

Influence of Digital Media Platform for Information Transmission of Lembaga Zakat Negeri Kedah (LZNK), Malaysia

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Abstract

Digital media has emerged as a new platform for virtual communication and transactions, including the payment of zakat, a mandatory act for Muslims. Despite the automation of zakat since 1991, public awareness remains low due to insufficient communication and publicity. Additionally, management issues hinder financially disadvantaged individuals from receiving assistance. Hence, the study aimed to identify the most effective digital media platform for managing zakat in Kedah, using surveys targeted at academics from Universiti Teknologi MARA. The findings indicate that Lembaga Zakat Negeri Kedah's official website is frequently visited, and infographics are the most effective tool for promoting Zakat.

Keywords: online; multimedia; deliver message; infographic

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DOI: <https://doi.org/10.21834/e-bpj.v10iS129.6913>

1.0 Introduction

Digital media is a meta-medium that combines print media's archival capability with faster electronic media transmission. Along with a host of new social, cultural, and political challenges pertaining to social networking, professional and civic collaboration, copyright, privacy, political strategies, and economic development, it is also the transformation of traditional media into a digital format (Jay, P. et al., 2024, Olena, Z., & Armen, Y.G., 2021). Numerous services have gained popularity over time through the use of different digital media platforms, including entertainment, medical, sports and charity purposes. According to a report from the official Facebook account in 2016, there were 1.65 billion users. In 2006, Twitter was discovered, boasting one billion monthly visitors. Additionally, engaging content increases the likelihood of service usage, as people are more inclined to socialize and seek entertainment. However, for charity kind of services, zakat requires a deeper meaning to fulfill its purpose and mission. Even though they are using the same digital platforms, awareness of zakat is more likely among those who have paid for it, especially adults and older citizens. While teenagers might be advanced in using technology, familiar with all social media platforms but they are not interested or aware of this zakat service digitally. Nowadays, one can make the Islamic contribution to social justice, known as zakat, at a kiosk or online instead, rather than in person at a counter. Therefore, to effectively communicate in this new digital age, this research aimed to identify the optimal digital media solution for promoting Lembaga Zakat Negeri Kedah.

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DOI:

2.0 Literature Review

2.1 Digital Media Platform

The realm of digital media has permeated every aspect of our lives, enabling us to live in ways that do not include in-person interactions (Khalis F.M., 2022). Devices like iPads, laptops, and cell phones, which can all link and reach any location, make virtual space the primary way people are visible these days. This new mode of communication helps disseminate information to an audience more quickly and efficiently in addition to being useful for social networking (Jay, P. et al., 2024; Andrea, F., 2023; Onder, K., 2022). Social media is a type of computer-mediated communication in which users create profiles that reflect who they are and interact with others through their own content (Jay, P. et al. 2024, Andrea, F. 2023, Olena, Z. & Armen, Y.G. 2021). People can start interacting and receiving responses through texts or comments if they have access to any SNS or programs, such as Facebook, Twitter, and Instagram (Hastuti et al., 2024; Simone, M. et al., 2021; Cuihua, S. et al., 2019; Andreas M et al., 2010). Nowadays, social media is more beneficial and reaches a wider audience digitally than through in-person interactions (Andrew M. et al., 2020; Cuihua S. et al., 2019).

2.2 Zakat via Digital Transformation

According to research by Saro et al. (2023), nations including Malaysia, Brunei, Indonesia, and Singapore have been progressively using digital media platform for zakat collecting and distribution of zakat money. These countries have used a variety of strategies to put digital zakat systems into place, such as creating internal digital zakat platforms and collaborating with outside groups to incorporate e-wallet apps and related services. Likewise, earlier research distribution techniques such as effective management, leadership, and others are crucial for assessing the performance of the company (Ismail M.S.I et al. 2023). Information technology and digitization are driving changes in distribution promotion management (Yusoff et al. 2023). Zakat organizations like LZNK take the initiative to disseminate all information and applications about zakat collecting and distribution through contemporary technologies, such as social media (Jalil & Muhammad, P. 2023). Thus, one component of developing a quality management system is giving digital technology top priority (Suginam, 2020).

