

## PUBLIC INFORMATION CAMPAIGN MANAGEMENT BY BAZNAS PROVINSI SUMATERA BARAT

<https://uia.e-journal.id/alrisalah/article/3470>

DOI: 10.34005/alrisalah.v15i1.3470

**Qatrinnada Anistina Elsafrediniya**

[qatrinanistina@gmail.com](mailto:qatrinanistina@gmail.com)

*Indonesia*

**ABSTRACT:** *In carrying out the task of managing zakat, BAZNAS Provinsi Sumatera Barat conducts Public Information Campaign activities in this research in the form of socialization. However, after the socialization activities were carried out the response from the target did not match what was expected. Response that is not in line with expectations can indicate that there is a problem in the activity process. This study aims to explain the management of the Public Information Campaign by using the theory of Planning and Managing Public Relations Campaign by Anne Gregory that apply in BAZNAS Provinsi Sumatera Barat. This research was conducted using a qualitative method. The results of the study indicate that the management activities of the Public Information Campaign by BAZNAS of West Sumatra Province have been running quite well. The form of the campaign carried out is still face to face and has not utilized mass media or new technology.*

**Keywords:** *Campaign Management, Public Information Campaign, BAZNAS Provinsi Sumatera Barat*

### A. Introduction

Communication skills are essential for organizational operations. Exchanging information between the organization and the public can help achieve organizational goals. Public Relations (PR) is the role of communication in supporting management in achieving



Al-Risalah : Jurnal Studi Agama dan Pemikiran Islam is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

organizational goals. According to Kasali (in Ruslan, 2008: 11), PR is to create and develop positive public perceptions of the organization, either directly or indirectly, which will have a future impact on the organization. Seitel (in Soemirat & Ardianto, 2017: 13) states that PR helps convey information and be responsive to public opinion, and thus also plays a role as an organizational communicator.

Public Information Campaigns (PICs) are a common form of government PR. PICs were initially unidirectional efforts to inform the public, but recent studies have shown that communication campaigns are more effective when they are participatory and interactional, thereby creating dialogue between communicators and communicants. Kopfman and Ruth-McSwain (in Lee, Neeley, & Stewart, 2012: 77) argue that regardless of the campaign approach, all successful campaigns must include specific elements. They consider information campaigns and communication campaigns to be essentially the same for planning purposes.

One example of a government campaign is the zakat socialization campaign conducted by BAZNAS West Sumatra Province. This campaign is a form of PIC, as it includes the same process as other campaign activities. However, the campaign has not been fully successful, as some targets have not understood the message, not responded to the message, or even rejected the message. This poor response suggests that there may be problems with the socialization process, either at the planning or implementation stage. This study will describe the process of campaign management carried out by BAZNAS West Sumatra Province, with a focus on socialization activities.

## **B. Literature Review**

### ***Public Relations***

The International Public Relations Association (IPRA) defines public relations (PR) as the reciprocal two-way communication between an organization and its publics that supports management functions and objectives by increasing cooperation and fulfilling common interests (Effendy, 2006:23).

#### **a. Public Relations Roles**

Public relations (PR) plays a variety of roles in organizations, as defined by Dozier (in Ruliana, 2016:206-207):

1. Expert advisor: PR professionals provide expertise and counsel on a wide range of issues, from crisis communications to marketing and branding.
2. Communication facilitator: PR professionals mediate communication between organizations and their publics, which may include customers, employees, investors, and the media.
3. Problem-solving facilitator: PR professionals assist organizations in identifying and resolving problems by providing research and analysis, developing communication strategies, and managing public opinion.
4. Communication technician: PR professionals use a variety of communication skills and techniques to create and disseminate information, including writing, editing, public speaking, and social media.

In summary, PR professionals play a crucial role in helping organizations to build and maintain positive relationships with their publics, manage their reputation, and achieve their business goals.

b. **Public Relations Campaign**

A public relations (PR) campaign is a strategically designed communication effort to a target audience over a specific period of time in response to situations that affect the organization (Venus, 2018:20). According to Kendal, PR campaigns are distinctive in that they are oriented towards the organization as a whole, not just a specific product, and aim to build both image and mutual understanding between the organization and the public.

***Public Information Campaign***

Public information campaigns (PICs) are a type of communication campaign used by both governments and other non-profit organizations to promote social change. PICs are designed to reach a wide and diverse audience with the aim of disseminating information to improve public welfare. PICs can address a wide range of issues, from personal problems to social problems, and aim to inform, persuade, or motivate behavior change (Lee, Neeley, & Stewart, 2012:76).

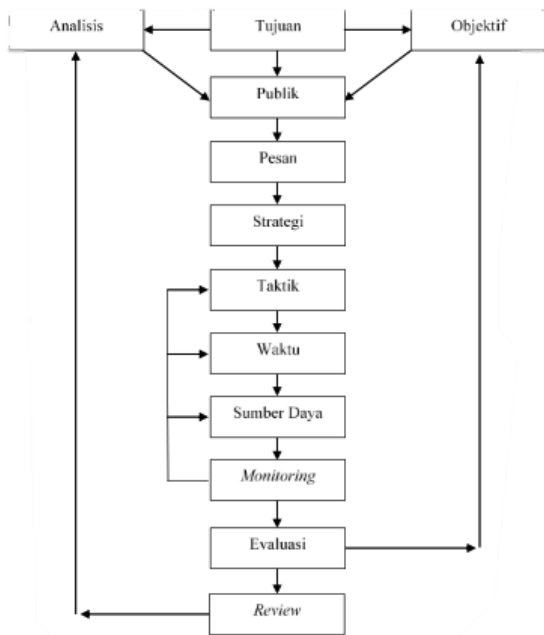
Public information campaigns (PICs) are typically conducted in three stages: planning, implementation, and evaluation.

