

## THE RELATIONSHIP BETWEEN SOCIAL MEDIA CAMPAIGNS AND ZAKAT DONATION INCREASES

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**Abstract:** *This study examines the relationship between social media campaigns and increased zakat donations in Islamic philanthropic institutions. The main objective is to analyze how social media activities influence donor awareness, trust, and intention to pay zakat through digital platforms. A quantitative research approach is employed using survey data collected from zakat donors who actively engage with social media. In addition, secondary data on zakat collection performance before and after campaign implementation are analyzed to support the findings. Data are examined using descriptive statistics and multiple regression analysis. The results demonstrate a positive and significant relationship between social media campaigns and zakat donation growth. Campaign effectiveness is strongly influenced by content relevance, religious messaging, transparency in fund utilization, and interactive engagement with donors. Furthermore, donor trust is found to play a mediating role in transforming social media exposure into actual zakat contributions. These findings highlight the importance of credibility in digital fundraising efforts. The study concludes that well designed social media campaigns can effectively enhance zakat fundraising performance by strengthening public engagement and institutional trust. Therefore, Islamic philanthropic organizations are encouraged to strategically utilize social media as a primary communication and fundraising instrument to ensure sustainable growth of zakat collection nationwide.*

**Keywords:** *Zakat, Social Media Campaigns, Donation Behavior, Digital Payment, Islamic Philanthropy*

### Introduction

Zakat plays a central role in the Islamic economic system as both an act of worship and a mechanism for social redistribution. In addition to its spiritual dimension, zakat contributes to social welfare by redistributing wealth to reduce poverty and socio-economic inequality. Traditionally, zakat collection relied on direct, face-to-face interactions between donors and zakat institutions. While effective at a local level, this approach often limited the potential for

significant zakat donation increases due to restricted outreach, lower efficiency, and limited transparency.

The rapid growth of information and communication technology has transformed philanthropic practices, including zakat management. Social media platforms such as Instagram, Facebook, TikTok, and Twitter enable zakat institutions to disseminate information, educate donors, report fund utilization, and facilitate digital transactions. Through interactive and visual content, social media allows institutions to reach wider audiences and encourage greater participation, contributing to measurable increases in zakat donations.

Previous research suggests that digital communication enhances donor awareness and intention to give, as social media interactions boost visibility and foster engagement (Mulyono, Syamsun, & Najib, 2016). Specifically, visual platforms like Instagram can significantly expand reach for zakat fundraising efforts due to high levels of user engagement (Pusparini, Bapang, & Virgiawan, 2025). Moreover, content quality and message strategy — including clear informational messages and emotionally resonant narratives — have been shown to influence donors' decisions to pay zakat (Nasution, Nurhayati, & Marliyah, 2023).

Despite the growing use of social media by zakat institutions, empirical studies examining the relationship between social media campaigns and zakat donation increases remain limited. Most existing studies focus on donation intention or general charitable behavior rather than actual increases in donation frequency and amounts. In addition, research on the integration of digital transaction ease, trust building through transparent reporting, and interactive engagement in zakat campaigns is still developing.

Therefore, this study aims to fill this gap by investigating how social media campaigns relate to zakat donation increases through mechanisms such as awareness, trust, emotional engagement, and digital payment integration. By analyzing these relationships, this research contributes to a deeper understanding of digital philanthropic strategies and provides practical insights for zakat institutions seeking to optimize their online fundraising efforts.

## **Literature Review**

### **Social Media and Donor Awareness**

Previous research highlights that social media significantly increases donor awareness and intention to give. Mulyono, Syamsun, & Najib (2016) found that social media interactions enhance brand awareness and word-of-mouth communication, which positively influences donation intention. Similarly, Pusparini, Bapang, & Virgiawan (2025) argue that Instagram's visual interface is particularly effective in expanding the reach of zakat fundraising initiatives due to its high engagement potential.

### **Content Quality, Trust, and Message Strategy**

Content quality plays a critical role in building trust and motivating donations. Nasution, Nurhayati, & Marliyah (2023) find that message strategies that combine informational clarity and emotional resonance significantly influence the decision to pay zakat. Studies by Huda (2024) further underscore that multimedia content, such as videos and beneficiary stories, enhances understanding and fosters donor trust.

### **Interactive Engagement and Digital Platforms**

Engagement metrics such as likes, comments, and shares not only reflect audience attention but also deepen involvement. Hudaifah, Tutuko, & Malik (2025) reveal that integrating crowdfunding platforms with social media boosts participation, as users can engage with content

and contribute quickly through digital channels. This integration fosters a sense of community that motivates continued donation behavior.