2.3 Transmission of Lembaga Zakat Negeri Kedah

The connection between platforms, social media, and networking is something that Zakat needs to consider in order to spread the information and manage the process of paying or receiving Zakat in an easier way (Antanasios 2020). Following the 1955 law known as the Jabatan Zakat Kedah Darul Aman Enactment, zakat applied to all forms of income from 1984 to 1997. This endeavor persisted until 2015, when the Jabatan Zakat Negeri Kedah Darul Aman (JZNK) law superseded the Lembaga Zakat Negeri Kedah Darul Aman (LZNK) enactment. The purpose of this law is to provide assistance to the underprivileged and those in need. Established on September 5, 1936, Lembaga Zakat Negeri Kedah Darul Aman has received complaints via Kedah state's Syeikhul Islam, Wan Sulaiman bin Wan Sidek, about zakat allocations not reaching the needy. Furthermore, because of poor communication, the information does not reach the population adequately (Azman, A.R. 2012). The management issues make it even harder for the impoverished to get assistance (Azman, A.R. 2012; Raja, A. R.A. et al. 2015). Therefore, the goal of this study was to determine which digital media outlet is most useful to respondents for information gathering and dealing with Zakat Negeri Kedah Darul Aman (JZNK).

3.0 Methodology

This research used a quantitative technique employing online survey questions to determine the respondents' preferred platform and will be analyzed using SPSS software. Section A provides the respondents with demographic questions about gender, age, place of birth, marital status, faculty, and job position grade. The second category deals with their fundamental grasp of zakat, including what it is and where to find information about it, particularly in the Malaysian state of Kedah. Section A stands out for its inclusion of questions about the use of digital media, utilizing Malmelin's model of advertising literacy (2003), which comprises four indicators: information, artistic (visual), promotion, and rhetorical.

Advertising literacy can be examined from three different perspectives. The receiver's perspective involves how individuals interpret the message of advertisements, which in turn influences their thinking through media structures. On the other hand, from a research standpoint, advertising literacy is explored within the framework of communication theory, which scholars may debate or clarify based on the research findings. Meanwhile, from the communicator's perspective, it pertains to the interaction and communication skills of advertising professionals. Additionally, advertising literacy encompasses consumers' awareness and understanding of products, services, and advertisements.

Therefore, this study utilizing Malmelin's (2016) Model of Advertising Literacy, aimed to address the crucial factor influencing the effective dissemination of information through digital media platforms, which aligned with this study to seek the best way of communicating in advertising. As zakat payers, about 246 lecturers were selected for the study based on their positions, which determined their gender, status, and pay grade at the Universiti of Technology MARA were required to respond to a total of thirty questionnaires. According to Figure 1 of the Research Framework, the first place to look for information about zakat in Kedah is online. This includes social media platforms like Instagram, Facebook, and Twitter, online portals like websites and blogs, and mobile applications like WhatsApp and Telegram. Four metrics were used to evaluate these three digital media platforms: information, aesthetics, promotion, and rhetoric (Malmelin, N. 2003). Henceforth, the goal of this study was to determine the most useful component of digital media platforms.

In addition, probability sampling and non-probability sampling are the two categories of sampling procedures. Simple random, stratified random, cluster sampling, systematic sampling, and multi-stage sampling are the five types of probability sampling, while quota, snowball, judgment, and convenience sampling are the four types of non-probability sampling (Hamed, T., 2016). For this study, simple stratified random sampling was used. The limitations of this study are the selection of educators from seven distinct faculties at Universiti Teknologi MARA (UiTM) only in Kedah, since the data is specifically for The Lembaga Zakat Negeri Kedah.