1. **Planning:** The planning stage involves developing a campaign strategy, which includes conducting formative research, setting campaign objectives, identifying target audiences, developing a campaign message, creating campaign tactics, and developing a timeline and budget. It is important to build a strong foundation for an effective campaign during this stage.
2. **Implementation:** The implementation stage involves making decisions about how and when to implement the campaign. This includes selecting communication channels and media, developing the message appeal, determining the frequency and timing of message delivery, and considering how to increase the campaign's credibility.
3. **Evaluation:** The evaluation stage is often overlooked, but it is an important component of any PIC. Evaluation methods should be systematic and focused on collecting specific data to assess whether the campaign achieved its objectives.

***Public Relations Campaign Planning and Management Theory***

In this study, we adopt Anne Gregory's theory of public relations (PR) campaign planning and management as our main framework. Gregory's theory provides a detailed explanation of the 12 stages of PR campaign planning and management, which are illustrated in Figure 1.

Figure 1. Theory of PR Campaign Planning and Management



Source: Gregory, A. 2017. Planning and Managing Public Relations Campaigns. h.42

### C. Research Method

This study employed a qualitative research methodology, which involves collecting non-numerical data, such as interview transcripts, field notes, and memos (Moleong, 2010:6). Qualitative research aims to understand the phenomena experienced by research participants by describing them in words.

### D. Findings And Discussion

#### *Public Information Campaign Management*

In management science, Terry (in Priansa, 2018: 55) identifies four basic functions of management: planning, organizing, mobilizing, and controlling. Public information campaigns (PICs) are conducted in three stages: planning, implementation, and evaluation (Lee, Neeley, & Stewart, 2012: 76). In this study, we adopt Anne Gregory's theory of public relations campaign planning and management. The relationship between these three concepts in the discussion of our research can be described as follows,

Figure 2. Conceptual Relationship and Research Discussion

Manajemen	Public Information Campaign	Teori Perencanaan dan Manajemen Kampanye Public Relations
Perencanaan	Perencanaan	Analisis
		Tujuan
		Objektif
		Publik
		Pesan
		Strategi
Pengorganisasian dan Menggerakkan	Implementasi	Taktik
		Waktu
		Sumber Daya
		Monitoring
Pengendalian	Evaluasi	Evaluasi
		Review

Source: Researcher Process, 2019

In Anne Gregory's theory, the stages of analysis, goal, objective, public, message, and strategy correspond to the planning stage of the management function and the Public Information Campaign stage. The stages of tactics, time, resources, and monitoring correspond to the organizing and mobilizing stages of the management function, as well as the implementation stage of the Public Information Campaign. The final stage, evaluation and review, corresponds to the control stage of the management function and the evaluation stage of the Public Information Campaign.

According to Larson, the type of campaign carried out by BAZNAS Provinsi Sumatera Barat is an ideological campaign (in Venus, 2018: 18). BAZNAS Provinsi Sumatera Barat is conducting a campaign to inform the public, especially state civil apparatus (ASN), about the procedures for zakat management by zakat collectors. The implementation of this campaign in the form of socialization aims to create social change by increasing the public's awareness of the benefits of zakat management by zakat collectors and of paying zakat through BAZNAS West Sumatra Province.

After collecting research data, the following are the results and analysis of the Public Information Campaign management carried out by BAZNAS West Sumatra Province:

### **1. Aims**

Aims are central to the success of any campaign. The results of a campaign will be in accordance with its objectives. Gregory argued that campaign objectives can be formulated before carrying out analysis, as was done by BAZNAS Provinsi Sumatera Barat in planning its campaign. Based on interviews with research informants, the purpose of the socialization campaign was to increase public awareness of zakat management. Informant 1 stated that the purpose of the socialization was "to increase public awareness of the obligation to pay zakat so that people consciously pay zakat to BAZNAS Provincial; and to increase public awareness of where zakat funds have been distributed."

Informant 3 added that "socialization should not only be carried out for the purpose of collecting zakat, but also to provide information on who receives the benefits of zakat and what benefits are made for zakat recipients." Informant 2 also noted that another purpose of the zakat management socialization was to carry out BAZNAS's task of opening Zakat Collection Units (UPZs) in vertical agencies or universities. This is based on the duties of BAZNAS as stipulated in Articles 2 and 4 of BAZNAS Regulation (Perbarnas) Number 2 of 2016.

Examples of socialization activities carried out by BAZNAS Provinsi Sumatera Barat include the Socialization on Optimizing Zakat Collection for SMA/SMK ASNs and the Socialization on Zakat Management. The objectives of each of these socialization activities are as follows:

- a. The objective of the Socialization on Optimizing Zakat Collection for SMA/SMK ASNs is to increase awareness of zakat management among SMA/SMK ASNs and encourage them to pay zakat through BAZNAS West Sumatra Province.
- b. The objective of the Zakat Management Socialization is to form Zakat Collection Units (UPZs) at the institutions mentioned in Article 4 of Perbarnas Number 2 of 2016.

According to Gregory's basic principles for formulating campaign objectives, each of the objectives above is a single objective for one period of activity. The objectives set by BAZNAS Provinsi Sumatera Barat are clear and easy to understand. By understanding these objectives,

we can identify the desired outcomes for BAZNAS West Sumatra Province, namely to increase zakat collection, as mentioned by informant 1.

