
LAZ DASI'S EDUCATION AND LITERACY PROGRAM IN INCREASING THE AWARENESS OF THE PEOPLE OF CENTRAL LOMBOK TO PAY ZAKAT THROUGH LAZ DASI

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Abstrak

This research is motivated by the data source of BPS Central Lombok Regency, the number of Muslim residents who are said to be economically capable and have income shows that the number of Central Lombok Muslim residents who are able to pay zakat with the number of residents or people who pay zakat through LAZ DASI and BAZNAS Central Lombok is said to be insignificant. This may occur because public awareness of zakat can be influenced by a person's knowledge or understanding of zakat itself. So based on this data, people who still lack awareness of paying zakat need educational and literacy activities among the community carried out by institutions or zakat management bodies such as LAZ DASI to provide understanding and knowledge about the program for awareness in paying zakat through official zakat management institutions. This type of research is descriptive qualitative research. The data collection methods used are observation, interview and documentation methods. While the data sources used are primary data sources and secondary data. The results of the research conducted by researchers show that education and literacy carried out by LAZ DASI Central Lombok have significantly increased public awareness to pay zakat at LAZ DASI Central Lombok. Educational activities carried out are through partner meetings, socialization, volunteer communities, and zakat awareness safaris. While literacy activities are carried out through the reading bale ceria lombok and LAZ DASI magazine.

Keywords: *Education, Literacy, Public Awareness, Zakat*

1. INTRODUCTION

Islam is a religion that is rahmatan lil'alam, the teachings of Islam include human relations with their god known as worship, and human relations with their neighbors called muamalah. As one of the main worship services, zakat is one of the fourth pillars of the five pillars of Islam. Zakat is an act of worship that has two dimensions, as a form of obedience to Allah and obligation to fellow human beings. One of the obligations of Muslims is to pay zakat. (Santoso & agustino, 2018).

The obligation to pay zakat is currently not so agreed on how it is administered, and even public awareness of the importance of paying zakat seems to be inadequate. Judging from the large number of residents of Central Lombok Regency which is an area with the second largest Muslim population in the region in West Nusa Tenggara after East Lombok Regency

with a Muslim population of more than 1 million residents. Based on data sources obtained during initial observations from the Central Lombok Regency Statistics Agency (BPS), the number of Muslim residents who are said to be economically capable and have income in 2021 is 530 thousand people. Meanwhile, based on data on the number of people who paid zakat to LAZ DASI Central Lombok in 2021 amounted to 2,236 people and when compared to the number of people who paid zakat to BAZNAS Central Lombok in 2021 amounted to 9,916 people. So, this data shows that the number of Central Lombok Muslim residents who are able to pay zakat with the number of residents or people who pay zakat through LAZ DASI and BAZNAS Central Lombok is said to be insignificant. This may happen because, public awareness to pay zakat can be influenced by a person's knowledge or understanding of the meaning of zakat itself. The more one understands about zakat, the awareness of paying it will be greatly influenced. How a person views how important zakat is, from there the person will behave according to their mindset. So based on this data, people who still lack awareness of paying zakat need education and literacy activities among the community to provide understanding and knowledge of awareness in paying zakat through official zakat management institutions.

Zakat is one of the potential sources of funds that can be utilized to advance the welfare of society. Indonesia has great potential in obtaining zakat, infaq, and sadaqah (ZIS) funds. Various government efforts have been made to increase ZIS revenue by issuing laws and regulations, among others: Minister of Religious Affairs Regulation No. 4 of 1968 on the Establishment of Amil Zakat Agency, 1999 Law on Zakat Management. The Law recognizes two types of zakat management organizations: Badan Amil Zakat (BAZ) formed by the government and Lembaga Amil Zakat (LAZ) formed by the community and confirmed by the government.(sulaiman, 2018).

Amil Zakat Institution and Amil Zakat Agency manage zakat assets independently, but have functions and contributions with the government, namely managing and empowering zakat assets to the community. The existence of both institutions is expected to be a manifestation of zakat asset management, such as increasing public awareness in paying zakat, the function of religious institutions to realize community welfare and social justice, and increasing the effectiveness of zakat asset empowerment. Lembaga Amil Zakat (LAZ) as a form of community participation, both in Law Number 38 Year 1999 and Law Number 23 Year 2011 on Zakat Management, acts as an operator that functions to manage zakat assets, even though its position is under BAZNAS in the new Zakat Management Law. The main function of amil zakat institutions is to raise awareness of muzakki to channel Zakat Infak Sedekah funds, so

that they are able to deal with socio-economic problems independently. (Ramaditha, 2021). As explained in the Qur'an including Qs. At-Taubah verse 103

