

ABSTRACT

"THE CONTRIBUTION OF LAZIS NU YOGYAKARTA PROMOTION TO MUZAKKI INTEREST IN FULFILLING ZAKAT"

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The promotion strategy of Amil Zakat Institute (LAZ) in zakat management is essential and thus the promotion about zakat fund raising should be implemented efficiently and efficiently to save operational cost and most importantly to generate public trust to the institution. This research tries to describe the promotion contribution applied by LAZIS NU Yogyakarta whether it can change the behavior of muzakki to be more consistent in performing zakat in LAZIS NU Yogyakarta City or not. This is descriptive qualitative research using case study, and it aims to describe the contribution of LAZIS NU Yogyakarta promotion towards the interest in muzakki zakat which is then measured using relevant theories to the issues raised. This study also explores the process of promotion strategy applied by LAZIS NU Yogyakarta.

On the basis of the research, it can be seen that in the promotion strategy of LAZIS NU Yogyakarta city has not been maximally implemented even though in terms of theory of promotion management OPZ or Law no. Year 2011 about promotion it is pretty ideal. The LAZIS NU has promoted the institution by distributing brochures, making and raising banners, face-to-face and social media account creation. The ongoing promotion strategy has been able to attract the interest of muzakki in paying zakat in LAZIS NU Yogyakarta city, although it has not fulfilled the number of the target because overall, in terms of the management of LAZIS NU internal board, there are still problems leading to ineffective planned promotion.

Keywords: Promotion Contributions, LAZIS NU, Zakat, Interests Muzakki

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