## 2. Analysis

Analysis is essential for campaign planning. It helps to assess the situation and determine the best course of action. According to the researchers' interviews and field observations, BAZNAS Provinsi Sumatera Barat does not conduct SWOT or PEST analysis when planning its activities. BAZNAS Provinsi Sumatera Barat has never conducted a formal SWOT or PEST analysis. Instead, the leadership and staff conduct informal analysis through dialogue and discussion in meetings. This analysis is based on experience or issues that have arisen during the implementation of previous activities.

For example, informant 1 stated that the analysis is "just an analysis of assumptions and phenomena, there are still many people who don't understand about zakat." Informant 2 also noted that the analysis considers what can support the implementation of activities. For example, informant 2 said that "Provincial BAZNAS West Sumatra brings things that support socialization activities. For example, for the opening of UPZ at the West Sumatra Regional Police, BAZNAS Prov. West Sumatra has a letter from the National Police Chief, we also see that the Regional Police Chief is close to the community. So when they took to the field, their response was extraordinary."

While some forms of analysis are conducted, such as discussions of thoughts and experiences in the field, the researchers found that the main weakness of BAZNAS West Sumatra Province's analysis process is that important things from the dialogue or discussion can be easily forgotten because the results of the discussion are not written down. Another drawback is that field conditions are different in each location, so the analysis for activities in previous locations may not fully describe the conditions for activities in other locations.

Based on their participation in several outreach activities, the researchers formulated a SWOT and PEST analysis of BAZNAS West Sumatra Province's outreach activities.

### a. SWOT Analysis

Figure 3. SWOT Analysis

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> <li>- Sumber daya manusia sebagai komunikator atau narasumber sudah baik.</li> <li>- Pimpinan BAZNAS sebagai narasumber, ahli dalam bidang pengelolaan zakat.</li> <li>- Manajemen pengelolaan zakat diaudit oleh akuntan publik.</li> </ul>	<ul style="list-style-type: none"> <li>- Terbatasnya tenaga untuk melaksanakan sosialisasi.</li> <li>- Tidak ada tenaga khusus untuk mengelola kegiatan kampanye atau sosialisasi.</li> <li>- Belum ada memanfaatkan media atau teknologi untuk kampanye atau sosialisasi.</li> </ul>
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> <li>- Dukungan Pemerintah Pusat, berupa regulasi pengelolaan zakat yaitu, UU No. 23 tahun 2011.</li> <li>- Dukungan Pemerintah Daerah, berupa Surat Edaran Gubernur Sumatera Barat No. 451/543/BMK-2017.</li> <li>- Koordinasi yang baik dengan BAZNAS Kab/Kota se-Sumatera Barat.</li> </ul>	<ul style="list-style-type: none"> <li>- ASN SMA/SMK salah dalam memahami isi Surat Edaran Gubernur Sumatera Barat No. 451/543/BMK-2017. Kesalahpahaman ini yang mendorong dilaksanakannya kegiatan kampanye.</li> <li>- Pemahaman masyarakat dalam mengelola zakat melalui amil zakat masih rendah.</li> </ul>

Source: Researcher Process, 2019

### b. PEST Analysis

Figure 4. PEST Anaylis

Politik	Ekonomi
- Pemerintah mendukung penuh pelaksanaan pengelolaan zakat dengan membuat regulasi dan memberikan fasilitas yang dibutuhkan.	- Angka kemiskinan dapat diturunkan apabila pendistribusian zakat serta pemberdayaan zakat dikelola dengan baik oleh lembaga amil zakat.
Sosial	Teknologi
- Masyarakat masih banyak belum memahami konsep pengelolaan zakat melalui amil zakat.	- Teknologi belum sepenuhnya dimanfaatkan dalam pelaksanaan kegiatan kampanye.

Source: Researcher Process, 2019

### 3. Objective

Objectives are derivatives of specific goals and serve as markers of success in campaign activities. BAZNAS Provinsi Sumatera Barat has already identified markers of successful socialization, but they are currently in the form of unquantifiable statements. For example, informant 2 stated that indicators of successful socialization include: “Community members depositing zakat to BAZNAS and institutions/universities opening UPZs until the UPZs are well-functioning.”

This is corroborated by another informant who stated that socialization is successful when the amount of zakat collection increases. Informant 7 added that in addition to increased collection, feedback from socialization participants, whether positive or negative, can be used as evaluation material. The role of muzzaki (people who pay zakat) in informing or recommending BAZNAS Provinsi Sumatera Barat can also be used as a marker of successful socialization.

While the statements above are specific, they cannot yet be measured. For example, it is unclear how many people paid zakat or how many UPZs were formed after socialization activities. Objectives can also be formulated based on the level of acceptance of campaign targets, namely awareness, attitudes and opinions, as well as behavior after socialization is provided.

The level of acceptance of campaign targets is the level of change in campaign targets after being provided with information. Behavioral awareness is measured by changes in attention or understanding. For example, SMA/SMK ASNs are aware that BAZNAS Provinsi Sumatera Barat is the official zakat amil institution tasked with managing zakat. After the level of awareness, the level of acceptance of attitudes and opinions continues, which is measured by attitudes of acceptance or rejection. For example, ASN SMA/SMK receive information on zakat management by BAZNAS Provinsi Sumatera Barat by paying zakat through BAZNAS West Sumatra Province. The final level is acceptance of behavior. This level of acceptance involves the actions of the socialization target. For example, a university agrees to open a Zakat Collection Unit (UPZ) on campus.