خُذْ مِنْ أَمْوَالِهِمْ صَدَقَةً تُطَهِّرُهُمْ وَتُزَكِّيهِمْ بِهَا وَصَلِّ عَلَيْهِمْ إِنَّ صَلَاتَكَ سَكَنٌ لَهُمْ وَاللَّهُ سَمِيعٌ عَلِيمٌ (١٠٣)

Meaning: *"Take zakat from some of their wealth, with which you cleanse and purify them and pray for them. Indeed, your prayers will give them peace of mind. And Allah is All-Hearing, All-Knowing."* (QS. AT-Taubah [9]: 103

The presence of the Amil Zakat Institution (LAZ) is our way of inviting people to continue to share and issue zakat, LAZ DASI also makes it easy for people who want to distribute zakat and want to share, so they can leave their zakat at LAZ DASI. Amil Zakat Institutions also have a role in paying zakat, one of which is by providing Education and Literacy, which is a series of processes or forms of activities in increasing the knowledge, skills and confidence of the community to pay zakat through existing official agencies or institutions such as the Amil Zakat Institution (LAZ DASI) Central Lombok Regency.

Lembaga Amil Zakat Dompot Amal Sejahtera Ibnu Abbas (LAZ DASI) Central Lombok Branch is a non-profit institution under the private sector that receives zakat, infaq, sadaqah and waqf. LAZ DASI has various programs that are realized to provide assistance, provide knowledge and understanding to the community about zakat. Because people's thoughts are still unfamiliar with amil zakat institutions and understanding of zakat, and people who only accept programs without knowing what zakat means, where it is distributed, and what it does. So that LAZ DASI has a role to socialize more to the community through various educational and literacy programs provided to the community. (Hisni, 2022) This is based on a statement from LAZ DASI itself during the initial observation that many people still do not know about institutions that collect and manage zakat funds such as LAZ DASI in Central Lombok. Because people in general are in accordance with their customs (habits), they still apply or implement the method when paying zakat usually directly to the person who is entitled to receive it without paying through an institution or zakat fund management body.

2. METHODOLOGY

The type of research used by researchers is qualitative research. According to Bogdan and Taylor define qualitative research methods as research procedures that produce descriptive data in the form of written or spoken words from people and observed behavior. (Farida, 2014) a qualitative approach can be used if you want to see and reveal a situation or an object in its

context: finding meaning or a deep understanding of the problem at hand, which appears in the form of qualitative data, in the form of pictures, words, and events and in a "natural setting". (Yusuf, 2017). Based on the explanation above in this study, researchers used a type of qualitative research because qualitative research is research that uses a natural setting with the intention of interpreting phenomena that occur and have been carried out by involving existing methods. The phenomenon intended here is a phenomenon related to the Education and Literacy Program of LAZ DASI in Increasing the Awareness of the Central Lombok Community to Pay Zakat Through LAZ DASI. So the reason for using this research is so that the research is more focused and in-depth, so that the data obtained is clear and easy to understand. In this study, the type of data used by researchers is descriptive qualitative data rather than numbers. While the data sources used by researchers are: (Sarwono, 2006) Primary Data Sources, obtained from interview activities with informants who were sampled in the study. The informants consisted of the Head of LAZ DASI Central Lombok Branch, Head of LAZ DASI Program Central Lombok Branch and Central Lombok Community. Secondary Data Sources, Secondary data from this study is data obtained from books, theses, pictures etc. related to research conducted by researchers. Data collection techniques used are observation, interviews and documentation.

3. RESULTS AND DISCUSSION

A. LAZ DASI's Education Program in Increasing the Awareness of Central Lombok People to Pay Zakat Through LAZ DASI Central Lombok

Socialization or education is a common approach that is common and easy to convey information. The next strategy LAZ DASI uses to convey information about the importance of paying zakat is through education. Education is a process of conveying information to the community, individuals and groups whose purpose is to provide better information. In educational activities or delivery of information can be done in various ways, based on the existing theory used by researchers that education can be done formally starting from the lowest level of education to the highest level. LAZ DASI's own form of education is a visit to schools and government and private agencies. Education can also be done non-formally, meaning that it is carried out outside of formal education, such as training, seminars and others. LAZ DASI itself here conducts education in the form of zakat awareness safaris or seminars on zakat. Furthermore, education in the form of informal learning can be done through family, and the surrounding environment. This type of education can be done through LAZ DASI partnerships.

The following is an analysis of LAZ DASI's program education strategy in increasing awareness of Central Lombok people to pay zakat through LAZ DASI Central Lombok.

