



# THE STRATEGY OF THE NATIONAL AMIL ZAKAT AGENCY (BAZNAS) NORTH SUMATRA IN INCREASING MUZAKKI AWARENESS TO PAY PROFESSIONAL ZAKAT

Gilang Maulana Purba<sup>1</sup>, Abdurrahman<sup>2</sup>

<sup>1,2</sup>Faculty of Da'wah and Communication, Universitas Islam Negeri Sumatera Utara Medan

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## ABSTRACT

Professional zakat is one type of zakat with significant potential to support the economic development of the Muslim community. However, the level of awareness among muzakki (zakat payers) in North Sumatra to fulfill professional zakat obligations remains relatively low. This study aims to analyze the strategies implemented by the National Zakat Agency (BAZNAS) of North Sumatra Province in increasing muzakki awareness in paying professional zakat. A descriptive qualitative method was employed, using in-depth interviews, observation, and documentation as data collection techniques. The results reveal that BAZNAS North Sumatra applies strategies such as direct socialization to government agencies and communities, digital campaigns via social media, and collaboration with religious leaders and public figures. The challenges faced include low zakat literacy and limited public participation. This study recommends enhancing educational innovation and utilizing technology to expand the reach of zakat campaigns.

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### Corresponding Author:

Gilang Maulana Purba  
Faculty of Da'wah and Communication  
Universitas Islam Negeri Sumatera Utara Medan  
[gilangpurba200308@gmail.com](mailto:gilangpurba200308@gmail.com)

## 1. INTRODUCTION

Zakat is an important instrument in the Islamic economic system that plays a central role in wealth redistribution and the strengthening of community welfare. One form of contemporary zakat that is now widely discussed is professional zakat, which is zakat given on regular income from lawful work. This type of zakat is relevant to modern society, where the majority of Muslim resident's work in the formal sector as civil servants, educators, private employees, or other professionals. Although it has been accommodated in fatwas and religious regulations, the understanding and awareness of the obligation to pay professional zakat still vary among the community [16].

The potential of professional zakat in Indonesia is very large. The National Amil Zakat Agency (BAZNAS) estimates the national zakat potential to reach hundreds of trillions of rupiah per year, with a significant contribution coming from income zakat. However, the realization of professional zakat collection is still far from optimal. This is also evident in North Sumatra, where contributions from the professional sector have not yet shown achievements comparable to the number of potential muzakki spread across government and private institutions [8].

This phenomenon indicates a significant challenge in the effort to raise public awareness of the obligation of professional zakat. This low level of awareness can be caused by various factors, such as a lack of zakat literacy,

low trust in zakat management institutions, and ineffective zakat education and campaign strategies. Therefore, adaptive and contextual strategies that can address the psychological, social, and religious aspects of society are needed.

BAZNAS, as a non-structural state institution mandated with the management of zakat, is required to have strategies that are not only administrative but also communicative. In the digital era, this institution is required to be able to use creative and innovative approaches in conveying zakat messages, especially to professional groups who have critical characteristics and tend to be rational in considering financial decisions, including zakat [8].

Various studies show that the success of zakat management strategies is greatly influenced by the educational and socialization approaches implemented by amil institutions. Fitriani and Sari (2021) found that consistent use of digital media can enhance the understanding and concern of muzakki towards professional zakat. Meanwhile, Yuliana et al. (2022) emphasize the importance of collaboration with religious leaders and local communities in building collective awareness.

Moreover, a study by Nasution and Ramadhani (2023) underscores those strategies based on local cultural values have proven effective in reaching communities that have not yet been touched by formal approaches. They mentioned that when the strategy is adapted to local wisdom, the message of zakat becomes easier to accept and interpret. In the context of North Sumatra, which has a multicultural society, this approach becomes very relevant.

Trust in zakat institutions is also an important aspect that must not be overlooked. Zulfikar and Hasan (2021) show that transparency and accountability in reporting zakat distribution greatly influence the loyalty of muzakki. When the community believes that the funds they donate are managed with trust and professionalism, their participation will increase voluntarily and sustainably [14].