BAZNAS Provinsi Sumatera Barat should set numerical targets to measure the level of success of its activities. By setting numerical targets, BAZNAS Provinsi Sumatera Barat can more effectively track and measure the success of its socialization activities.

Figure 5. Objective

Sosialisasi	Tujuan	Objektif	Tingkat Penerimaan
Optimalisasi Pengumpulan Zakat Penghasilan ASN SMA/SMK	Meningkatkan kesadaran ASN SMA/SMK mengenai pengelolaan zakat	80% ASN SMA/SMK sudah memahami tata pengelolaan zakat di akhir tahun 2018	Kesadaran
		Peningkatan presentasi pengumpulan 50% dibanding bulan sebelumnya sepanjang tahun 2018	Sikap dan opini
Pengelolaan Zakat	Membentuk Unit Pengumpul Zakat (UPZ).	2 UPZ baru terbentuk dalam semester pertama tahun 2019	Tingkah Laku
		2 UPZ baru telah melakukan tata kelola zakat yang baik di akhir tahun 2019	Tingkah laku

Source: Researcher Process, 2019

#### 4. Public

The public is a vital component of campaign activities. Therefore, identifying the target public must be done carefully. According to Grunig and Hunt (in Gregory, 2017: 23), BAZNAS Provinsi Sumatera Barat determines the target public for its campaign based on the problem it wants to solve or the theme of the socialization.

The Socialization of Optimizing Zakat Collection on Income of SMA/SMK ASN addresses the problem of SMA/SMK ASNs' misunderstanding of the Circular Letter of the Governor of West Sumatra No. 451/543/BMK-2017. The part of the circular that causes this misunderstanding is the amount of income subject to zakat. Most SMA/SMK ASNs interpret the amount of income as the same as the amount of salary, even though the previous point explains that ASN income includes salary, allowances, honorarium, overtime pay, and other income received based on official duties. Therefore, BAZNAS Provinsi Sumatera Barat focused its targets on school principals and treasurers to address existing problems. As stated by informant 2, "...the socialization of the optimization of ASN SMA/SMK zakat is aimed at school principals and treasurers, with the hope that it will be conveyed to other teachers."

The choice of campaign targets that focus on the State Civil Apparatus (ASN) is because BAZNAS Provinsi Sumatera Barat is a government institution. BAZNAS Provinsi Sumatera Barat still accepts the collection of zakat, infaq and alms from the general public, but according to informant 5, the focus on collecting zakat, infaq and alms from the general public is another LAZ. The researchers believe that BAZNAS West Sumatra Province's focus on SMA/SMK ASN or other institutional ASN as its socialization target is to narrow the public. This is because zakat collection from ASN is still not optimal. If ASN zakat collection is optimal, BAZNAS will expand its socialization targets.

#### 5. Messages

Creating and delivering persuasive messages in campaigns is essential for achieving campaign objectives. BAZNAS Provinsi Sumatera Barat has used persuasive messages in its outreach activities, taking into account the participants in the activities. Based on the researcher's field observations, BAZNAS Provinsi Sumatera Barat has implemented four steps to create a persuasive message, according to Gregory:



- a. Use pre-existing perceptions. Before the socialization team goes to the field, they coordinate with the district/city BAZNAS to understand the public's conditions and any potential issues. In accordance with informant 1's statement, BAZNAS Provinsi Sumatera Barat analyzes existing phenomena and makes assumptions about public perceptions.

One public perception that BAZNAS Provinsi Sumatera Barat uses to design persuasive messages is the perception that paying zakat to a zakat amil is not necessary. From this perception, BAZNAS Provinsi Sumatera Barat recognizes a tendency among people to distrust the management of zakat by amils. Therefore, BAZNAS Provinsi Sumatera Barat conveys information about how zakat is managed by amils in a transparent manner.

- b. Determine what changes can be made. When conveying the socialization message, the leadership of BAZNAS Provinsi Sumatera Barat is already aware of the problems that exist in society. The form of change that BAZNAS Provinsi Sumatera Barat needs to make is a change in perception, by providing explanations and understanding of zakat management to the highest leadership of the institution, according to informant 6.

For example, in the socialization activity on optimizing zakat collection with SMA/SMK ASNs in South Solok Regency, several ASNs initially refused to pay their zakat through BAZNAS Provinsi Sumatera Barat on the grounds that they were used to collecting and distributing their own zakat. However, after being given an understanding that the management of zakat through amils is more effective and equitable, because it is not only students from where ASNs work who will benefit, but also students' families and other communities, they eventually accepted and changed their previous perceptions. By providing understanding to the highest leadership, the decision-making process regarding the results of the socialization becomes easier to implement.

- c. Identify the elements of persuasion. The best element of persuasion is working with facts. Informant 2 said that when BAZNAS Provinsi Sumatera Barat wants to go to the field, it brings things that support its activities, such as appeal letters and good relations with the highest leadership. This helps to ensure that the response from the activity participants is extraordinarily supportive.

Informants 4 and 5 also added that when carrying out the activity, BAZNAS Provinsi Sumatera Barat prepared a Circular Letter from the Governor of West Sumatra for socialization to ASN SMA/SMK as well as a zakat calculation regulation sheet. The informants believed that bringing circulars or regulations regarding zakat management could be an effective tool of persuasion.

