



The Effectiveness of Social Media Marketing in Zakat Institutions: A Global Comparison

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Abstract

The objective of this research is to analyze the effectiveness of social media marketing of zakat institutions among Muslim countries. Many zakat institutions utilize such social media as Twitter, Facebook, Instagram, and YouTube, but they may not be aware of the effectiveness represented in such actions as people's responses and share. This research analyzed the data of social media activity using an online basis. The social media focused on Twitter as the most interactive media and well-informed tool and YouTube as the most comprehensive video information. The sample comprised thirty-one zakat institutions from 32 countries were analyzed. The results show that not many zakat institutions actively inform their activities using social media like Twitter and YouTube. Besides, the low rate of like, retweet, or comment indicated low interactions with followers.

Keywords: zakat, social media, interaction, response, effectiveness

1. Introduction

Zakat is the third pillar in Islam which means that Muslims must conduct zakat if they have met the requirements. However, only few Muslims are aware of the obligation of paying zakat. This, however, should be the duty of the government to inform its citizens to pay zakat. In case the country is not based on Islamic teaching, some private zakat institutions should be active in promoting the importance of paying zakat among Muslims.

Socialization of zakat in social media is currently an important issue as this may quickly come to Muslim minds. In addition, there should be an easy mechanism of paying zakat to ensure that Muslims can pay it. Zakat payment is different from a tax payment which in most Muslim countries, it is legalized and well-structured in a corporate system. Only in Saudi Arabia and Kuwait, zakat is treated like a tax that is systematically collected taken from the company. In Malaysia, although zakat is not directly under the government system, Muslims can claim zakat rebate as a tax deduction to Lembaga Hasil (Tax Revenue Institution) after paying zakat to a governmental zakat institution.

This paper identifies the research gap that no previous research discusses the effectiveness of social media of zakat institution in promoting zakat issues and news. Like other modern not-for-profit organizations, they set up an excellent team to socialize their missions and programs to the public. This is quite effective as many people are then aware of them.

The research aims to analyze the effectiveness of social media in zakat institutions by seeing the responses and share of the information. The paper starts with the introduction. It describes the background of the research by informing the importance of social media for the zakat institution. Then theory would explain the need for informing news and information to the public through social media. The research method explains how the research is conducted, and analysis would relate the facts and theory given. At last, the conclusion answers the objective of the paper.

2. Theory

The accountability theory is behind the utilization of social media awareness of the zakat institution. This institution should inform the activity and program of the organizations to the public as they get funds from the public. In addition, as a nonprofit entity, zakat organizations have the interest to explain the organizations' mission to the public. Therefore, they would use any resources to introduce organizations. Social media can be an effective tool for this.

In many cases, social media is beneficial for nonprofit organizations for public relations (Curtis et al., 2010). Other facts show that such factors as organizational strategies, capacities, governance features, and external pressures have affected the effectiveness of social media. In addition, each social media has specific characteristics for the audience (Nah & Saxton, 2013). Therefore, only few people have a similar preference to be informed by nonprofit organizations.

Twitter is effective for information, community, and action which can attract people to participate and involve in the organizations' programs (Lovejoy & Saxton, 2012). In other cases, many organizations do not use Twitter for stakeholder involvement. They only use it for spreading the information (Lovejoy et al., 2012). This should be understood by nonprofit organizations as not each social media is suitable for all purposes.

Video, especially YouTube, can be a useful tool for improving the awareness of nonprofit organizations, (Waters & Jones, 2011). Meanwhile, many stakeholders are satisfied with the information provided by nonprofit organizations. This may also affect their donation (Feng et al., 2017). Another issue is that nonprofit organizations should be equipped with-excellent

supporting staff to create effective and good social media. In addition, social media would be effective as people only see from the website capacity (Saxton & Wang, 2014)

In the case of nonprofit zakat organizations, zakat development can help the economy of Muslims who need funds (Manurung, 2014). This is another issue to grab the need of the people. Zakat in Indonesia still applies different methods to get maximum funds for its recipients, and it is based on a decentralization system (Masyita, 2018). Zakat organizations have no specific tool of social media to create stakeholders' awareness.

3. Research Method

This research employed a qualitative method using descriptive data. Thirty-one zakat institutions or departments from 32 countries would be analyzed. All zakat institutions that have social media are included in the analysis. Totally, 54 zakat institutions that have claimed that they use social media like Twitter and YouTube would be analyzed. Nevertheless, only few institutions were active in the research period from December 2019 until February 2020.

Twitter is the biggest social media for short term messages and it can reach the public very fast, while YouTube has advantages such as pay per click and long video duration.

Data was taken by Keyhole, a platform for social media analysis. It is automatically summarized any activities of social media, like posts, shares, likes, comments, and top hashtag. The number of interactions of each social media of the zakat institution was analyzed accordingly.