Based on that background, it is important to know and analyze the strategies used by BAZNAS North Sumatra Province in increasing the awareness of muzakki towards professional zakat. This study aims to provide an in-depth description of the approaches undertaken by the institution, as well as to identify the supporting and inhibiting factors that influence the implementation of these strategies (Salsabila, 2024).

This research is expected to not only contribute in the form of theoretical understanding but also provide practical input for the development of more effective institutional strategies in increasing awareness of professional zakat, especially in areas with high zakat potential but low awareness among muzakkin, such as North Sumatra.

The payment of zakat is one of the main obligations in Islam that has both spiritual and social functions. In the modern context, zakat is not limited to zakat fitrah or agricultural zakat, but has also evolved into income zakat, known as professional zakat. This type of zakat emerged as a response to the changing economic patterns of the Muslim community, where income is largely obtained through non-traditional professions such as employees, consultants, doctors, and lawyers. Although it has been discussed in various fatwas and fiqh guidelines, the awareness of individual Muslims to fulfill professional zakat still varies depending on understanding, belief, and the existence of credible zakat management [1].

The National Amil Zakat Agency (BAZNAS) plays a strategic role in the zakat management system in Indonesia. As an official state institution, BAZNAS is mandated to collect and distribute zakat with the principles of trustworthiness, professionalism, and transparency. The role of BAZNAS is not only administrative but also educational, especially in terms of increasing literacy and awareness among the Muslim community regarding the obligation of zakat. BAZNAS North Sumatra, in this case, has the responsibility to develop appropriate strategies to encourage public participation in regularly and consciously paying professional zakat [18].

In several previous studies, it was found that the level of compliance among zakat payers is greatly influenced by the level of zakat literacy. A good understanding of the concept of zakat, especially professional zakat, is positively correlated with the desire to pay zakat formally through institutions. In addition, the public's perception of zakat management institutions also becomes a determining factor. If the community feels that their zakat is managed well, targeted, and transparent, then the level of trust will increase, which in turn encourages awareness to consistently pay zakat [17].

The Structural Functionalism theory proposed by Talcott Parsons explains that social institutions like BAZNAS play an important role in maintaining the balance and stability of society. In this case, BAZNAS not only functions as an institution managing zakat but also as a social agent that educates and introduces the values of zakat within the social system of the community. Parsons (1964) revealed that every element in society, including institutions like BAZNAS, has an important contribution to broader social integration. In this context, BAZNAS functions to strengthen the social awareness of Muslims regarding the obligation of professional zakat, which is related to wealth distribution and poverty alleviation. Therefore, the participation of muzakki in professional zakat can be considered a form of contribution to social stability [9].

Communication strategies have become one of the main approaches in raising awareness about zakat. Educational campaigns through social media, interactive preaching, and the involvement of community and religious leaders have proven to expand the reach of zakat messages to the younger generation and professional workers. In practice, BAZNAS North Sumatra has begun to implement a digital approach to socialize the

importance of professional zakat, including disseminating information about zakat obligations through online media, online seminars, and collaborations with educational institutions and government agencies [5].

According to Max Weber in the theory of Legitimacy, an institution that is effective in shaping awareness and gaining public compliance must have strong legitimacy. Weber (1978) stated that the legitimacy of an institution can be in the form of legal authority, tradition, or charisma. In this case, BAZNAS obtains legitimacy through two channels: first, as a legally recognized institution under the auspices of the government, and second, through social acceptance built on the principles of transparency, accountability, and professionalism in zakat management. Public trust in BAZNAS, especially regarding the management of professional zakat, will be greatly influenced by how this institution demonstrates its responsibility in distributing zakat fairly and according to the needs of the community [6].

Furthermore, participatory approaches, such as muzakki training and discussion forums, also provide space for the community to understand the concept and benefits of zakat more comprehensively. Through these activities, the community is not only provided with information but also actively involved in the process of raising awareness. This is in line with the Theory of Planned Behavior (Ajzen, 1991), which explains that social actions, including zakat payment, are greatly influenced by three main factors: attitude toward the behavior (such as understanding the obligation of zakat), subjective norms (such as the influence of religion and society), and perceived behavioral control (such as the ease or difficulty of paying zakat).

