



SOCIAL CAMPAIGN DESIGN THROUGH ZIS DIGITAL VISUAL COMMUNICATION MEDIA FOR BAZNAS INSTITUTIONS IN SOUTH SUMATERA PROVINCE

Muhamad Afdoli Ramadoni^{1*}, Eva Kurnia²

¹ Muhammadiyah University of Palembang, Jl. General Ahmad Yani, 13 Ulu, Kec. Seberang Ulu II, Palembang City, South Sumatera

²Raden Fatah State Islamic University Palembang, Jl. Prof. K.H. Zainal Abidin Fikri No. Km. 3.5 RW. 5 Pahlawan, Kec. Kemuning City of Palembang, South Sumatra

*Corresponding Author Email: afdoli_ramadoni@um-palembang.ac.id

Abstract

This research is motivated by problems related to low awareness of the importance of ZIS (Zakat, Infak, Sedekah) in the community, therefore the authors designed a social-themed campaign program Baznas On The Road For Savings which is expected to be helpful for the public as a means of helping South Sumatera BAZNAS programs to provide awareness about ZIS awareness both digitally and offline in the Digital Age. The method used is qualitative, with BAZNAS staff of South Sumatera and the community participating in the social campaign program as informants. This research focuses on designing social campaigns to increase ZIS awareness through social visual media communication. As for the deficiency and success factors, it was found that the deficiencies were due to human weakness and lack of awareness to carry out ZIS, systems that still needed to run optimally, HR factors, and Muzakki's trust. In contrast, the supporting factors were supported by application features and social campaigns to increase ZIS awareness in the community. Through the design of the BAZNAS On The Road For Savings campaign, it is hoped that it can increase awareness of ZIS (Zakat, Infak, Sedekah) in the community, so that the success of the campaign can be properly controlled in subsequent developments.

Keywords: BAZNAS; Communication; Media; Social Campaign

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INTRODUCTION

Zakat is worship, Which has two dimensions: *hablum minallah*, or vertical dimensions, and *hablum minannaas*, or horizontal dimensions. Worship of Zakat, done right, will increase quality faith, clean and purify the soul, and develop and bless property. If managed Well and safely, zakat can increase the well-being of people, ethos work, ethics, and justice economy(Hafidhuddin, 2011). The moment This, Still Lots of people in Islam Of Indonesia are still struggling with various questions in life, including inequality economy and society, Which is shown by the index ratio Gini, Which is Already too Far to 0,4. It means the Wrong people are the richest In Indonesia, the master 40% riches country. To bridge the gap economy and society, the government already apply Lots of program support to will grass. For growth or awakening zakat, Which is required is ability manager zakat to invite as many as maybe people Of the whole archipelago to fulfill the obligation payment of the zakat, so that potency zakat follows study BAZNAS with Institute Agriculture Bogor (IPB) reached Rp,217 trillion can reach regularly optimal (Azizah, 2019).

The potency zakat Of Indonesia reaches Rp 217 trillion. It means potency zakat approach 10% of STATE BUDGET. Sadly, zakat got only 1,2% or Rp 3 trillion. According to opinion, other temporary, potency zakat Can reach Rp 400 trillion. Still, there is a question of "marketing" and attribution related to trust public to sites institution manager zakat until now. There is a gap between the potency of zakat, Which is available, with the amount of zakat, Which is accumulated and channeled, which raises Lots of questions; remember, many organizations manage zakat and the importance of government in problem zakat. The low collection of zakat Indonesia caused by a number of factors (Zumrotun, 2016).

Management zakat Which professional must be supported by source one Which adequate so that zakat as source economy Which very potential for people guaranteed can give well-being for the public. Zakat, as source days potential for people Islam, must be regularly managed and professionally to help the program government fulfill its obligations to advance the public's well-being.