- d. Deliver messages credibly. Although BAZNAS Provinsi Sumatera Barat does not have a dedicated public relations (PR) department, the Head of BAZNAS Provinsi Sumatera Barat is credible, with his background knowledge and experience in managing zakat, to be a messenger or communicator for socialization. This is also supported by the other professions of the West Sumatra Province BAZNAS leadership, who are academics and missionaries.

## 6. Strategy

Strategy is a comprehensive approach to achieving campaign goals. Below is a summary of the tactics implemented by BAZNAS West Sumatra Province, according to the results of interviews with research informants:

- a. Adapt activities to community conditions.  
The most important consideration is the timing of the activity to ensure that participants are able to attend. Additionally, the choice of words used when delivering the material should be appropriate to ensure that the message is clearly understood.
- b. Assign tasks to the socialization team and distribute resource materials.  
The field team is typically composed of two or three BAZNAS Provinsi Sumatera Barat leaders as resource persons and two implementing staff. The selection of the leader to deliver the material is usually done on a rotating basis and takes into account the leader's other activity schedule.
- c. Prepare anticipated questions, answers, and solutions.  
Prior to the socialization activity, the implementation team coordinates on potential concerns or questions from the target audience. In addition to being aware of possible questions, the implementation team also prepares answers and solutions to specific questions.
- d. Prepare materials to be distributed to participants.  
During the activity, the BAZNAS Provinsi Sumatera Barat socialization team always distributes folders containing the governor's circulars, zakat management regulation sheets, how to calculate zakat, and a pen. This allows participants to not only listen to the material during the activity, but also to review it afterwards.
- e. Estimate the activity description, such as the number of participants, location of the activity, equipment, and confirmation of the activity with the socialization target.  
Once the time for the socialization activity and the implementation team have been determined, the final step before the implementation team goes to the field is to describe the activities that will be carried out. For example, if 50 invitation letters were distributed, how many participants are likely to attend? If invitations are distributed to 50 people but there are additional new participants, can the room where the activity is held accommodate them? The possibility of the above can be confirmed when the implementation team confirms the invitation and attendance of participants in the socialization activity.

Based on the description of the interview results above, the researcher believes that the informant's statements regarding strategy are more directed towards the tactics that will be carried out. This is because the team's preparation and socialization materials are steps in carrying out the socialization activity itself.

The strategy of a campaign should be based on the campaign objectives. The aim of the socialization carried out by BAZNAS Provinsi Sumatera Barat is to increase public awareness about zakat management and to encourage zakat payments through BAZNAS West Sumatra Province. Based on the observations that have been made, the researcher believes that the main strategy for implementing socialization by BAZNAS Provinsi Sumatera Barat is to fulfill the

information needs of the community regarding zakat management at BAZNAS West Sumatra Province. The information needed can be in the form of procedures for calculating zakat, mandatory requirements for someone to pay zakat, who is entitled to receive zakat, benefits of zakat through BAZNAS West Sumatra Province, as well as laws and regulations related to zakat management. By carrying out outreach activities, BAZNAS Provinsi Sumatera Barat has made efforts to meet the information needs of the community.

## **7. Tactics**

Tactics are the steps taken to implement activities in order to achieve previously formulated strategies. Based on the research findings, the researchers observed that BAZNAS Provinsi Sumatera Barat has implemented several tactics to achieve its goals in implementing socialization activities.

The following are the tactics implemented by BAZNAS West Sumatra Province, according to the results of interviews with informants:

a. Hold socialization meetings.

Face-to-face socialization meetings allow the target audience to directly receive the information conveyed, which can lead to a better understanding of zakat management. Face-to-face meetings can also reduce the risk of incorrect message delivery due to obstacles or noise through the medium through which the message is delivered.

b. Secure support from local or provincial governments.

Existing forms of government support include the implementation of Law No. 23 of 2011, the Circular Letter of the Governor of West Sumatra No. 451/543/BMK-2017, invitations for socialization for ASN SMA/SMK approved by the head of the education service, permission to use government facilities for socialization activities, and access to show videos about zakat management by BAZNAS Provinsi Sumatera Barat on the videotron of the West Sumatra Communication and Information Service.

c. Coordinate with district/city BAZNAS.

The coordination between BAZNAS Provinsi Sumatera Barat and district/city BAZNAS throughout West Sumatra helps to ensure the efficient and effective implementation of socialization activities. For example, district/city BAZNAS can provide technical support such as providing a location, food, and a sound system for socialization activities. Additionally, district/city BAZNAS can assist in finding the addresses of mustahiq (people who are entitled to receive zakat) when BAZNAS Provinsi Sumatera Barat conducts a survey of mustahiq.

d. Approach the party to whom the socialization will be provided.

Before holding socialization, BAZNAS Provinsi Sumatera Barat always approaches ASN SMA/SMK or ASN from other institutions. Usually, to approach ASN SMA/SMK, the implementing staff will call the school to provide brief information about the activities to be carried out, before being given an official invitation. For approaches to other institutions, implementing staff usually use networks to enter certain institutions or directly meet with the public relations of these institutions to ask their willingness if BAZNAS Provinsi Sumatera Barat holds outreach at their institutions.

e. Distribute brochures regarding zakat management.

This tactic has only recently been implemented in BAZNAS Provinsi Sumatera Barat because previously the existing human resources were not commensurate with the large number of work assignments. In implementing this new tactic, BAZNAS Provinsi Sumatera Barat started with the Friday Alms campaign. The target of this campaign is the general public who perform Friday prayers at the West Sumatra Grand Mosque, which is within the premises of the West Sumatra Province BAZNAS office.