In this case, BAZNAS can strengthen the first two factors through education and advocacy, and also improve the perception of behavioral control by simplifying the digital zakat payment mechanism [12]. The challenge in raising awareness about paying professional zakat is inseparable from the diversity of socioeconomic backgrounds, education levels, and access to information. Therefore, the strategy of BAZNAS North Sumatra needs to be adjusted to local characteristics. For example, in urban areas, a digital approach is more effective, while in semi-urban and rural areas, conventional methods such as direct lectures or community study groups remain the most accessible media (Puteri Indriarto et al., 2023).

Thus, strengthening BAZNAS's strategy to raise awareness among muzakki needs to be carried out sustainably and systematically, encompassing aspects of education, trust, and technology-based approaches as well as local culture. High zakat literacy, policy support, and the credibility of managing institutions will be important foundations in shaping a strong culture of paying professional zakat among the Muslim community, especially in the North Sumatra region [4].

## 2. RESEARCH METHODS

This research uses a qualitative approach with a case study method, which is appropriate for deeply exploring social phenomena within a specific context. In this case, the study focuses on the strategy of the National Amil Zakat Agency (BAZNAS) of North Sumatra in increasing muzakki's awareness of paying professional zakat.

The subjects of this study include the leadership, program staff, and communication department of BAZNAS North Sumatra, as well as several muzakki who are the targets of the zakat socialization strategy. Informant selection was done purposively, based on involvement and relevance to the research focus. The number of informants is not specified, and further elaboration on the criteria for choosing them would enhance clarity and transparency.

Data collection involved in-depth semi-structured interviews, observations during zakat education activities, and documentation from BAZNAS reports and official media. The data validity was ensured through source and method triangulation, along with member checking.

Data analysis was conducted using the Miles and Huberman model, which includes three stages: data reduction, data presentation, and conclusion drawing. It would be beneficial to clarify the specific data analysis techniques, such as thematic analysis or content analysis, to improve transparency. Additionally, acknowledging the research's limitations would provide a more comprehensive understanding of its strengths and weaknesses.

## 3. RESULT AND ANALYSIS

This research aims to evaluate and analyze the strategies implemented by the National Amil Zakat Agency (BAZNAS) of North Sumatra in raising public awareness to fulfill professional zakat. Through this study, we aim to explore the factors influencing community participation in paying professional zakat, as well as the effectiveness of the strategies implemented by BAZNAS. Based on the results of the field study conducted, several important findings were identified that affect community awareness in paying professional zakat.

### **BAZNAS North Sumatra's Communication Strategy in Increasing Muzakki Awareness**

BAZNAS North Sumatra has designed various communication strategies to raise public awareness about the obligation of professional zakat. One of the most significant approaches is the utilization of social media. With the advancement of information technology, the use of digital platforms allows BAZNAS to disseminate

information to a wider audience, including the younger generation who are more familiar with social media and the digital world.

Through social media platforms such as Instagram, Facebook, and YouTube, BAZNAS can educate the public about the importance of professional zakat and its benefits, both spiritually and socially. This platform also allows for sharing easily understandable information, using various formats such as infographics, short videos, and live Q&A sessions.

In addition, BAZNAS North Sumatra also holds seminars, webinars, and training sessions aimed at deepening the public's understanding of professional zakat. These activities often involve religious leaders, sharia economists, and zakat practitioners who can provide a more comprehensive understanding of how professional zakat should be managed and utilized. Through these activities, it is hoped that a deeper awareness will emerge among the zakat payers. Some important points found in this study are as follows:

1. Utilization of social media: Platforms like Instagram, Facebook, and YouTube are used to reach a wider audience, especially among the youth and professional workers.
2. Seminar and webinar: These activities involve religious leaders and sharia economists to provide more in-depth education on professional zakat.
3. Collaboration with religious and community leaders: The use of community leaders who already have credibility in religion can strengthen the message of professional zakat and increase public awareness.