In improving well-being, Islam as a religion *rahmaan lil 'alamin* includes humane and universal teachings. Therefore Islam has a solution to the problem of social inequality or welfare problems. One of the important teachings in Islam is the guidance that humans strive to live a balanced life between the world and the hereafter. A prerequisite for the well-being of life in the world is how economic resources can be optimally and evenly utilized. Islamic teachings that solve this problem are zakat, *infaq*, and alms (Sahroni, 2018). (Nursalam, 2020) newsdetik.com said that the potential for zakat in Indonesia is huge because the population is predominantly Muslim and is even

the largest amount around Rp. 19.3 trillion. However, so far, the worship of zakat is still lacking in socialization among Muslims, especially in Indonesia.

The regulation of zakat in Indonesia itself is managed by the BAZNAS institution, which stands for (National et al. Agency) is a non-structural government agency that is independent and responsible to the President through ministers (Sahroni, 2018) to carries out zakat management. The function of BAZNAS is to plan, implement, and control the collection, distribution, and utilization of zakat, as well as reporting and accountability for the implementation of zakat management; BAZNAS has a vision of becoming a National Zakat Agency that is trustworthy, transparent and professional (RI, 2022).

In order for ZIS (Zakat, Infaq, and Alms) to be carried out in accordance with its big vision of alleviating poverty and maximizing the role of Islamic da'wah, it must be ensured that the collection and distribution that is carried out is proper in target and professional, one of which is by designing campaigns through visual communication media. A campaign is an activity to change one's mindset and behavior. Each campaign organizer has objectives and strategies that vary depending on the institution under its umbrella. One type of campaign is a communication campaign, an organized and regular activity to achieve specific goals within the planned time frame (Ruslan, 2013).

Visual communication is a series of processes of conveying information or messages to other parties using depictive media that are only read by the sense of sight. In its delivery, visual communication combines art, symbols, typography, images, graphic designs, illustrations, and colors (Adya, 2003). The use of social media in the form of Instagram itself can have a big impact in this digital era through visual communication media (Ni'mah, 2016).

Utilization of this media is very useful in conveying campaign objectives from a community or institution, for example, such as the campaign carried out by the BAZNAS Institute in South Sumatra Province in increasing ZIS awareness (Zakat, Infaq, and Alms), namely through posts on Social Media such as Instagram. This assumption can be proven from the data obtained through Social Media Instagram @baznasprovsumsel, which has as many as 716 followers but is inversely proportional to the number of likes in the account. From the average obtained during 2020 with 30 posts, the average result of likes from all of these posts is only 167, or, if rounded up, only five likes from that average. The data shows social campaigns through the media online carried out by Baznas for South Sumatra Province, it still has not touched many audiences to be interested in each post. However, the post is not interesting or does not provide enough invitations to encourage the public to accept and make the invitation voluntarily. In that case, the campaign's design is less efficient.

The programs organized by the BAZNAS Institute are mostly centered on scholarships, donations, and festivals. This shows that no activities lead to inculcating the importance of ZIS values in the general public, especially students. These reasons interested the author in researching the design of social campaigns through ZIS digital visual communication media for BAZNAS institutions in South Sumatra. In today's digital era, online platforms help users participate more, communicate, share, and create various content without being limited by space and time. Of course, this can be used for media campaigns.

Campaigns through social media are more practical; the internet, as a free and universal place, makes it easier for marketing activities to be more efficient with the rapid development of information technology in the media, and inevitably, the media must adapt to these conditions. Transformation achieves media convergence by integrating various media services through technology systems (Ramadoni & Hayat, 2022). This media transition is due to the growing development of the internet and the ease of access.

Several written studies have been conducted, including the First, the title "Communication Media Design for Blood Donation Social Campaign" written (Ramadhan, 2017) discusses social campaigns related to awareness of the importance of blood donation, which will benefit the public in the future, moreover, as a means of assisting PMI programs in achieving donor targets. Second, the title "Social Campaign Design to Minimize the Use of Plastic Bags Through Visual Communication Design" written (Maharani, 2013) discusses how to design social campaigns and minimize the use of plastic bags that are attractive, easy to understand, and educative for people of Solo. Third, with the title "Design of a Social Campaign on the Dangers of Television Against Children Without Parental Supervision" written (Priyadi, 2015) In the future, this design can provide enlightenment and a form of anticipation for parents always to supervise, protect, and guide their children in watching television.

