







Analysis of Digital Marketing Strategy in Increasing ZIS Fundraising at Laznas Yatim Mandiri Sidoarjo

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ARTICLE INFO

Article history:

Received: 10 March 2024

Revised: 5 May 2024

Accepted: 25 May 2024

Available online: 30 May 2024

E-ISSN: 2776-6276

P-ISSN: -

How to cite:

Nurma Filla Anggun Dwi Saputri, Nur Mahani, Savinatus Sovia, Vika Sayyidatul Mukarromah, "Analysis of Digital Marketing Strategy in Increasing ZIS Fundraising at Laznas Yatim Mandiri Sidoarjo," Journal of Management Analytical and Solution (JoMAS), Vol. 4, No. 2, May. 2024, doi.org/10.32734/jomas.v4i2.16506

ABSTRACT

This study aims to determine the digital marketing strategy carried out in the process of raising Infaq Zakat funds, and Shodaqoh. This study used descriptive qualitative research method. The data used in this study is primary data, which is in the form of interviews with subjects, namely leaders and employees based on criteria set by the researcher. In addition, researchers also used secondary data by the Yatim Mandiri Sidoarjo collection report, where the collection report can describe how ZIS fundraising uses digital channels. The results showed that Yatim Mandiri Sidoarjo used two fundraising methods, namely direct fundraising and indirect fundraising. Good relationships with donors and beneficiaries created in each program are one of the advantages of being able to provide trust to the institution. Collecting through digital marketing at Yatim Mandiri Sidoarjo using social media Instagram, Facebook, and TikTok. In addition, Yatim Mandiri Sidoarjo uses digital payment applications such as mobile banking, Quick Response (QRIS), and e-wallets. Gathering through social media digital marketing at Yatim Mandiri Sidoarjo is said to be less than optimal due to limited human resources. However, in overcoming this, Yatim Mandiri Sidoarjo continues to develop social media, namely by continuing to create interesting and reliable content so that it can attract wider donors.

Keyword: Strategy, Digital Marketing, Laznas Yatim Mandiri Sidoarjo, ZIS, Fundraising



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<http://doi.org/10.32734/jomas.v4i2.16506>

1. Introduction

In the fast-growing digital era, the utilization of information and communication technology has become an essential component in several domains of life, including social and religious endeavors. An intriguing area of study is examining the impact of digital marketing methods on the acquisition of Zakat, Infaq, and Sedekah (ZIS) monies by Zakat organizations. Laznas Orthodox Mandiri Sidoarjo is a nationwide Zakat amil institution that specifically focuses on empowering orphans and dhuafa. It serves as a valuable case study for examining the efficiency of digital marketing strategies in enhancing ZIS fundraising. The expanding number of Internet users in Indonesia is creating an increasing potential to utilize digital media as a means to raise revenue. However, the effectiveness of digital marketing strategies relies not only on choosing the right channel, but also on the delivery of the message, the execution of market segmentation, and the level of engagement and contact with donors. The study seeks to examine the different digital marketing methods employed by Laznas Orthodox Sidoarjo and their impact on enhancing ZIS fundraising. The study will employ both qualitative and quantitative methods to assess the efficacy of digital marketing conducted across many platforms, including social media, websites, and mobile applications. Furthermore, the study will examine the impact of creative and unique material on capturing attention and fostering donor trust. It will also explore the utilization of data and analytics to comprehend