4. Analysis

From 54 zakat institutions across 32 countries that have Twitter and YouTube accounts, only 31 zakat institutions had active postings. Most zakat institutions had Twitter, and YouTube as well. Only 2 zakat institutions (i.e. Islamic Relief (IR USA) and Jannah Road NZ) only used YouTube but not Twitter.

Only few zakat institutions had social media. In addition, most of the social media were not active. Only 10 institutions posted on Twitter each week which means one posting each day. Rumah Zakat and Dompot Dhuafa, both are from Indonesia, had the largest number of postings. Others only had around 10 to 30 Twitter postings each week. In addition, 19 zakat institutions had below 7 postings in a week. Three institutions only had 1 posting.

Table 1. Posts on Twitter

Institutions	Posts	Engagements
Rumah Zakat INA	319.67	510.89
Dompot Dhuafa INA	189.14	528.79
iGA Bahrain	30.67	21.00
Qatar Charity	30.50	1,254.50
Muslimhands UK	22.00	115.00
Baznas INA	17.43	55.43
IR UK	16.50	230.00
GAZT KSA	14.14	1,598.57
Muslim Aid USA	10.89	12.22
IR Canada	9.43	84.86
UKIM UK	7.00	17.50
Fond Zakat RU	6.64	0.50
Haji Gift KSA	6.62	524.92
Zakat UAE	6.50	20.00
MUIS SIN	5.50	70.50
Islamic Relief SA	5.14	18.00
Zakat Foundation USA	4.15	23.00
NZF UK	4.15	19.08
Zakat Oman	4.00	37.00
Zakat House KUW	3.83	10.67
IZI INA	3.17	4.75
Islamic Relief AU	2.78	14.22
NZF Canada	2.73	1.36
Zakat India	2.36	5.73
Sanzaf SA	2.29	2.00
NZF Aus	2.00	3.75
Charity MAA AU	1.43	1.29
UNHCR Arabic	1.10	87.80
UM AU	1.00	2.00

Source: Data

However, the biggest engagements were from GAZT KSA (1,598.57), Qatar Charity (1,254.50), Dompot Dhuafa INA (528.79), Haji Gift KSA (524.92) and Rumah Zakat INA (510.89). Figure 1 shows that GAZT KSA1 got the biggest engagement on 17 February 2020 with 579 retweets and 1600 likes about evasion on zakat and tax. GAZT is a government department that handles zakat and tax in Saudi Arabia. This issue is important as many people are attached to this. Similar issues were raised at GAZT KSA2 on 19 January 2020 with 268 retweets and 745 likes. Both contents are in the video. Waters & Jones (2011) found that video

is one of the best social media tools to get people’s attention and response. In addition, Twitter can be a good social media to give people information (Lovejoy & Saxton, 2012).