Based on a previous study, Not Yet There is Which, discusses the design of campaign social said through visual media for the organization Baznas Of Province Sumatra South. Along with walk time, development technology becomes Far more complicated for Gen WITH and A moment to grow mature compared to Gen X and generation previously, Which precisely grow together development technology regularly equally. This designer used the digital campaign method in planning Because it is known as the big children and generation. Now very near to the world internet. Based on the background above, the problem in this study is: How to design a social campaign to increase ZIS awareness through social media visual communication for the South Sumatra BAZNAS institution?

Based on the analysis conducted by the author using the Denstu theory of the AISAS model (Attention, Interest, Search, Action, and Share), which is a formula designed to approach the target community effectively and see changes in behavior

that occur, especially related to the background of advances in internet technology (Putro, 2015). AISAS is a formula designed to approach the target audience effectively by looking at changes in behavior, especially related to the background of advances in internet technology (Sugiyama & Andree, 2011).

Through this AISAS interaction model, audiences who see advertisements or posts about the ZIS program (Attention) will generate interest (Interest) so that there is a desire to collect information (Search) about the posting of the ZIS program. The community then makes an overall assessment based on the information gathered then decides to donate (Action). After donating, the community becomes a conduit of information by talking to other people or sending comments, or we often find them through internet review (Sharing).

METHOD

This qualitative research (Sugiyono, 2015) aims to observe visual communication on social media at the South Sumatra BAZNAS Institute to increase awareness of ZIS (Zakat, Infaq, and Alms) in the community.

The study's participants were taken from observing activities uploaded on Instagram @baznasprovsumsel social media. In addition, it was strengthened by direct interviews with informants from BAZNAS Public Relations staff and from people who had not issued zakat. Secondary data can be obtained from sources such as the Central Bureau of Statistics (BPS), books, reports, and journals.

Researchers conduct data analysis techniques consisting of several steps. The first step is collecting data through interviews, observation, and documentation. The second step is data reduction, which is selecting, evaluating, focusing, simplifying, abstracting, and transforming the raw data. The third step is the meaning of the data with the appearance of the data formed in words called narration texts for the information or events observed. And the fourth step is to verify and draw conclusions as the final step in the research.

In making observations, researchers act as insiders and outsiders. As an insider (insider), namely by designing social campaigns through ZIS digital visual communication media for BAZNAS institutions in the province of South Sumatra, while as an outsider (outsider), namely by making observations through social media Instagram @baznasprovsumsel relating to what information they post, the number of likes, comments, & share. And what is the relationship between BAZNAS of South Sumatra Province and the community in carrying out social campaigns to increase the value of understanding and awareness of ZIS (Zakat, Infaq, and Alms) to students and the community? This research is at the BAZNAS Institute, South Sumatra Province, Jl.

Gen. Sudirman No. 7094, Sekip Jaya, Kec. Kemuning, Palembang City, South Sumatra 30114.

RESULTS AND DISCUSSION

In this discussion, the author presents the research results obtained using the results of observations, interviews, and documentation, which are presented qualitatively for the design of the social campaign with the theme BAZNAS On The Road For Savings. As the theme conveyed, it is hoped that through this social campaign, it can raise awareness of the importance of ZIS (Zakat, Infaq, Alms) among the public, especially in the Digital Age as it is now. The title of this research is Designing a Social Campaign Through ZIS Digital Visual Communication Media for BAZNAS Institutions in South Sumatra Province.

BAZNAS of South Sumatra Province encourages the public to distribute their zakat, infaq, and alms. Because of that, BAZNAS is campaigning for zakat donations through various digital platforms such as social media and the BAZNAS website for South Sumatra Province. The donation campaign was carried out to collect funds from muzakki; the zakat funds are distributed to people in need, such as people experiencing poverty and people whose calamities have hit.