Informant 6 said that the zakat management campaign activities were still not clearly visible. Informant 1 also conveyed the same thing, that the socialization or campaign activities carried out by BAZNAS Provinsi Sumatera Barat were still minimal. This means that the activities are not yet clearly visible or are still minimal, meaning that the campaign activities are not yet known to the wider public. Socialization activities are only known to participants and related parties, there is no publication of the activities yet. Mass media should also be utilized, of course this requires support from the Provincial Government and related agencies.

Researchers believe that there are still many opportunities that can be exploited by BAZNAS West Sumatra Province. Utilizing this opportunity can be done by sharpening tactics that have been implemented previously, such as:

- a. Conducting digital campaigns in addition to holding outreach meetings. It doesn't cost much to carry out a digital campaign, but this activity must be carried out regularly so that information is disseminated more widely and is remembered by the public.
- b. Using government support not only to obtain permits for socialization activities, but also to access public information facilities owned by the government, such as billboard points or videotrons.
- c. Maintaining relationships with the parties who will be given socialization. Maintaining this good relationship will certainly benefit BAZNAS West Sumatra Province.

However, these opportunities have not been fully implemented because the resources devoted to implementing campaign activities have not been created.

BAZNAS Provinsi Sumatera Barat has implemented several tactics to achieve its goals in implementing socialization activities, including holding socialization meetings, securing support from local or provincial governments, coordinating with district/city BAZNAS, approaching the party to whom the socialization will be provided, and distributing brochures regarding zakat management. However, there are still many opportunities that can be exploited by BAZNAS Provinsi Sumatera Barat to improve its socialization activities, such as conducting digital campaigns, using government support to.

## **8. Times**

Ideally, campaign implementation should be continuous to ensure that the target audience retains and remembers the information conveyed. However, the research findings revealed that BAZNAS West Sumatra Province's socialization activities were only conducted in a single meeting lasting approximately 1-2 hours for each ASN SMA/SMK regional division

or other institution. The regional division of ASN SMA/SMK refers to the grouping of locations for conducting activities. For example, the socialization on optimizing zakat for ASN SMA/SMK in Sijunjung Regency and Sawahlunto City was combined and conducted in Sijunjung Regency, while the South Solok Regency SMA/SMK ASN was not combined with the SMA/SMK ASN from other areas. This is done because the size of each district/city varies, as well as to make it easier for ASN to access activity locations.

In annual activity planning, socialization is planned 3-4 times per year with different socialization themes. It is not a socialization activity that is carried out repeatedly. This is what causes the campaign results to not be as expected. Campaigns should be conducted within a single time period, with a start and end date set, so that the campaign message reaches and is well received by the target audience before moving on to the next campaign theme.

Based on the research findings, the researchers recommend that BAZNAS Provinsi Sumatera Barat consider the following to improve the effectiveness of their socialization campaigns:

- a. Conduct continuous socialization activities. This can be done by organizing shorter and more frequent socialization sessions, or by using a combination of face-to-face and online socialization activities.
- b. Develop a campaign plan with a specific start and end date. This will help to ensure that the campaign message is delivered consistently over time and that the target audience has enough time to absorb and remember the information.
- c. Use a variety of communication channels to reach the target audience. This could include social media, print media, and electronic media.
- d. Measure the impact of socialization activities to track progress and identify areas for improvement. This can be done through surveys, feedback forms, and other data collection methods.

## **9. Resource**

### **a. Human resource**

BAZNAS West Sumatra Province's communication strategy for its socialization activities involves having the leader of BAZNAS Provinsi Sumatera Barat serve as the communicator or resource person. This is because the leadership of BAZNAS Provinsi Sumatera Barat is trusted to provide material on zakat management, and they have the necessary knowledge and expertise to do so. BAZNAS Provinsi Sumatera Barat does not invite external speakers to conduct socialization activities. External speakers are typically invited to coordination meetings, where they represent BAZNAS.

The researchers believe that BAZNAS Provinsi Sumatera Barat does not need to hire public relations experts to serve as communicators in its campaign activities, as it already has trusted human resources and experts in zakat management, namely the leadership of BAZNAS West Sumatra Province.

### **b. Operational funds**

All informants agreed that the costs for socialization activities are budgeted in the Annual Work Plan and Budget (RKAT) under the ownership rights or operational funds section.

According to Article 1 of Law Number 23 of 2011, a certain portion of zakat can be used for operational costs for zakat management in accordance with Islamic law. However, the budgeted funds for socialization activities sometimes do not meet the actual needs. For example, if two socialization activities are planned but four are actually carried out, the funding for the additional two activities is taken from natural rights outside the budget for socialization activities.

To avoid cost shortages and ensure efficient use of funds, BAZNAS Provinsi Sumatera Barat coordinates with district/city BAZNAS to find free venues for socialization activities. Government facility buildings are typically used for these activities. Article 31 of Law Number 23 of 2011 states that the Provincial BAZNAS is funded by the Regional Revenue and Expenditure Budget (APBD) and the State Revenue and Expenditure Budget (APBN) in carrying out its duties. If this funding is properly provided, in addition to the amil rights, BAZNAS Provinsi Sumatera Barat will be able to implement campaigns more routinely.

#### c. Tools

In carrying out and supporting socialization activities, BAZNAS Provinsi Sumatera Barat typically uses basic tools such as laptops, projectors, and loudspeakers to help resource persons convey socialization material to participants. However, to prevent technical difficulties, socialization participants are also provided with a folder containing materials and regulations for zakat management. Cameras are also used to document the activities.