Figure 1. Posts of GAZT KSA

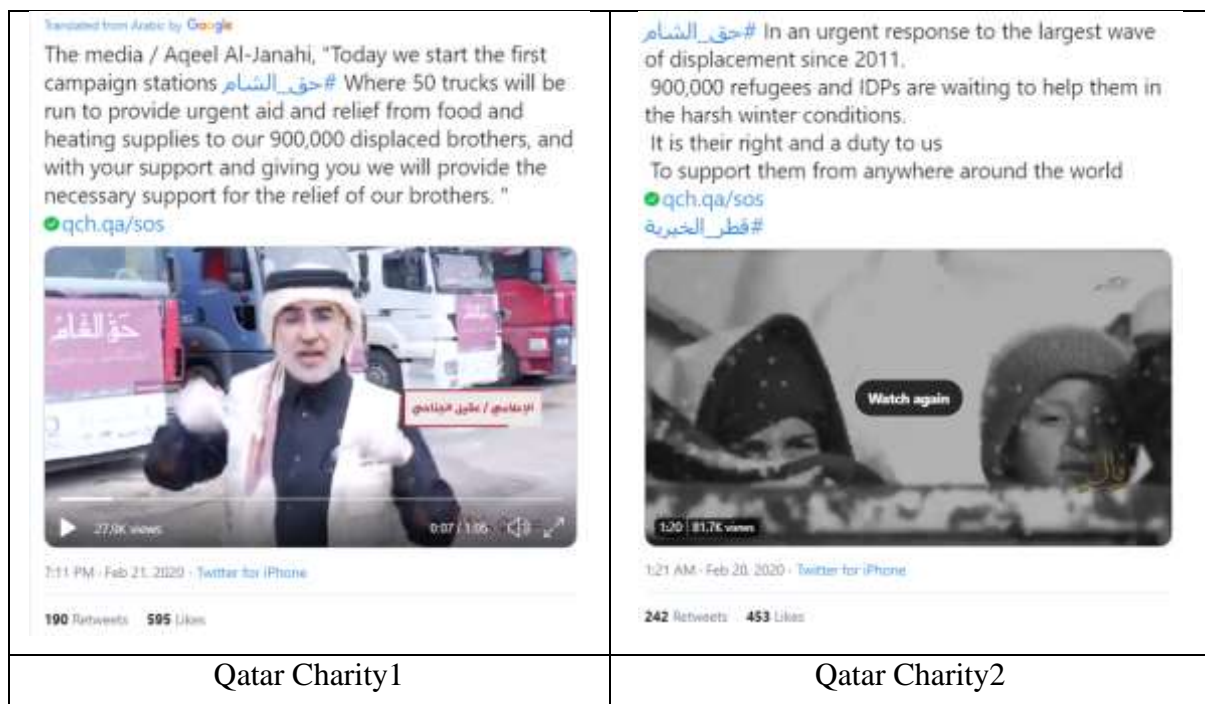


Figure 2. Posts of Qatar Charity

In figure 2, both postings are on 20 and 21 February 2020. The first posting had 242 retweets and 453 likes. On the next day, it had 190 retweets and 595 likes. The content was about shipping aid to the needy that was under the bad weather. Video content attracted people to comment and share. Figure 3 shows that Haji Gift KSA is an independent organization that organizes zakat and sadaqa (charity). The biggest engagement was the posting in the video on 28 November 2019 about charity with 205 retweets and 151 likes. Meanwhile, other institutions like Islamic Relief UK only post sentences. It only had 10 retweets and 37 likes. Video content may have more significant responses from the public.


<p>A wish for more than a hundred years that God fulfills for #المعمرة_صهوة You tell it and it was achieved in hospitality #هدية_الحاج_والمعتمر Watch her joy 🌟 youtu.be/e13RFph19nY</p>  <p>1:46 AM · Nov 28, 2019 · Twitter Web App</p> <p>205 Retweets 151 Likes</p>	<p>Islamic Relief @IRWorldwide</p> <p>Our deepest condolences to @Oxfam, and the loved ones of Wissam and Adel, at this difficult time. All of us here at Islamic Relief are keeping you within our thoughts and prayers.</p> <p>Oxfam News Team @oxfamgtpress · Feb 19 We are devastated by the loss of two valued colleagues who were killed as they worked to deliver aid to civilians caught in the Syrian conflict. Our love and thoughts are with their families. Full media statement here: oxfamapps.org/media/j42zk</p> <p>11:37 PM · Feb 19, 2020 · Twitter Web App</p> <p>10 Retweets 37 Likes</p>
<p>Haji Gift KSA</p>	<p>Islamic Relief UK</p>

Figure 3. Posts of Independent Organizations on Twitter

Figure 4 shows the posting about the Coronavirus by Rumah Zakat with 29 retweets and 47 likes on 24 January 2020. At that time, the issue of the coronavirus was still new and many people may not be aware of this issue. Dompot Dhuafa posted about flood aids on 2 January 2020. They had 63 retweets and 153 likes. Dompot Dhuafa posted in picture and text. This case indicated that video content would have a bigger response than other media or mere texts.

Compared to Twitter, YouTube has unlimited content for video. Any information can be included in this type of social media. Within the period, only 7 zakat institutions posted more than 6 videos. Seven institutions had fewer than 7 videos and the other 8 institutions had none.



Figure 4. Twitter Posting in Indonesia

Table 2. Posts on YouTube

Institutions	Posts	Views	Engagements
Baznas INA	21	1,627.00	98.00
Dompot Dhuafa INA	18	26,915.00	308.00
Qatar Charity	16	21,972.00	50.00
GAZT KSA	9	934.00	13.00
iGA Bahrain	7	253.00	6.00
Rumah Zakat INA	7	4,818.00	322.00
UNHCR Arabic	7	668.00	75.00
Islamic Relief AU	6	699.00	49.00
IZI INA	2	37.00	5.00
IR UK	2	43.00	8.00
Jannah Road NZ	2	58.00	7.00
Islamic Relief SA	1	42.00	1.00
NZF Aus	1	4,494.00	-
ZF USA	1	27.00	3.00

Source: Data

In Figure 5, we can see that Dompot Dhuafa's video on wakaf on 11 February 2020 had 10.802 views, 14 engagements, and 14 likes. The 1-minute video described the importance of waqf and the benefits of waqf by showing interesting scenes such as the benefits for the economy, recipients, and waqf giver.

The second video was uploaded on 31 January 2020 and had 2550 views, 220 engagements, 214 likes, and 6 comments. The 5-minute video was about a Head of Student Senate who received a scholarship under the zakat category. The recipients and tutors from Dompot Dhuafa explained the benefit of scholarship. He has actively joined in many programs to enhance the capacity and skills. Some commented that they were inspired by the video. YouTube can explain the description of nonprofit organizations well (Waters & Jones, 2011). This condition indicates the importance of zakat organizations to have YouTube to describe the organizations' mission.