The zakat donation campaign carried out by BAZNAS of South Sumatera Province utilizes social media such as Facebook, Twitter, and Instagram. Social media Facebook BAZNAS with the username Baznas Province @baznasprovsumsel and the Twitter username is @Baznas-sumselntb_baznasprov. BAZNAS South Sumatra is quite active on social media in sharing activities, such as zakat collection activities by opening zakat outlets in BAZNAS South Sumatra. This zakat outlet provides consulting services to muzakki and serves zakat payments.

Through this social media, BAZNAS also distributed posts in the form of posters containing methods for paying zakat. BAZNAS of South Sumatra Province continues to encourage the public to distribute zakat both directly and indirectly. Direct socialization regarding zakat to the public so that they can understand the importance of zakat for the welfare of the people. In addition to direct socialization, they also conduct socialization indirectly through social media such as Instagram, Facebook, and Twitter.

In this social media, there is content about zakat. This form of socialization on social media comprises posters or brochures designed as attractive as possible; the poster contains about zakat starting from the basics of zakat, the function of zakat, and all matters related to zakat. This form of indirect socialization has a more significant effect than direct socialization. Because along with the development of technology and digital media, information spreads quickly and has a wide reach (Wardani, 2017). The socialization carried out aims to arouse the desire of the community to issue zakat,

create public awareness of the obligation to pay zakat, and encourage people's positive attitude towards zakat.

BAZNAS of South Sumatra Province takes advantage of technological developments, various information spreads widely and quickly. This is an opportunity for BAZNAS to use digital media such as Facebook, Instagram, Twitter, and the BAZNAS website for South Sumatra Province, in collecting zakat. In addition, BAZNAS also uses online payment platforms such as Ovo, Gopay, Shopeepay, Linkaja, Sakuku, and Go Mobile. BAZNAS wants to raise zakat funds that can reach all Muslims in Indonesia, especially millennials. For muzakki who do not have time to come to BAZNAS zakat outlets to pay zakat, they can do so through digital media because the digital media user segment is dominated by millennials who have greater zakat potential in the future (Hidayah, 2015). The purpose of mass communication is not just to tell the public to become aware of something, but more than that, after knowing the information they receive, the audience is expected to be able to feel it.

1. Designing a Social Campaign to Increase ZIS Awareness Through Social Media Visual Communication for South Sumatera BAZNAS Institutions

Designing a social campaign is a systemic activity based on analysis and planned communication to create specific effects that contain messages about social problems that occur in society. Each design A work No will Once off from role communication important Which will be delivered by designer, especially on movement Which designed in Design This. The campaign can be defined as deployment information That is planned and planned, Which is addressed to educate, persuade, or influence someone or a bunch of people to reach something objective in certain time. Social media is something Which familiar to Lots of people Whose life moments this (Rakhmawati, 2019). Channels media social moment This can be managed with Good with various tips for monetizing or using channels for support activity marketing digital.

The design of visual communication media can be understood as the embodiment of a concept of thought in creating a form of media that contains rules for use, taste, and artistic value as outlined in a communicative visual form (Kharima et al., 2021). In visual communication, design is important in defining the message in a tangible form so the target audience can easily understand it.

In visual communication planning, two important variables must be adhered to by every designer to get an effective and aesthetically pleasing product. First, Principles of Function, a visual communication product to the general public, is referred to as the target audience. As long as the design product has no function for the target audience, the product can be said to be a failed product. In this case, visual communication design, the product resulting from a design must have a communicative function so that the message to be conveyed to the target audience can be received clearly (Maharani, 2013). Second, The principle of aesthetic form can be interpreted as

the embodiment of the designer's idealism. With a good aesthetic form, visual communication products will succeed in attracting the attention of their target audience.