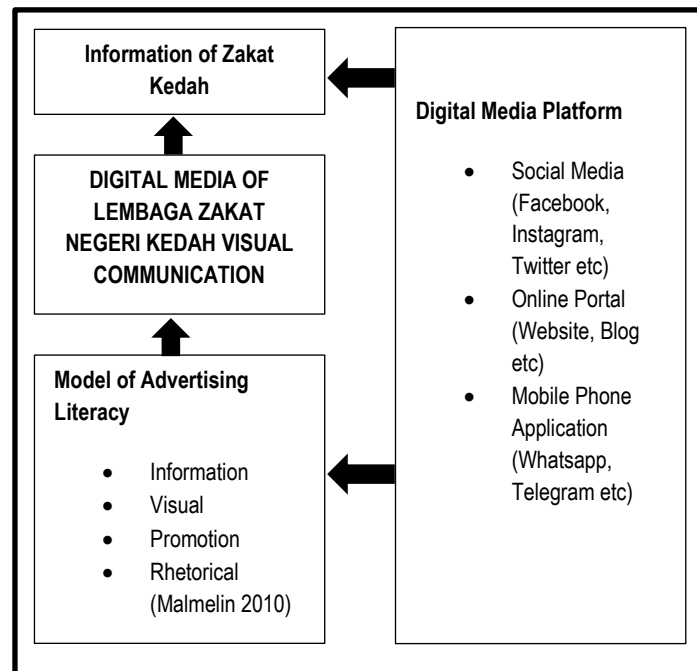


Figure 1. Research Framework

4.0 Findings and Discussion

The advertising model (Malmelin, N. 2016) examined all four indicators—information, aesthetics, rhetoric, and promotion—and discovered them through factor analysis data. These are crucial requirements for effective communication with the target audience. A few elements for each of the four factors needed to be clarified using certain variables. The contribution from the tested factors was substantial. Furthermore, a KMO value indicator and the Cronbach Alpha, a trustworthy measure of effective digital media, supported a viable model of advertising literacy. Information, visual, rhetorical, and promotion were the four most explained variances (in order) in this study based on the Total Variance Explained. The combined variance explained by the four variables was roughly 78.94%, which does a decent job of explaining the variables involved in media communication.

This study adopted a stable scale, as evidenced by the Cronbach alpha of 0.924 and the significant results of Bartlett's test of sphericity at 0.05. The Likert scale, which ranges from 1 (disagree) to 5 (most agree), was employed. The majority of the respondents also concurred that, in comparison to in-person over-the-counter transactions, obtaining information is simpler when utilizing digital media platforms, such as social media sites like Facebook, Instagram, WhatsApp, and Telegram, the official website, and the Zakat app on Touch. In addition to the crucial information, it was discovered that appealing graphics, appropriate fonts, and suitable color schemes are essential elements in an infographic's design, drawing the audience in and aiding their comprehension of the announcements. However, when it comes to utilizing photos as beautiful visual elements for infographics, the respondents favor this option above illustration or vector. Lembaga Zakat Negeri Kedah (LZNK) uses promotion as a key tactic to make sure that people are aware of this service's availability.

From the data analysis, four aspects that influence Zakat Kedah's digital media visual communication as sources of information were identified. A few elements for each of the four factors need to be clarified using certain variables. The contribution from the tested factors is substantial. Moreover, the Cronbach Alpha and a KMO value indicate a reasonable model of advertising literacy. The overall variant percentage explains the four primary variables that contributed to the greatest media communication rate of 78.40%.

The data analysis also looked at hypothesis (H1), which states that there is a substantial relationship between efficient digital media features and the delivery of zakat information in the state of Kedah. It did this by using all four of Malmelin's advertising literacy model's indicators. While an additional analysis to address hypothesis (H2) indicates that there is a significant relationship between the digital media strategy used in the state of Kedah to deliver zakat information, infographics had the highest percentage at 55.7% (34) and were followed by television advertisements.