1. Partner Meeting

The partner meeting conducted by LAZ DASI by way of silaturahmi with partner colleagues is an educational program where this activity is held with LAZ DASI partners, Koranic teachers to be educated and given an understanding of LAZ DASI programs and knowledge about zakat, how to calculate zakat, and where it is distributed. So that these partners or Koranic teachers after being given an understanding related to this, then for the next they will provide enlightenment, understanding or motivation to the community about zakat. From the explanation above, it can be drawn that providing an understanding of zakat cannot be done individually, but requires the hand of other parties or partners, this is in line with the results of research which reveal that: zakat distribution requires a study by taking into account the economic, social, cultural aspects of certain communities, this of course can be interpreted that zakat distribution requires a partner's hand. (Amorodin, 2019) Education using this partner approach is in line with parta ibeng's opinion that education can be done non-formally, non-formal education is education that is carried out outside the context of education but has the aim of conveying information. There are two steps taken by LAZ DASI in partnering to deliver Zakat education:

a. Building Partnership

In increasing the acceptance of zakat, it is necessary to establish a cooperative relationship with government agencies, formal sectors, and other non-formal existing by forming a community zakat collection unit in order to increase public awareness and optimize. Building partnerships has a good impact on distributing zakat, mapping zakat distribution strategies, empowerment strategies are one of the keys that can turn mustahiq into muzaki. (Apriani, 2017).

a. Working with community volunteers

This volunteer community helps to collect zakat funds and distribute them both in cash and non-cash form. Through these volunteers, LAZ DASI's program activities in increasing public awareness of zakat can be carried out. Not only that, this community is expected to maintain the relationship between communities, program partners so that it continues to run and the collection of zakat, infaq, shodaqoh continues. The strategy of involving volunteers is called an empowerment strategy. Musya Asy'ari argues about the role and function of empowerment, Empowering the community is involving the community in social processes and actions where residents of a community organize themselves in making plans and

collective actions to solve social or meet social needs according to the community's ability to be carried out through the process.(Musa, 2013).

2. Socialization

Socialization activities carried out by LAZ DASI in accordance with its capabilities, visits made to schools, government and private agencies. This program is carried out by asking permission or writing to the location where the socialization will be held by holding a recitation about zakat and introducing LAZ DASI as an institution that collects zakat funds. LAZ DASI not only conducts socialization by visiting various places but through social media such as Facebook, Instagram and other print media such as brochures and LAZ DASI banners. From the explanation above it can be concluded that in conducting socialization conveying information can not only be done directly but also needs indirect socialization or through social media, this is in line with research which says that: the form of implementation of socialization in LAZNAZ Rumah zakat in Makassar itself is carried out formal visits, non-formal, seminars and through training. (Samsul, 2016) In accordance with this socialization approach education is included in the form of non-formal education where learning is carried out outside the education level.

a. Zakat Awareness Safari

Activities to convey or provide information to the public through zakat awareness safaris by LAZ DASI. This zakat awareness safari is carried out by LAZ DASI through 2 models, the first is intended for partners and amil and the second is intended for government and private agencies to be given an understanding of zakat by presenting the shari'ah council and ustadz to hold a recitation about zakat. This is in line with previous research that the method approach in providing knowledge to others through lecture activities both to the community and agencies or policy-making environments with religious materials provided, so that this approach becomes something that can streamline activities in increasing public awareness. (Arma, 2022).

b. Socialization through direct and indirect methods

LAZ DASI conducts direct and indirect methods in conveying the importance of zakat to the community. LAZ DASI directly reaches out to the community by going directly to the villages. In addition, LAZ DASI also socializes using social media through Facebook and Instagram. The purpose of this approach is to increase the practice of zakat to the Muslim community, to encourage muzaki to be aware of the obligation to pay zakat, to understand, understand and comply with policies issued by the government regarding zakat management. the above statement is in line with the research conducted at BAZNAS Indragili Hulu that

in increasing public awareness, direct socialization is carried out by BAZNAZ by conducting religious preaching or lectures and, cooperation, discussions while for indirect socialization or through media such as Facebook, Instagram, then there is through print media such as banners, billboards in socializing zakat to the community. Because through this media it can be widely spread about the obligation to give zakat to Muslims. So that it is easy to increase public awareness in giving zakat, both people who are around and people who are far away. (Hasibuan, 2019).