The two principles above are expected to mutually limit the designer's thinking space to obtain concepts that will then be outlined in the visual communication design process. Referring to the brief description above, the concept of designing social campaigns to increase ZIS awareness (Zakat, Infak, Alms) must pay attention to several things related to the target audience. The main principle in this design is to combine the aesthetic and functional aspects of creative and media concepts. Visual communication design of thematic campaigns BAZNAS On The Road For Savings aims to provide information (message) at once about the importance of ZIS awareness (Zakat, Infak, Alms) both digitally and offline to students and the people of South Sumatra Province. To improve the soul muzakki, the public to pay ZIS (Zakat, Infak, Alms) to trusted bodies such as BAZNAS of South Sumatra Province so that the distribution of ZIS funds (Zakat, Infak, Alms) is not on the wrong target.

Campaign BAZNAS On The Road For Savings This is considered important and necessary considering that Indonesia is a country with the largest Muslim population in the world and paying zakat itself is the 4th pillar of Islam for community Islam that carries out its sharia. There are many arguments and hadiths that order people to have ZIS because this is very beneficial for other humans, especially those who need it, and to get rid of Allah SWT for people who do ZIS (Zakat, Infak, Alms). We need an appropriate strategy to introduce the campaign BAZNAS On The Road For Savings. This is to increase community awareness of ZIS (Zakat, Infak, Alms).

Campaign design BAZNAS On The Road For Savings to raise awareness of ZIS in society is the process of integrated campaign, namely an integrated campaign that is structured both in strategy and promotional media to provide understanding, build awareness as well as efforts to increase public awareness of how important it is to distribute ZIS which is the goal of this campaign program so that it is more directed and structured so that in the future the success of the campaign can be controlled properly (Efendi & Arifin, 2019).

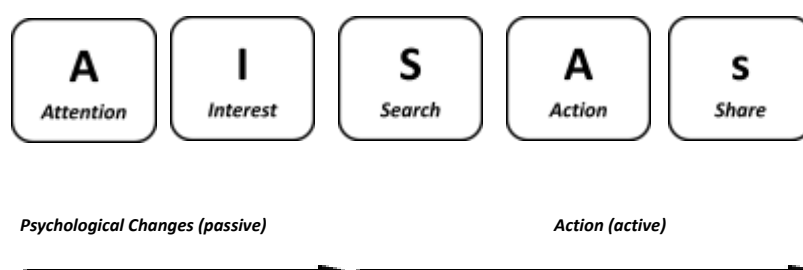
The initial step of design is to conduct research regarding the need for more awareness of ZIS (Zakat, Infaq, Alms) in society and its social impact. Next, analyze the data that has been obtained to make a campaign plan that will be made so that it fits the circumstances that occur. The next step is to make observations at BAZNAS in South Sumatra Province to find out how the campaign is delivered digitally on the Instagram account @baznasprovsumsel to make it easier to convey the messages that are the goal of this campaign.

By implementing surveys and looking at the existing data, targets can be determined audiences that felt suitable for the campaign. By determining the target audience, namely students and the community from the campaign BAZNAS On The

Road For Savings, the communication message will be conveyed through a creative concept according to the target audience campaign so that the activity has an effective impact according to the design objectives. After completing the analysis, the next step is to determine the action. In this case, the campaign BAZNAS On The Road For Savings is implemented. After all the stages have been implemented properly, the next step is to analyze the ongoing campaigns to determine the campaign's success level. So that it can be analyzed again to determine the next step.

The message concept carried out by this campaign can be through research mind mapping, which has been carried out as above. The campaign's visual communication design with the theme BAZNAS On The Road For Savings aims to provide information (message) at once about the importance of ZIS awareness both digitally and online offline to the public, especially students. In an effort to improve the soul, muzakki to the community to pay ZIS (Zakat, Infak, Alms) (Mulyono et al., 2022). To trusted bodies so that the distribution of funds is not misdirected and can benefit many people because Zakat is an obligation and right of the Muslim community. Such as the theme that will be conveyed through messages giving awareness of the importance of ZIS for the community. Therefore, an approach is taken through the theory of the AISAS model.