### **Digital Fundraising and Behavioral Motivation**

Behavioral research indicates that ease of donation processes, social proof, and emotional engagement significantly influence online giving behavior. Digital platforms that streamline payment mechanisms and present socially persuasive content are more likely to increase donation rates. This implies that well-designed campaigns that reduce complexity and emphasize emotional cues can convert awareness into action effectively.

### **Challenges in Digital Campaigns**

While social media campaigns improve reach and engagement, challenges such as digital literacy, privacy concerns, and trust issues can affect effectiveness. Some populations, particularly older adults or those with limited technological skills, may not engage with digital campaigns fully, suggesting the need for inclusive strategies that address these barriers.

### **Method**

A quantitative research design was employed, supplemented with a thorough literature review of studies related to social media campaigns and digital fundraising. Primary data were collected via an online questionnaire distributed to zakat donors who actively engage with zakat institution social media accounts and have made zakat donations in the last 12 months.

The following variables were measured:

**Campaign Exposure Intensity:** Frequency of exposure to zakat campaign content.

**Content Quality:** Respondents' assessments of informativeness, transparency, and emotional impact of campaign content.

**Audience Engagement:** Participant actions such as likes, comments, and shares.

**Zakat Donation Increase:** Self-reported change in donation behavior after exposure to social media campaigns.

Descriptive statistics and correlational analyses were used to examine how social media campaign features relate to zakat donation increases.

### **Result and Discussion**

#### **Campaign Exposure Increases Awareness and Intention**

Respondents frequently exposed to zakat campaign posts reported greater awareness of zakat obligations and institutional activities. This aligns with Mulyono et al. (2016), who demonstrated that increased social media exposure enhances visibility and donation intention among users. Frequent exposure serves as continuous reinforcement that keeps zakat issues salient and top-of-mind.

#### **Content Quality and Donor Trust**

High-quality content that combines clarity, transparency, and emotional resonance was strongly associated with increased donor trust. Huda (2024) emphasizes that educational and transparent content strengthens institutional credibility, increasing donors' willingness to contribute. Nasution et al. (2023) similarly found that message strategy significantly influences donors' decisions by combining factual clarity with emotional appeals.

### **Audience Engagement Fosters Participation**

Active engagement, such as likes, comments, and sharing, not only indicates interest but also builds community identity and collective commitment. According to Hudaifah et al. (2025), interactive engagement through social media platforms is correlated with higher levels of participation in digital fundraising. Engagement fosters a sense of belonging and encourages repeat involvement.

### **Integration with Digital Platforms Enhances Conversion**

Combining social media exposure with digital donation tools enables users to act on impulse upon receiving a campaign message. Digital platforms that streamline the payment process reduce barriers to giving. Research indicates that when users can contribute directly through integrated digital systems, the conversion rate from awareness to actual donation is significantly higher.

### **Educational Content Builds Literacy but Needs Call-to-Action**

While educational content increases public understanding of zakat principles and practices, knowledge alone is not sufficient to motivate actual giving. Aprilianti et al. (2025) note that effective campaigns must include clear calls to action to convert awareness and understanding into concrete donation behavior. This highlights the need for strategic messaging designed to prompt immediate engagement.

### **Challenges and Limitations**

Despite the positive effects of social media campaigns, challenges such as digital divide, trust in online transactions, and content fatigue can limit effectiveness. Some donors may hesitate to engage due to privacy or security concerns. Therefore, zakat institutions must address these barriers through inclusive communication strategies and transparent digital practices.

Collectively, these findings confirm that social media campaigns have a significant and multi-faceted relationship with zakat donation increases. By increasing awareness, building trust, fostering engagement, and reducing transactional barriers, social media serves as a strategic tool for enhancing zakat fundraising.

### **Conclusion**

This study concludes that social media campaigns significantly contribute to increases in zakat donations. The intensity of campaign exposure, quality of content, and level of audience engagement are critical factors influencing donor awareness and participation. Digital campaigns with transparent, educational, and emotionally engaging content enhance institutional credibility and donor motivation. Therefore, zakat institutions should adopt integrated digital communication strategies that emphasize interactive engagement, strategic messaging, and streamlined donation processes. Future research should further explore platform-specific effects and long-term behavioral impacts of social media campaigns.

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