donor behavior and enhance marketing techniques. An essential element of digital marketing is the capacity to establish robust and enduring relationships with donors. Laznas Orphans Sidoarjo utilizes social media to directly engage with supporters, share program updates, and express gratitude for their gifts. This not only fosters trust, but also enhances donor loyalty. The study will also investigate the potential of digital marketing methods in fostering openness and accountability, crucial elements in cultivating donor trust. Through the utilization of blockchain technology, Laznas Orphan Sidoarjo can guarantee the meticulous recording and traceability of every transaction for donors. Furthermore, the utilization of technology such as machine learning and artificial intelligence can enhance the ability to forecast donation patterns and optimize marketing campaigns with greater efficiency. In the district of Sidoarjo, known for its strong Internet usage, the adoption of digital marketing tactics by Laznas Orphan Independent holds significant promise in boosting ZIS funding. Obstacles such as limited resources, inadequate technological knowledge, and competition from other professional institutions need to be overcome. Hence, this study will also investigate the diverse obstacles and identify appropriate remedies to surmount them. Furthermore, comprehending the distinctive attributes and inclinations of benefactors in Sidoarjo is crucial for devising a more focused marketing plan. By comprehending the demographic and psychographic characteristics of donors, Laznas Orphan Sidoarjo may formulate more individualized and pertinent campaigns, hence enhancing donor engagement and contributions. The research will additionally emphasize the significance of teamwork and partnership in digital marketing methods. Collaborating with influencers, online forums, and other digital channels can often expand the reach of the campaign and enhance the exposure of the Orphan Laznas. Furthermore, the utilization of digital technology enables the Independent Orphan Laznas to assess and gauge campaign effectiveness with greater precision. Through the utilization of digital analytics tools, individuals are able to track and assess a multitude of indicators including website traffic, conversion rates, social media interaction, and more. This data is highly beneficial for Orphan Laznas in identifying effective elements and areas for improvement in their marketing approach [1].

The rapid development of technology requires people to adapt to digitalization in life activities. Technology has covered all aspects of human life, ranging from education, work, transportation, and other aspects.[2]. The rapid development of digital technology in Indonesia can be seen from the number of internet users. at the beginning of 2022, internet users in Indonesia reached 204.7 million. This is increasing when compared to 2021, which was 202.6 million users. Internet users in Indonesia have increased in the last four years, namely as many as 150 million users in 2019[3]–[6].

The increase in internet users in Indonesia every year is inseparable from the large number of people in Indonesia. Indonesia as one of the largest Muslim countries in the world has the potential for zakat, infaq, and alms which have the opportunity to improve the economic welfare of the people. Based on data from the Ministry of Home Affairs (Kemendagri), the number of Muslim population in Indonesia was 237.53 million people as of December 31, 2021. This number is equivalent to 86.9% of the country's population of 273.32 million people.

The increasing use of internet technology causes fields of work such as service, product sales, and information dissemination to adapt in technical implementation. Entrepreneurs compete with each other in improving their business performance by implementing digital technology systems to reach a wider community. The application that is often found is digital marketing or marketing of a product through a digital system, which is expected to increase public interest in choosing a product or service, including Islamic philanthropic institutions[7].

Islamic philanthropic organizations such as the Amil Zakat Institute are formed by the community whose task is to help collect, distribute, and utilize zakat. In its implementation, the amil zakat institution not only receives zakat but also manages infaq and alms. There needs to be a digital marketing strategy that can promote programs so that they can be reached by the wider community, in this case internet users, especially social media who are increasing[8].

The large Muslim population in Indonesia and the development of digital technology are challenges for amil zakat institutions in providing information about the importance of carrying out zakat, infaq, and alms. So that technology can have a positive impact on the community, especially in terms of donations that can help the economic welfare of the people, especially for people in needs. The amil zakat institution or hereinafter referred to as LAZ has the function of assisting the collection, distribution, and utilization of zakat. [9]

One of the uses of digital technology in supporting the implementation of the collection of zakat, infaq, and alms funds has been implemented by most amil zakat institutions in Indonesia. One of the institutions

that has implemented digital technology in the ZIS fundraising mechanism is Laznas Yatim Mandiri Sidoarjo.

Yatim Mandiri Sidoarjo is a non-profit organization that aims to empower all the potential of orphans through the management of ZISWAF social funds (Zakat, Infaq, Shadaqah, and Waqf) both individuals, institutions, institutions and corporates. Lembaga Amil Zakat Yatim Mandiri Sidoarjo distributes funds from donors to muzakki in need through various programs offered through social media.

Although the application of digital technology has a positive and significant effect on the results of ZIS fundraising, it must be supported by encouragement from various parties in its technical implementation. So that the marketing of the collection program can reach a wide range of users and be accepted by the community.