Table 1 presents a data analysis of the respondents' preferences for obtaining information and making Zakat payments through different platforms in Kedah. The majority of Universiti Teknologi MARA staff, 57% (48 respondents), preferred to pay Zakat through salary deduction. Additionally, 39.3% (24 respondents) preferred paying through the official Zakat Kedah website, 23% (14 respondents)

favored using the 'Zakat on Touch' application, 19.7% (12 respondents) preferred paying at Zakat payment counters, and 3.3% (2 respondents) chose to pay via online banking.

Table 1. Zakat Payment Method

Payment method	Frequency	Percentage
Salary deduction	48	57
Zakat Payment Counter	12	19.7
Application "Zakat On Touch"	14	23
Official website Zakat Kedah	24	39.3
Online Banking	2	3.3

Table 2 outlines the respondents' preferred platforms for obtaining information about Zakat. The official Zakat Kedah website was the most popular choice, with 57.4% of Universiti Teknologi MARA staff selecting it for both information and payment purposes. 27.9% chose Facebook, while 21.3% utilized the 'Zakat on Touch' application. Additionally, 3.3% of the respondents browsed multiple platforms, including Facebook, Instagram, and the official Zakat Kedah website, with others using email and TikTok (3.2%). Notably, 27.8% of the respondents did not choose any of the listed platforms.

Table 2. Most Followed Platform

Zakat platform choices	Frequency	Percentage
Zakat On Touch	13	21.3
Official Zakat Kedah website	35	57.4
Instagram	4	6.6
Facebook	17	27.9
All stated above	2	3.3
None	17	27.8
Others (Email, Tiktok)	2	3.2

Table 3 details the respondents' preferences for digital media methods or platforms. Specifically, infographics were the most favored choice, with 55.7% (34 respondents) of Universiti Teknologi MARA staff selecting them as their preferred method for obtaining information to pay Zakat. Additionally, 31.1% (19 respondents) preferred television advertisements, 4.9% (3 respondents) opted for 2D animations, and 1.6% (1 respondent) preferred advertisements on Facebook, YouTube, Instagram, and websites. Another 1.6% (1 respondent) favored all media channels. Overall, the respondents identified infographics as the most effective digital media choice.

Table 3. Other Method/Platforms Suggested by Respondents for Effective Digital Media

Other Effective Digital Media	Frequency	Percentage
Infographic	34	55.7
2D Animation	3	4.9
Advertisement in television	19	31.1
Advertisements in Facebook, YouTube, Instagram, Website	1	1.6
All media channel	1	1.6
Others	2	3.3

Based on the data analysis, there are four factors that influence digital media visual communication as the zakat Kedah information sources. Each of the four factors contains a few items that can be clarified using selected variables. The tested variables made a significant contribution. Moreover, a suitable model of advertising literacy was supported by an indicator of KMO value and the Cronbach Alpha. The overall variant percentage explains four main variables that became a factor in the highest media communication: 78.398%. Bartlett's test of sphericity was significant at 0.05, and the Cronbach alpha of 0.924 shows the use of a stable scale in this research. The data analysis also addressed the first hypothesis (H1), which asserted a significant relationship between effective digital media factors in delivering zakat information in the state of Kedah, utilizing all four indicators from Malmelin's advertising literacy model. Another analysis, to answer the second hypothesis (H2), revealed a significant relationship between the strategy of digital media in delivering zakat information in the state of Kedah, with infographics having the highest percentage at 55.7% (34) and television advertisements following closely behind.

5.0 Conclusion and Recommendations

The data analysis indicates that the digital media platform has a significant role in informing or communicating with the audience. Specifically, this study's findings revealed that over 50% of participants favored using the official Zakat Kedah state website to obtain

information, make payments, or handle other matters. The adult respondents concurred that, despite Lembaga Zakat Negeri Kedah having accounts on Facebook, Twitter, Instagram, and YouTube, using the official website is simpler than using other media platforms. The respondents selected Facebook and Zakat on Touch apps as their second and third options, respectively. Every test indicator demonstrated the significance of informational, rhetorical, artistic, and promotional components in conveying a message and engaging an audience.