Overall, this communication approach has proven effective in raising public awareness about professional zakat, especially among the younger generation and professional workers who are more accustomed to digital technology [2].

#### **Collaboration with Religious Leaders and Educational Institutions**

Collaboration with religious leaders is an important strategy in building legitimacy and trust towards the conveyed message of professional zakat. Religious leaders play a strategic role as opinion leaders within the Muslim community. Their presence in zakat education activities has a strong psychological impact on the acceptance of zakat preaching messages. BAZNAS North Sumatra actively collaborates with scholars, preachers, and mosque imams to convey the message of zakat through Friday sermons, study sessions, and religious forums. This strategy has proven capable of reaching more traditional communities, who tend to regard the fatwas of scholars as authoritative sources.

Not only religious leaders, educational institutions also become important partners in the dissemination of professional zakat literacy. BAZNAS collaborates with Islamic schools, pesantren (Islamic boarding schools), and religious universities, including State Islamic Universities. Programs such as "Kampus Zakat" and "Zakat Goes to School" are initiated to introduce the concept of professional zakat early on to students and university students. This strategy aims to instill values of social awareness and religious responsibility within the framework of character development for the Muslim youth generation. Zakat education is considered a long-term social investment to shape conscious and active muzakki [8].

Practically, this collaboration expands BAZNAS's strategy reach to segments that have not been optimally tapped, such as Generation Z and Muslim millennials. These two generations have great potential as future muzakki because they will dominate the professional sector in the next two decades. However, challenges arise in terms of continuity. Not all religious leaders have a comprehensive understanding of professional zakat. Therefore, BAZNAS needs to organize special training and workshops for preachers so that the material presented is relevant to the needs of contemporary society and does not conflict with fiqh views.

Conceptually, this strategy is based on social network theory, where social interactions reinforce the dissemination of information and decision-making. When the message of professional zakat is conveyed by parties considered morally and religiously credible, the likelihood of the message being accepted will be greater. This cross-sector collaboration shows that increasing awareness of zakat cannot be done unilaterally by zakat institutions, but must be a collective effort of various influential parties within the community [7].

#### **Optimization of Zakat Payroll and Transaction Convenience**

One significant strategy implemented by BAZNAS North Sumatra is the implementation of the zakat payroll system, which involves direct deductions of zakat from employees' monthly salaries. This system makes it easier for muzakki to fulfill their professional zakat obligations regularly without having to go through the manual calculation and payment process each month. This approach is very effective when implemented in the environment of ASN, BUMN, and private companies that have established formal cooperation with BAZNAS. Through this mechanism, the collected zakat is not only more consistent in terms of nominal value but also more planned in terms of distribution.

This strategy proves that the integration between zakat institutions and the institutional system (workplace) can be a solution in enhancing compliance with professional zakat. Employees no longer need to take special time to pay zakat because everything is done automatically by the treasurer or the finance department of the institution. In the perspective of the theory of planned behavior (Ajzen, 1991), this approach reinforces the aspect

of "perceived behavioral control," where the ease of the technical process encourages someone to be more likely to perform an action, in this case, paying professional zakat.

On the other hand, BAZNAS North Sumatra is also strengthening the ease of zakat transactions by utilizing digital technology. The use of QR Codes, digital wallets, mobile banking, and online donation websites has become a flexible means of zakat payment that reaches various groups. This breakthrough is very beneficial for young people and professionals who are more accustomed to digital-based transactions. This digital transformation also addresses the challenges of the fast-paced and dynamic lifestyle of urban communities, and serves as evidence that the management of zakat has now entered the era of Islamic financial technology (fintech).