The existence of the digitalization era makes it easy for people to receive and access information anywhere and anytime. So that the amil zakat institution needs to transform the application of digital collection in every zakat collection activity.[2] Digital fundraising also provides services that can be accessed by everyone and can provide motivation in paying zakat, of course, by utilizing media as a means of communication and information.[10] This study analyses digital marketing strategies in raising ZIS funds, which are applied to attract donors through digital marketing at the national amil zakat institution Yatim Mandiri Sidoarjo.

2. Methods

The type of research used in this study is qualitative with a descriptive approach. The type of qualitative research is a type of research that is generally carried out using words. This research was conducted to determine the digital marketing strategy carried out in the process of raising ZIS funds and then described in word form. The data used in this study is primary data, which is in the form of interviews with subjects, namely leaders and employees based on criteria set by the researcher. In addition, researchers also used secondary data by the Yatim Mandiri Sidoarjo collection report, where the collection report can describe how ZIS fundraising uses digital channels. The technique of taking subjects in this study is purposive sampling. The research subjects selected were the chairman and staff of the association, namely Zisco and the head of the branch.

3. Result and Discussion

1. Collection of LAZNAS Yatim Mandiri Sidoarjo

Gathering is an activity to collect funds from the general public with the aim of implementing programs and operational activities of an institution in order to achieve specified goals.[11]. Laznas Yatim Mandiri is an institution that has the function to collect, manage, and distribute zakat, infaq, alms to beneficiaries. In raising funds, Yatim Mandiri Sidoarjo uses two methods, namely directly and indirectly.[12] Direct collection has advantages in the relationship between donors and institutions. While collecting indirectly makes it easier for donors to make donations without face-to-face and can be done anywhere.

2. Implementation of *Digital Marketing*

Laznas Yatim Mandiri Sidoarjo in carrying out its duties, namely collecting funds and managing funds, has used digital technology, both in raising funds and transparency in fund management. After the author made observations, it was found that Yatim Mandiri Sidoarjo used social media as a medium in delivering information related to the donation invitation program to the wider community. There are several media *platforms* used by Yatim Mandiri Sidoarjo including Instagram, Facebook, and TikTok. The social media is used by Yatim Mandiri Sidoarjo to share information related to Yatim Mandiri programs, fund raising, and fund management transparency accompanied by a recap of events that have been carried out. Yatim Mandiri social media not only focuses on people who are required to make donations, but also maintains communication to the community, especially Yatim Mandiri Sidoarjo donors who follow *its* social media platforms. Communication can be in the form of suggestions or input that can be sent directly on Yatim Mandiri Sidoarjo's social media, besides that *social* media platforms can be used for submitting beneficiaries which will later be surveyed directly by Yatim Mandiri Sidoarjo.

3. 7P Marketing Mix Strategy

1. Product Price

Yatim Mandiri Sidoarjo provides various programs and fees that donors can choose from. The program fee determined comes from a direct survey to beneficiaries by Yatim Mandiri Sidoarjo which contains information on living conditions, economy, and the amount of funds needed by beneficiaries. The results

of the survey will be sent to staff program to create content based on the agreed program, this is done to adjust the needs of beneficiaries. However, it is not uncommon for Yatim Mandiri Sidoarjo to take content that has been prepared by the central Yatim Mandiri to be disseminated on social media. In progress *digital marketing* Yatim Mandiri Sidoarjo also uses websites and paid advertising. On the website there are terms and conditions that must be met by the institution in offering its programs. [13]

2. Place

Yatim Mandiri Sidoarjo uses several *platforms* digital to disseminate information on Laznas programs. The social media chosen are social media that are in great demand by people today including TikTok, Instagram, and Facebook. This is expected by Laznas to get prospective donors and good branding among the community.

3. Promotion

Yatim Mandiri Sidoarjo spreads the program by promoting through digital platforms and directly. Yatim Mandiri Sidoarjo's variety of social media content always contains an invitation to donate to Yatim Mandiri beneficiaries with clear programs and amounts that can be chosen by donors. In addition, there are also contents that show the programs that have been implemented, this is used to build public confidence that indeed Yatim Mandiri can be trusted.