The AISAS model is an online consumer behavior model created by Dentsu, an advertising agency in Japan, in 2005 (Sugiyama & Andree, 2011). The AISAS model is formed from attention (attention), Interest (interest), Search (search), Action (Action), and share (Share). The AISAS model explains that there has been a significant change in consumer behavior patterns due to the information and communication technology development that has created the digital era. Through the AISAS theoretical model, the formula is designed to effectively approach the target audience by looking at changes in behavior, especially related to developments in internet technology advances.



Gambar 1.1 AISAS Model (Sugiyama & Andree, 2011)

This AISAS theory interaction flow, where someone who sees an advertisement or posts about the ZIS program (Attention) will generate interest (Interest) so that there is a desire to collect information (Search) about posting zakat, infaq, and alms programs. The community then makes an overall assessment based on the information collected; the next step is to decide to donate (Action). After donating, the audience becomes a transmitter of information by talking to other people, namely by sending comments, or we often find them in the form of reviews on the internet (Sharing). When they need a product with high involvement, customers will perform a more in-depth search than products with low involvement. Therefore, Dentsu put forward a marketing communication model derived from technological developments named the AISAS model (Oktavia, 2019). The following is the AISAS interaction flow model in designing social campaigns through ZIS digital visual communication media (Zakat, Infak, Alms) for BAZNAS institutions in South Sumatra Province:

1. Attention, namely by attracting public attention through the design of visual communication social campaigns in the program BAZNAS On The Road For Savings, namely a program that invites the general public, especially students, to do ZIS (Zakat, Infaq, Alms). In kenclengan, which will be distributed as an effort that can be done to maximize the stage attention at the time of posting selection headline interactive so you can booming and trend everywhere inside trend invite the general public to pay ZIS (Zakat, Infaq, and Alms).
2. Interest, namely the attention that arose in the community after carrying out ZIS social campaigns (zakat, Infaq, and Alms). Where in the future, it will affect interest in joining the program BAZNAS On The Road For Savings.
3. Search after carrying out a social campaign and attracting the attention of the community attraction, it will then generate curiosity which results in the community wanting to know more about ZIS (Zakat, Infaq, and Alms), at least making the community interested in asking questions and finding out through sources on the internet or direct communication.
4. Action After receiving a response and interest from the public, it will then be brought to the next stage of action, namely action. This means whether you want to donate to the BAZNAS On The Road For Savings program.
5. Share, i.e., action, or donations from the community, especially students, have been carried out, then these audiences will also convey information to other communities through social media and visual communication. So that there will be a persuasive communication flow to invite the general public to care more about ZIS (Zakat, Infaq, and Alms).

Plans of visual works made in campaign planning BAZNAS On The Road For Savings is in the form of Kenclengan, Flyer, and Stickers that describe the theme of

the campaign BAZNAS On The Road For Savings and there is also an understanding of knowledge about who the target ZIS recipients are (Zakat, Infaq, Alms).