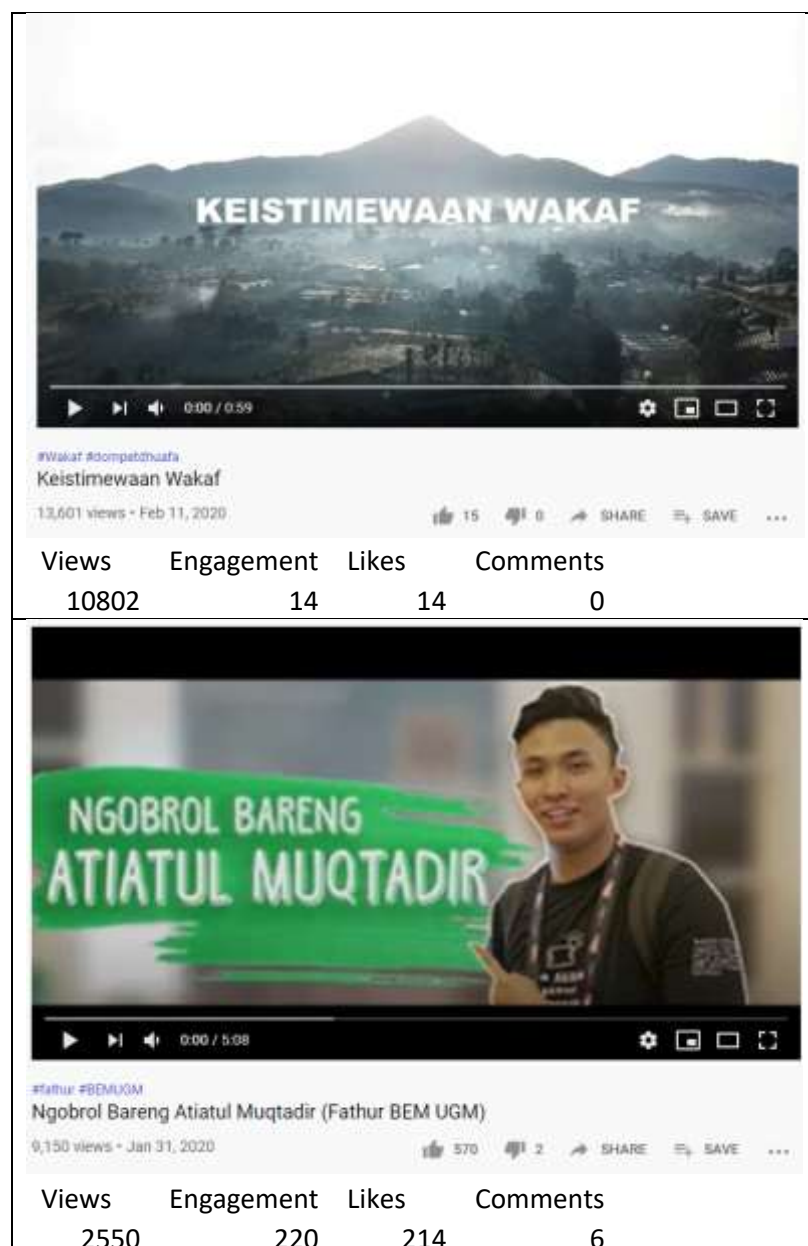


Figure 5. YouTube Video of Dompot Dhuafa

Figure 6 shows the Qatar Charity’s video uploaded on 27 January 2020 had 21143 views, 11 engagements, 9 comments, and 2 likes. The 1-minute video described the condition of an orphanage that people should help him.



Figure 6
YouTube Post of Qatar Charity

Compared to Twitter, YouTube has some advantages such as flexible video duration, easy search, AdSense program to gain profit, and attachment to other social media like Facebook and Twitter. Zakat institutions should have a special division for the social media program. However, zakat organizations should provide a strong human resource to support social media (Saxton & Wang, 2014).

5. Conclusion

Social media is needed by a zakat institution as a public institution. In addition, in the borderless world today, zakat institutions can raise funds from other countries by empowering their programs and activities through social media. The aforementioned discussion indicates that only few zakat institutions utilize social media to promote their programs and activities. However, content-based videos that deal with current topics and issues are effective to the public and stakeholders. For a zakat governmental institution like in Saudi Arabia, people would comply with the obligatory payment of zakat like a tax. Twitter has a short message, but

it is powerful to reach many audiences, while YouTube has a long and comprehensive message to the audience as it is based on a video. However, only few zakat institutions use YouTube to spread their activities.

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