However, this system has not yet fully reached the informal sector, which generally consists of micro-entrepreneurs, small traders, or freelancers. They do not have a fixed payroll system and tend to not understand the concept of zakat payroll. To address this challenge, BAZNAS needs to design a more adaptive zakat payment model for the informal sector, such as weekly zakat at markets, the use of mobile zakat agents, or collaboration with cooperatives and local communities. Such inclusive strategies are important so that the transformation of the zakat system is not only enjoyed by the upper-middle-class society but also reaches the lower strata, which also have significant zakat potential if consolidated collectively [10].

#### **Transparency and Public Trust**

Public trust in zakat management institutions is one of the key factors in encouraging muzakki participation in paying professional zakat. In this study, it was found that the higher the level of trust in BAZNAS, the greater the willingness of the community to channel their zakat through this institution. That trust is built through information transparency, periodic financial reports, and testimonials of the success of zakat distribution programs. BAZNAS North Sumatra actively publishes this information through its website, social media, and annual reports, which include details of zakat income and distribution.

Transparency becomes an important instrument in shaping the legitimacy of zakat institutions in the eyes of the public. In the framework of Max Weber's legitimacy theory, an institution will gain public support if it is considered legitimate and credible, both in terms of regulation (legal-rational authority) and in terms of morality and professionalism. By providing publicly accessible reports, BAZNAS not only demonstrates accountability but also opens up space for public participation in overseeing the management of zakat. This is important so that zakat funds are not only managed correctly but also felt by the wider community in a fair and targeted manner.

In addition, trust is also built through an impact-based communication approach, which involves demonstrating the tangible results of programs funded by professional zakat, such as scholarships, supported MSMEs, decent housing assistance, and healthcare services for beneficiaries. This strategy makes zakat not only a religious obligation but also a tool for empowering the community. When the zakat payers see that the zakat funds, they contribute bring real change to the community, loyalty and the desire to continue contributing will grow.

However, it must be acknowledged that negative perceptions of zakat management institutions still exist, especially among those who have had bad experiences or who are influenced by negative news in the media. To address this, BAZNAS needs to strengthen the two-way reporting system, including providing complaint channels, independent audit reports, and public discussion forums with muzakki and mustahik. Transparency is not just about opening financial reports, but also creating honest and participatory dialogue spaces between the institution and the community. Thus, trust is not only built but also maintained in the long term [15].

#### **4. CONCLUSION**

This research shows that the National Amil Zakat Agency (BAZNAS) of North Sumatra Province has implemented comprehensive and adaptive strategies in an effort to increase the awareness of muzakki in paying professional zakat. These strategies are implemented through a public communication approach based on digital and traditional media, collaboration with religious leaders and educational institutions, the implementation of a zakat payroll system and ease of digital transactions, as well as strengthening institutional transparency to build public trust. These four strategies have proven to complement each other in raising awareness, building loyalty, and expanding the reach of professional zakat outreach in the community.

Public communication strategies that prioritize zakat education through social media have proven effective in reaching the younger generation and professional workers, although they still face challenges in contextual content and limited reach in rural communities. Collaboration with religious leaders and educational institutions also plays a vital role in strengthening the legitimacy of the zakat message and fostering early awareness through zakat education. This cross-sector partnership becomes a strategic approach that addresses the need for sustainable zakat literacy improvement.

The zakat payroll system and digital transaction technology become concrete solutions in ensuring the regularity of profession zakat payments, especially for muzakki with fixed incomes. However, this strategy needs

to be complemented with a special approach to reach the informal sector, which still struggles to understand and fulfill professional zakat in a structured manner. On the other hand, the transparency and accountability of institutions are key in building public trust. The public is more likely to pay zakat through institutions that can demonstrate the real social impact of the zakat they manage.

Overall, the success of BAZNAS North Sumatra's strategy in increasing awareness of professional zakat is greatly determined by the institution's ability to integrate educational, institutional, technological approaches, as well as the religious and cultural values of the community. This research emphasizes that professional zakat is not only an individual obligation but also a collective agenda that requires synergy among parties. Therefore, strengthening data-based strategies, literacy, and public trust needs to be continuously pursued to create a strong zakat awareness culture among the Muslim community, especially in North Sumatra.

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