As for the promotion itself, it was carried out by the Zisco Yatim Mandiri Sidoarjo team. Zisco is a staff whose job is to find funds for the implementation of all programs. These ziscos have regular donors from both individuals and groups. These permanent donors are always offered the latest programs from Laznas Yatim Mandiri. Therefore, YM always prioritizes the quality of communication between zisco and donors.

4. Process

The process of making there is information on program offerings as well as how to present them which will then be disseminated throughout the social media pamphlets of Yatim Mandiri Sidoarjo. Initially, System Program will look for content ideas and be reorganized according to program needs. Content that has been processed will be submitted to the branch head for *review*. The process of finding content ideas comes from two ways, originating from the Yatim Mandiri center and content that is going viral on social media.

5. Browser

As a Laznas trusted by many communities, Yatim Mandiri Sidoarjo really maintains good relations with donors, beneficiaries, and external parties who work with Yatim Mandiri Sidoarjo. As an *amil*, he is obliged to provide the best service to donors. Yatim Mandiri Sidoarjo has sufficient resources to run the operations and programs that have been set. However, from the interview results, there are several positions that are indeed done by one person, such as Program Staff who must hold social media as well as manage and conceptualize existing programs.

6. Physical Evidence

A company definitely needs a place and facilities to achieve organizational goals. This is evidenced by Yatim Mandiri Sidoarjo which is located on Jl. Sarirogo, Sidoarjo District, Sidoarjo Regency, East Java and has been established since 1994 and has undergone a restoration in 2023. Yatim Mandiri Sidoarjo provides complete facilities to support the operations of the institution in the form of computers, stationery, and several facilities for the convenience of Yatim Mandiri Sidoarjo employees.

From the results of the discussion above, a SWOT analysis can be drawn in order to know the advantages and disadvantages of the process *digital marketing* at YM Sidoarjo.

7. Strength

Yatim Mandiri Siodarjo has various information presented to media users in addition to gathering, it makes readers have knowledge about other information in addition to invitations to donate. Dissemination of information in the form of content is carried out through social media such as WhatsApp, Instagram, Facebook, and TikTok. The content provided is in the form of photo or video content in accordance with the characteristics of the media. Another advantage of Yatim Mandiri Sidoarjo is that it has many donation payment methods so that donors have many choices of ways to donate.

8. Weakness

The shortcomings that can be seen from YM Sidoarjo are the lack of social media content publication facilities due to a limited number of human resources, so that *digital marketing* is less than optimal. But these shortcomings can be covered by taking content from the center that has been prepared.

9. Opportunity

The existence of emerging trends on social media can be an opportunity for content creation ideas and then adjusted to the needs of the program. Program staff can also compare content at other institutions or Laznas to find out the difference in content content.

10. Threats

The obstacle that exists in Yatim Mandiri Sidoarjo in carrying out the collection process through *digital marketing* is the lack of human resources to do the jobdec, because Yatim Mandiri Sidoarjo is too focused on doing direct marketing.

4. Conclusions

Yatim Mandiri Sidoarjo uses two fundraising methods, namely *direct fundraising* and *indirect fundraising*. *Fundraising* is directly carried out by Zisco staff by making direct offers with brochures or pamphlets to prospective donors, while *indirect fundraising* for independent orphans Sidoarjo uses social media. Yatim Mandiri uses social media and digital payment applications as media in doing *digital marketing*. The application of *digital marketing* carried out by Yatim Mandiri Sidoarjo is by social media Instagram, Facebook, and TikTok. In addition, Yatim Mandiri Sidoarjo uses digital payment applications such as *mobile banking*, *Quick Response (QRIS)*, and *e-wallets*. Gathering through *social media digital marketing* at Yatim Mandiri Sidoarjo has a large number compared to conventional. This is because many donors of Yatim Mandiri Sidoarjo prefer to donate directly. However, this does not reduce the number of donors who donate at Yatim Mandiri Sidoarjo. Gathering through *social media digital marketing* at Yatim Mandiri Sidoarjo can also be said to be less than optimal due to limited human resources. However, in overcoming this, Yatim Mandiri Sidoarjo strives to continue to develop social media as a tool in *fundraising*, one of which is by continuing to create interesting and reliable content so that many donors are interested in donating and also become a medium in increasing the *branding* of Yatim Mandiri Sidoarjo.

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