Information: The importance of Lembaga Zakat Negeri Kedah's (LZNK) information extends beyond just written, spoken, or facial expressions; it is about how effectively the message reaches and resonates with the audience. Sometimes, social interactions, such as those at Universiti Teknologi MARA, convey information without the use of words or data, influencing the processing and understanding of the information. Accessible through electronic media or traditional sources like books, information essentially stores knowledge. From a literacy perspective, it involves the ability to absorb diverse information and assess its accuracy. Therefore, LZNK's audience should consult multiple trusted sources, critically evaluating and verifying the information, as there may be unofficial platforms falsely claiming to be official.

Aesthetic (Visual): This research included visuals alongside the analysis so that the respondents could answer the survey questions. Using the appropriate visual elements is crucial for effectively delivering the message and capturing the viewer's attention, as different forms of interaction or visual styles can impact reception. Aesthetic literacy involves understanding various forms of expression, including styles, stories, and references used in advertisements. For Lembaga Zakat Negeri Kedah (LZNK), visuals must carefully consider elements such as color, lighting, contrast, and other graphic components. Style, which encompasses aspects like bright lighting and quick editing, plays a key role in setting the intended mood—for instance, evoking empathy for those in need. The clear communication of the visual message and its resonance with the audience depend on these aesthetic choices.

Promotion: This tactic is essential to ensure that the audience receives information from Lembaga Zakat Negeri Kedah (LZNK) efficiently. Strategic service placement, media materials with service names, sponsorships, and publicity events are all examples of promotional literacy. The efficacy of this strategy hinges on the meticulous scheduling and positioning of advertisements, be it in designated print media sections, at particular times, or at particular events. In media like posters, infographics, or digital banners, where the organization may only appear as a logo or in a less obvious fashion, it can be difficult to clearly promote LZNK's name. However, research data validated this method, demonstrating that it is the most successful tactic for drawing in the audience and raising awareness of LZNK's presence. Regular posting helps keep the audience informed about available services and builds trust over time.

Rhetorical: Understanding the strategies, goals, and intended audience of an advertising campaign is a necessary component of rhetorical literacy. Direct messages are communicated through striking visuals and convincing language in Lembaga Zakat Negeri Kedah (LZNK) posters and infographics. Phrases such as "23 million to Help the Poor People" are deliberately used to sway and grab the attention of the audience. "Anda Hero Asnaf," which translates to "You are the Hero of Poor People," is another example of a campaign that highlights the service's advantages or presents an alluring draw in an effort to win over potential supporters.

In conclusion, although scholarly literature suggests that Facebook is the best platform for networking and information sharing, this research indicates that the official website of Lembaga Zakat Negeri Kedah (LZNK) was the preferred choice among the respondents, particularly the staff at Universiti Teknologi MARA (UiTM) Kedah. Consequently, Facebook ranked as the second choice. This finding addresses the first objective, which was to identify the most effective digital platform for delivering LZNK's information. This preference is particularly relevant in today's context, where many services have transitioned online due to the global impact of the COVID-19 pandemic. Additionally, infographics have proven to be the most effective strategy for conveying information about LZNK. A well-designed combination of aesthetic elements (such as typography, images, and color) and rhetorical appeal enhances the effectiveness of infographics, making them more likely to reach the audience with clarity and impact. Further research could explore a larger sample, potentially focusing on teenagers or young adults, which may yield intriguing results given their deep integration into the digital media era.

Acknowledgments

This research is funded by Lembaga Zakat Negeri Kedah.

Paper Contribution to Related Field of Study

This study will serve as a valuable source of reference not only for Lembaga Zakat Negeri Kedah, but also for the design field, as proof of infographics being the best digital media platform in effectively conveying information in the current digital era.

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