The tools mentioned above are currently only used to assist in the delivery of information, and are not yet used as persuasive tools. Delivering material in a lecture format is unlikely to be very engaging for socialization participants. BAZNAS Provinsi Sumatera Barat could utilize multimedia tools such as interactive videos on zakat calculations during activities to keep participants focused on the information being presented.

In addition to using tools during outreach, BAZNAS Provinsi Sumatera Barat also uses other methods to convey information. Using office phone numbers linked to social media platforms makes it easier for people to contact BAZNAS West Sumatra Province. BAZNAS Provinsi Sumatera Barat also has a blog, although there is no live chat feature, allowing blog visitors to leave comments in the designated section.

### **10. Monitoring**

Based on interview results and the researchers' observations, BAZNAS Provinsi Sumatera Barat does not currently have a dedicated team or officers to monitor socialization activities. However, this does not mean that such monitoring is not carried out. Monitoring is typically performed by the person in charge of the field or the head of the implementing unit, depending on the field providing the outreach.

According to informant 2, while the implementation of monitoring has not been officially determined, the Chair of BAZNAS Provinsi Sumatera Barat is always aware of the implementation of ongoing activities, from planning to evaluation. The Chair of BAZNAS Provinsi Sumatera Barat and other leaders strive to stay informed of the progress of activities by maintaining regular communication with the heads of implementing units.

The researchers believe that BAZNAS West Sumatra Province's current monitoring approach is rather simplistic. According to Gregory's theory of PR Campaign Planning and Management, the tactics, time, and resources are the stages that need to be monitored. After the campaign strategy has been formulated, the selection and implementation of tactics must be reviewed to ensure that they are appropriate for achieving the desired goals. Additionally, time monitoring does not entail simply tracking the duration of an activity; rather, it entails tracking how BAZNAS Provinsi Sumatera Barat implements the campaign according to the pre-established timeline. The researchers believe that this type of monitoring is essential because if any planning stages are delayed, the implementation of activities and other campaign stages will also be delayed. Finally, monitoring is also required to ensure that the resources needed for campaign activities are available and ready to use. For example, if there is a problem with human resources, such as a lack of a resource person who can provide material at the agreed-upon activity time, BAZNAS Provinsi Sumatera Barat can still find a solution to the problem before the socialization activity takes place.

## **11. Evaluation**

After the completion of a socialization activity, it is necessary to evaluate the activity to assess whether the campaign has achieved its objectives. The evaluation conducted by BAZNAS Provinsi Sumatera Barat researchers showed that the results were not optimal. This is because each activity result was discussed again at a meeting, and there was no written evaluation report produced.

The points evaluated from the results of activities by BAZNAS Provinsi Sumatera Barat were the implementation of activities in the field and the amount of zakat collected from socialization participants after the socialization was carried out. Based on the interview results, the researchers can describe the evaluation points as follows:

- a. Evaluation of participant attendance: The socialization implementation team recorded how many participants attended and then compared this number to the number of invitations sent.
- b. Evaluation of the start time and duration of the activity: This evaluation is useful for determining the most effective time to conduct activities, and is typically used as a reference point for subsequent activities.
- c. Evaluation of zakat collection: This type of evaluation is not conducted immediately after the activity, but rather several months later. BAZNAS Provinsi Sumatera Barat examines the number of zakat collections after the socialization was carried out.
- d. Evaluation of interactions or responses from socialization participants: This evaluation is based on the participants' response to the information provided in the socialization activities.

In addition to the points above, Informant 1 added that BAZNAS West Sumatra Province's evaluation also includes maintaining communication with parties that have received socialization. Good communication relations will make it easier for BAZNAS Provinsi Sumatera Barat to convey new information in the future.

The researchers assess that the evaluation carried out by BAZNAS Provinsi Sumatera Barat does not fully explain the achievement of the goals or the obstacles encountered in the

field that prevented the goals from being achieved. The evaluation conducted is still in the form of an activity implementation report, and no analysis of the implementation of socialization activities has been carried out. Evaluation should also assess the extent to which the implementation of socialization influences the target audience's awareness, attitudes and opinions, or behavior.

The researchers recommend that BAZNAS Provinsi Sumatera Barat improve its evaluation of socialization activities by developing a more comprehensive evaluation framework that takes into account all aspects of the campaign, including the achievement of goals, obstacles encountered, and the impact on the target audience.

## **12. Review**

Due to the shortcomings of the evaluation process, the review process was also subpar. The review is conducted based on activity evaluation records over a one-year period to assess the goals and strategies implemented. Informant 3 stated that the review was conducted in the form of evaluation results, which were used as experience in preparation for the next activity. This review is also not conducted in writing.

Another follow-up to the evaluation of activities, when the response received is positive, could be in the form of collaboration between BAZNAS Provinsi Sumatera Barat and ASN SMA/SMK or institutions that have received socialization. On the other hand, Informant 4 stated that if multiple evaluations of zakat collection show that many parties that have received socialization are not willing to pay zakat or have responded negatively, BAZNAS Provinsi Sumatera Barat will follow up with these parties.

The researchers believe that by recording or documenting good evaluations, BAZNAS Provinsi Sumatera Barat can clearly determine what follow-up actions should be taken based on the evaluation records. The review results will then be used to adjust the goals and objectives of the campaign activities. BAZNAS Provinsi Sumatera Barat can assess the extent to which the goals and objectives have been achieved based on the activities that have been carried out.