B. LAZ DASI's Literacy Program in Increasing Public Awareness of Paying Zakat Through LAZ DASI

Literacy is one of the supports to increase community knowledge. Literacy itself can be interpreted as the ability of the community both in reading, writing and calculating, but also the ability to obtain and explore information in the form of writing. Based on the results of the research conducted, researchers can describe various literacy programs that can increase public knowledge in increasing public awareness in LAZ DASI as follows:

1. Bale Baca Ceria Lombok Program

The cheerful reading bale program is provided by LAZ DASI for the community where the activities of this program are the provision of various reading books that can increase people's interest in reading. Starting from children's books to religious books related to zakat. Through this activity LAZ DASI indirectly provides or increases the knowledge of its community to be more aware of paying zakat, from this program they can search and explore information related to zakat. In line with Mbak Eva's expression, according to Mbak Eva, public awareness to pay zakat through LAZ DASI, Alhamdulillah, so far the community is aware because of the knowledge and understanding provided through LAZ DASI's activities and programs, 4 other informants expressed the same thing, that the literacy activities carried out by LAZ DASI provide a strong enough perspective on the importance of paying zakat, but the practice must be improved.

Reading bureaus or often known as reading parks provide a good role in improving literacy, especially literacy about zakat in this era. In line with this, citing research conducted by Nani Setiawati, it is revealed that involving community participation with a community empowerment pattern can increase interest in literacy, one of the strategies carried out is a literacy party, a literacy party is a variety of reading and writing activities packaged in the form of competitions, bazaars, and sharing sessions on literacy (Sentiawati, 2021). The LAZ DASI reading bale program has a crucial impact in increasing zakat literacy, and as a vehicle for learning about zakat, in line with Saefudin's expression in accordance with its function, the role

of community reading parks is as a learning facility, information center, and learning-based recreation facility (Saepudin, 2017).

2. LAZ DASI Magazine

LAZ DASI Magazine is a program that can increase public knowledge about zakat, both LAZ DASI programs and activity reports. Through this magazine, people can explore or get information through reading activities. LAZ DASI magazine is a literacy activity in the form of visuals, meaning that it can be understood in deciphering and capturing a meaning from visual information or images. Mr. Saleh, Mr. Asy'ari, and Mbak Eva said that they got information about the flow and importance of giving zakat through LAZ DASI pamphlets installed in many places, this is an analysis that the strategy of disseminating information through magazines, pamphlets, or visuals carried out by LAZ DASI is quite effective in socializing Zakat. Wisuda Lubis et al have described the usefulness of digital literacy, and magazines in increasing literacy interest, daily reading journals in the form of, magazines, pamphlets and novels become innovative learning spaces in increasing literacy interest, pictorial messages become a special attraction in increasing literacy. (Lubis, 2020). This argument is reinforced by Usadi's priority argument that the variety of reading materials is one of the attractions to increase literacy interest.

Based on the explanation of the interview results in accordance with the theory and field findings, to measure public awareness, it requires an indicator or measuring instrument in a study. Likewise with this research, to see community awareness in Central Lombok Regency, indicators or measuring instruments are needed. The indicators used are knowledge, attitudes, and actions (practices).

a. Knowledge

To see how the awareness of the Central Lombok community in giving zakat, it is necessary to see how the community's knowledge about zakat. Based on the answers that researchers obtained from informants, on average they know about zakat and even the nisab.

b. Attitude

In addition to knowledge, attitude is also used as an indicator of one's awareness. Because this attitude is a readiness or willingness to act. Based on the results of the answers from informants that the community knows and understands zakat, then they will pay zakat in accordance with the provisions in zakat and especially when it reaches the nisab and haul. This shows that knowledge does have a major influence on the awareness of a person and society..

c. Action (practice)

In addition to knowledge and attitudes, researchers also see what actions or practices exist in the community itself. Based on the results of the answers from the informants, the community also continues to pay their zakat, only to give zakat to LAZ DASI is still lacking, therefore there is a need for massive and intense education and literacy to be more optimal.

Based on the indicators above, it can be concluded that the people of Central Lombok Regency already know about zakat so that the community is aware of the importance of the obligation to pay zakat, it's just that to pay zakat through LAZ DASI the community is still lacking. From here we can see that the characteristics of public awareness are still in the Conscious incompetence stage, which is the stage where someone understands or knows what should be done, but needs to learn how to do it correctly.

4. CONCLUSION

LAZ DASI provides education about increasing public awareness to pay zakat at LAZ DASI is through the partner meeting program, socialization, volunteer community, zakat awareness safari. This program is run by LAZ DASI in Central Lombok with the aim that people can find out about zakat at LAZ DASI as a means of helping underprivileged people.

LAZ DASI provides literacy to the community about efforts to increase understanding of public awareness to pay zakat at LAZ DASI is with the activities of the cheerful reading bale program, and LAZ DASI magazine. This method is taken by LAZ DASI with the aim of providing understanding and enlightenment to the community to know that the amil zakat institution or LAZ DASI is engaged as an amil to distribute zakat. So that the existence of this amil zakat institution is expected to be able to provide benefits to the general public who are less able to improve the dignity of humanity.

5. REFERENSI

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