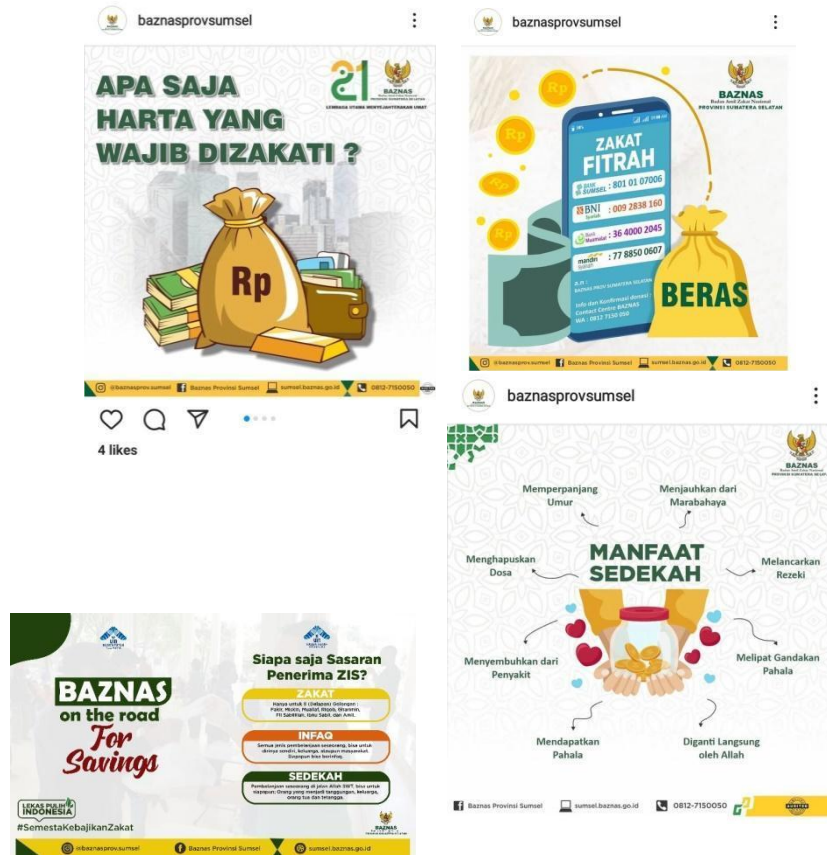


Figure 1.2 Digital Social Campaign by Baznas in South Sumatra Province

The digital social campaign in Figure 1.2 by the South Sumatra Provincial Baznas shows the important role of the media in the ZIS campaign, especially in the digital era, which continues to develop so that it makes it easier for people to perform their prayers. Social movements supported by technology through platform-platform crowdfunding can make it easier for people to infaq and donate free online. The ZIS movement requires the role of the media as an invitation, and digitalization becomes an opportunity to expand its reach. This is because technology allows audiences to contribute from anywhere and anytime without being limited by geography or time. Digital Social Campaigns, as shown in Figure 1.2, the use of technology can facilitate social movements and increase fundraising for charitable purposes through the help of mass communication or the internet.

The media selection process is very important because a message or information can be realized and conveyed to the audience through the media. The use of internet-based activities connects users, and various behavioral activities are

involved in it (Ardi & Sukmawati, 2017). Media selection must be easily accepted and understood by audiences consisting of students and the people of South Sumatra. Relevant and effective elements must be taken into consideration in the media selection process. Several media used in campaign information BAZNAS On The Road For Savings are print media and electronic media.

The importance of campaign media according to the target is one of the elements of success in social campaigning (Pangestu, 2019). The Social Campaign carried out by the South Sumatra Provincial Baznas is a goal-oriented communication (McCollum & Kajs, 2007). In campaign activities, there is always a goal to be achieved. The achievement of these goals must be based on organizing actions systematically and strategically. The development of this social campaign is also through branding and promotion so that information reaches the wider community in the form overseas tourist information center (Ramadoni & Fifin, 2021). Marketing via the Internet is the strongest way to build a brand and start and strengthen relationships with customers (Prasetyo & Rachmawati, 2016).

2. Deficiency Factors and Success of ZIS Social Campaign Design Through Social Media Visual Communication for South Sumatera BAZNAS Institutions

In campaigning for a social campaign about ZIS (Zakat, Infak, Alms) with the theme BAZNAS On The Road For Savings, they carried out through 3 stages, namely starting from observation and interviews with South Sumatra Province BAZNAS staff, conducting campaigns for students and the community, and thirdly evaluating interviews with students and the public who have participated in the campaign. The division of these stages is carried out to determine what factors are lacking and the success of campaign design. The three stages are carried out in a planned and continuous activity program.