## **E. Conclusion**

BAZNAS Provinsi Sumatera Barat's public information campaign management is generally satisfactory. However, socialization activities are still conducted through face-to-face meetings and have not yet utilized mass media or new technology. Lack of knowledge and resources for campaign management are BAZNAS Provinsi Sumatera Barat's shortcomings in planning and evaluating campaign activities.

## **F. Limitation & Further Research Or Suggestion**

### ***Limitation***

This research focuses solely on analyzing the application of the Public Information Campaign implemented by BAZNAS Provinsi Sumatera Barat through outreach initiatives. Therefore, further exploration of BAZNAS Provinsi Sumatera Barat's reasons for not employing technology and social media is beyond the scope of this study.



### ***Furter Research***

The present study identifies significant gaps in our understanding of the public information campaign management practices employed by BAZNAS Provinsi Sumatera Barat's. Future research endeavors, particularly those rooted in research and development frameworks, are warranted to pinpoint and address any existing shortcomings in their campaign management strategies.

### ***Suggestion***

1. Conduct written evaluations and reviews of all campaign activities to document problems that occur in the field and use them as a reference for analysis when planning future activities.
2. Allocate additional resources for campaign activities to ensure that the planning and evaluation stages of activities are well-executed.
3. Conduct ongoing routine outreach activities to reduce the level of public trust in existing predispositions through the messages conveyed.
4. Carry out digital campaigns by leveraging support from the West Sumatra Provincial Government, such as providing publication content to the Communications and Information Service to be displayed on the West Sumatra Provincial Government's videotron.
5. The leadership and staff of BAZNAS Provinsi Sumatera Barat should hold special routine meetings to discuss campaign activities, evaluate previous activities, and plan for future activities.

### **References**

1. Adnan, M., & Uyuni, B. (2023). Optimizing The Role of The Sharia Supervisory Council (DPS) at The Ziswaf Institution. *Al-Risalah: Jurnal Studi Agama Dan Pemikiran Islam*, 14(1), 134-153.
2. Asmawi, M. (2022). EFFECT OF PRODUCTIVE ZAKAT DISTRIBUTION ON IMPROVING THE STANDARD OF LIFE OF MUSTAHIK IN BEKASI CITY BAZNAS. *El-Arbah: Jurnal Ekonomi, Bisnis Dan Perbankan Syariah*, 6(2), 99-107.
3. Davies, M. (1993). Developing combinations of message appeals for campaign management. *European Journal of marketing*, 27(1), 45-63.
4. Effendy, O. U. 2006. Hubungan Masyarakat Suatu Studi Komunikologis. Bandung: PT Remaja Rosdakarya Offset.
5. Garini, A. A., & Lubis, Z. (2023). EFEKTIVITAS PENERAPAN PRINSIP GOOD CORPORATE GOVERNANCE PADA BSI KCP JAKARTA. *El-Arbah: Jurnal Ekonomi, Bisnis Dan Perbankan Syariah*, 7(2), 1-17.
6. Gregory, A. 2017. Planning and Managing Public Relations Campaigns (Third, Vol. 91). Kogan Page Ltd.
7. Hudaifah, A., Tutuko, B., Ishaq, A. A., & Albar, M. (2020). *Sinergi pengelolaan zakat di Indonesia*. Scopindo Media Pustaka.

8. Kumar, V., Reinartz, W., Kumar, V., & Reinartz, W. (2012). Campaign Management. *Customer Relationship Management: Concept, Strategy, and Tools*, 207-234.
9. Kriyantono, R. (2013). *Manajemen Periklanan: Teori dan Praktik*. Universitas Brawijaya Press.
10. Lee, M., Neeley, G., & Stewart, K. (Eds.). 2012. *The Practice of Government Public Relations*. Boca Raton: CRC Press.
11. Maharani, A. C., & Fasa, M. I. (2022). SHARIA BANK SERVICE MARKETING MANAGEMENT STRATEGY IN INDONESIA. *El-Arbah: Jurnal Ekonomi, Bisnis Dan Perbankan Syariah*, 6(2), 120-131.
12. Moleong, L. J. 2010. *Metodelogi Penelitian Kualitatif*. Jakarta: PT Remaja Rosdakarya Offset.
13. Munandar, E., & Nopianti, N. (2022). WAQF AND ITS MANAGEMENT PROBLEMS (A STUDY OF QS. ALI IMRAN (3) VERSE 92). *Al-Risalah: Jurnal Studi Agama dan Pemikiran Islam*, 13(1), 157-171.
14. Priansa, D. J. 2018. *Manajemen Organisasi Publik*. Bandung: Pustaka Setia. Ruliana, P. 2016. *Komunikasi Organisasi: Teori dan Studi Kasus*. Jakarta: PT RajaGrafindo Persada.
15. Rizal, A. (2020). *Buku Ajar Manajemen Pemasaran di Era Masyarakat Industri 4.0*. Deepublish.
16. Ruslan, R. 2008. *Kiat dan Strategi Kampanye Public Relations*. Jakarta: PT RajaGrafindo Persada.
17. Soemirat, S., & Ardianto, E. 2017. *Dasar-dasar Public Relations*. Bandung: PT Remaja Rosdakarya Offset.
18. Venus, A. 2018. *Manajemen Kampanye (Revisi)*. Bandung: PT Remaja Rosdakarya Offset.
19. Wibisono, Y. (2015). *Mengelola Zakat Indonesia*. Kencana.
20. Zaki, A. (2010). Efektifitas iklan zakat emang ajiib dompet dhuafa Repoblika tahun 1430 h dalam proses fundraising.