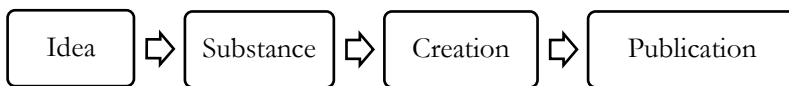


Figure 2: Content Creation Process

The overall content creation process is divided into four stages, namely Idea Collection - Content Material Search - Creation (Content Editing) - Publication. In the process of collecting ideas, there are several sources that form the basis for content creation, such as the suitability of content content with the field of institutions (zakat institutions and Islamic philanthropy), current trends, internal information needs of the agency to be conveyed, or information that is often in demand by followers, for example. such as talk shows about health and tips on calculating zakat. Next, the idea is submitted to the team and placed into the content publication schedule after getting approval. The draft production process and visual content requirements will be carried out by volunteers and the program division of the design team.

Implementation of Muzakki in Getting Literacy and Do Zakat Through Lazismu Jawa Timur Online Platform

Literacy and socialization are also the main elements that are useful in inviting the public to get to know Lazismu Jawa Timur better which can later affect the number of people who decide to donate in Lazismu Jawa Timur. As was the case in the interview of one of the muzakki who initially got to know Lazismu Jawa Timur thanks to recommendations from relatives and closest family until finally a trust arose to make a difference in Lazismu. This is because people tend to be more easily influenced by those closest to them in making decisions. Some people think their opinions are important and can influence them to do something. This can be interpreted to mean that social influence tends to be able to influence a person's opinion and decision to do something. Therefore,

Lazismu must always maintain the image of the institution in order to create a good impression of donors on the services they have obtained and can always recommend Lazismu to others.

Literacy efforts carried out by Lazismu Jawa Timur can be carried out directly or indirectly. Literacy and Socialization carried out directly can be through recitations and events organized by internal muhammadiyah and external. Meanwhile, literacy efforts carried out indirectly can be through magazines and Lazismu digital platforms such as social media and websites. During his time as a donor of Lazismu Jawa Timur, all informants said that Lazismu Jawa Timur's services were quite satisfactory, transparent and trustworthy through the distribution programs they ran.

CONCLUSION

Digital technology has facilitated various aspects of all human activities today. Including in terms of spiritual needs such as charity. The increasing pandemic some time ago has made the use of digital technology more optimal. This is also momentum for zakat institutions such as Lazismu Jawa Timur in optimizing online fundraising activities that can be done anytime and anywhere. Speaking of online media, one of the generations closest to the digital world is generation z and millennials. Although generation z is said to have not been able to provide a large amount of assistance directly to the community, they can express creative ideas and innovations in terms of literacy and fundraising zakat and other philanthropic activities. Various services and features attract the z generation and millennials to use them. In its collection efforts, Lazismu Jawa Timur involves the role of the z generation in terms of creating literacy content regarding Islamic philanthropy, especially about zakat which will be published through various social media. The role of the z generation currently influences every aspect of philanthropy, given the high sense of enthusiasm and social solidarity that exists within them and their creativity in promoting literacy content about zakat and other donations through social media. In optimizing the social media used, Lazismu Jawa Timur has utilized several social media such as YouTube, Instagram and Facebook.

The use of social media Lazismu Jawa Timur is quite optimal in terms of the Instagram engagement rate which reached 3.09% with various educational or literacy informative content about zakat and other donations that have been posted regularly. However, this needs to be further improved so that it is more optimal, such as consistency in posting content and increasing interaction with the audience or followers. As an amil zakat institution, Lazismu Jawa Timur itself still needs to increase the involvement of the younger generation's HR role in fundraising activities, especially through website development and social media

management. Because through social media, the reach of the target audience is unlimited and the digital platform in terms of promotion and payment of donations is a platform that can further support effectiveness in collecting zakat and other donations. Suggestions for future researchers can add donor recipients and discuss the zakat distribution program, add other donation objects that are more detailed, such as alms, infaq, and endowments. The number of muzakki informants is still limited, further researchers can also use quantitative methods and use more samples to find out how effective donations are through the website platform.

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