This first stage is namely conducting direct observations and interviews with BAZNAS staff of the South Sumatra Province, especially those working in the Public Relations section and Fundraising to obtain data related to the BAZNAS campaign program On The Road For Savings as well as asking for input and permission for social campaigns that will be carried out later. The social campaign carried out by BAZNAS of South Sumatra Province to increase awareness of ZIS (Zakat, Infaq, and Alms) is carried out in various ways, both physically and offline online. In addition, in the Digital Age, as now, social campaigns must be more advanced and developed in order to raise awareness of ZIS (Zakat, Infak, Alms) in society, one of which is by utilizing social media such as Instagram on the @baznasprovsumsel account. Social campaigns carried out by BAZNAS Sumsel previously Alhamdulillah have been carried out well and structured. However, innovations are still needed in developing social campaigns about ZIS (Zakat, Infak, Alms) for the people of South Sumatra, especially

in the current Digital Age, which demands the development of information provided either through the media offline as well as social media online, so that people understand and want to do ZIS (Zakat, Infak, Alms).

The second stage of this social campaign that is carried out is the dissemination of information media to carry out an event social campaign with the theme of the program BAZNAS On The Road For Savings by making flyers that are distributed on social media such as Whatsapp and Instagram which are expected to generate curiosity awareness from the community towards ZIS awareness social campaigns (Zakat, Infak, Alms) in the community, especially among students. After cultivating curiosity and forming an awareness-strong community, the next stage of the campaign is the culmination of a series of social campaign programs BAZNAS On The Road For Savings. In this stage, an event will be carried out to strengthen and provide an understanding of ZIS (Zakat, Infak, Alms) in this social campaign. The event, was held at the South Sumatra KGC (Cendekia Generation Community) secretariat on Thursday, 11 February 2021, 09.00 WIB - Done. With the theme of the program BAZNAS On The Road For Savings. In addition to the program's objectives, namely to provide planting and understanding of the importance of ZIS awareness (Zakat, Infak, Alms) both digitally and offline to the public, especially students.

The third stage of the campaign is action, namely inviting students and the community to do ZIS. The process of a series of campaigns does not entirely end in stage three; the process will continue, that is, by observing the awareness community and students want to share with the wider community about ZIS awareness, especially in the Digital Age as it is now on their respective social media accounts so that knowledge and benefits about ZIS are developed for the community, of course, this process will continue and be sustainable.

After the evaluation phase of the social campaign is carried out, if the results are satisfactory, in the sense that the level of public appreciation for the campaign program stays the same, a new strategy or implementation is needed. Special events and dissemination of information with a higher intensity. However, if the results are as expected, the following process is implementing a social campaign program BAZNAS On The Road For Savings.

CONCLUSION

Themed campaigns BAZNAS On The Road For Savings is a program that aims to provide information about the importance of ZIS awareness (Zakat, Infak, Alms) both digitally and offline to the community, especially students in the Digital Age Now. This research went through three stages, namely collecting data through observation at BAZNAS in South Sumatra Province, after that taking action, namely carrying out a campaign called BAZNAS On The Road For Savings, and finally evaluating by direct interviews with participants who attended the social campaign. Using the AISAS theory

model, namely Attention, Interest, Search, Action, Share, and several media such as posters, stickers, banners, flyers, and Instagram social media.

How to design your social campaign to increase ZIS awareness is done in various ways Branding, sharing information to social media (Instagram, Facebook, WhatsApp, etc.), Through designing campaigns BAZNAS On The Road For Savings This is expected to increase awareness of ZIS (Zakat, Infak, Alms) in the community so that in the future the success of the campaign can be controlled properly. Through campaign planning, BAZNAS On The Road For Savings is expected to increase awareness of ZIS (Zakat, Infak, Alms) in the community so that in the future, the success of the campaign can be controlled properly.

Based on the research results, the researchers suggested: To BAZNAS of South Sumatra Province that the research results can be used as a design material for further Social Campaigns. Students and the community hope this research can become a reference and encouragement for information and awareness about ZIS (Zakat, Infak, Alms) to develop and thrive in this Indonesian Muslim country. For future researchers, the topic of the ZIS awareness social campaign (Zakat, Infak, Alms) is still very interesting to study and realize, hopefully in the future, the author can contribute and invite zakat activists to want to participate in the future.

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