

The Effectiveness of the Communication Media of the Nurul Hayat Foundation in Increasing the Acceptance of Zakat, Infaq and Alms in Medan City

Mhd. Hidayatulah Sinaga¹, Hasrat Efendi Samosir², Zainun³

^{1,2,3}Universitas Islam Negeri Sumatera Utara, Indonesia

hidayatsinaga92@gmail.com

Abstract

This study aims to analyze how the effectiveness of the Nurul Hayat Foundation's communication media in increasing the receipt of zakat, infaq and alms in Medan. With the research method used is a qualitative approach, field research type (field research) which is descriptive. With primary and secondary data sources. With data collection techniques: interview (interview), observation, study literature (library research), and documentation. After the data is collected, then the data is validated through data reduction, data presentation, and drawing conclusions. The results of this study are: The communication media used by LAZ Nurul Hayat Medan City branch, namely; Application media, promotional media, and personal communication both online and not online. While the success of communication media used in increasing Zakat, Infaq and Sedaqah income at LAZ Nurul Hayat Medan City branch, namely; direct communication services, pick-up services, and services via transfer by collecting ZIS funds at Nurul Hayat Medan and through Nurul Hayat Medan Branch programs in the form of infaq or zakat pick-up service facilities, provision of transfer accounts for infaq and zakat as well as giving monthly magazines, foster parents programs, orphans, old widows, sajada programs, duaafa programs, and fairy tales, as well as programs for building intimacy.

Keywords

effectiveness of communication media; Nurul Hayat; acceptance of zakat infaq and alms



I. Introduction

Effectiveness is a measure that states how far the target (quantity, quality and time) has been achieved. The greater the percentage of targets achieved, the higher the effectiveness. Effectiveness is a measure that states how far the target (quantity, quality and time) has been achieved. The greater the percentage of targets achieved, the higher the effectiveness. In other words, effectiveness is the ability to choose goals by utilizing the right facilities and infrastructure to achieve the goals of a program appropriately and quickly, with the achievement of success or failure. The Liang Gie argues "effectiveness is the state or ability of a work carried out by humans to provide the expected results.

Sugandha in Kuswati (2019) effectiveness is a successful work to achieve predetermined goals, because the word "effective" is a state of success in achieving targets or goals that are really useful. While (Handyaningrat 2002) provides an explanation that effectiveness is a measurement in the sense of achieving the predetermined targets or goals. Clearly, if the target or goal has been achieved as it is planned before, it is called effective. In its principle, the definition of effectiveness is an assessment of whether an activity/a system is achieved or not.

Media is a tool or means used to convey messages from communicators to the public. There are some psychologists who think that in communication between humans, the most dominant media in communicating are the human senses such as the eyes and ears. The messages received by the senses are then processed in the human mind to control and determine their attitudes towards something, before being expressed in action (Cangara, 2005). So to communicate, a medium is needed in the delivery process. Media is a tool to share or spread information or news to the people. Media is divided into two that is print media and electronic media. Print media is like news paper, magazine, etc. And electronic media is like television, radio, hand phone, internet, et cetera (Hamid in Nirwana et al, 2020)

Effective communication is the exchange of information, ideas, feelings that results in a change in attitude so that a good relationship is established between the message giver and the message recipient. Measuring the effectiveness of a communication process can be seen from the achievement of the message sender's goals. The message conveyed correctly and precisely according to the wishes of the communicator, shows that communication can run effectively. Thus from the above explanation, it can be concluded that effective communication is the exchange of information, ideas, feelings and attitudes between two people or groups whose results are as expected and can result in changes in attitudes in people involved in communication.

The principle of effective speaking. A communication can be said to be effective if it is interesting to listen to, goals are achieved (instructive, informative, invitation / appeal, argumentative, and clarificative). The indications are clear articulation, sparing words, language that is easy to understand, a pleasant voice to hear and feel. Active listening. Listening is the main thing in communicating, active listening means listening to understand what is being said behind the message. Brownell stated that, there are six elements of listening effectiveness known as HURIER (Hearing, Understand, Remembering, Interpreting, Evaluating, Responding) (Ilaihi, 2010).

According to Samsuddin in Riadi et al (2020) Communication is a process where individuals in their relationships with other individuals, in groups, in organizations, and in society to provide information. Communication aims to tell or change the attitude, opinion, or behavior. In terms of the statement conveyer, communication that is informative and persuasive.

As with the use of communication media in influencing Muslims to do well, the communication media will help to realize the expected communication goals. Therefore, communication media can also be used in calling Muslims to goodness such as paying zakat, then giving and giving charity. For Muslims paying zakat is an order of Allah SWT which is obligatory and must not be abandoned, in other words someone who is Muslim, if he does not pay zakat, will sin. In accordance with the word of Allah swt in Surah Al-baqarah verses 43 and 277. According to Islamic law, zakat is an asset that must be issued by Muslims when it meets the predetermined conditions, and is distributed to those who have been determined. As Muslims paying zakat is an obligation that must be carried out with the provisions of the amount and distribution that have been regulated in Islam. Then besides zakat, Muslims are also encouraged to give infaq and alms. Infaq is removing part of the assets or income for an interest which is ordered by Islamic teachings without any provisions in its distribution. Meanwhile, charity is a voluntary gift made by someone to others, especially to poor people, every open opportunity is not determined in terms of type, amount or time.

Muslims residing in the city of Medan are accustomed to issuing zakat through amil zakat bodies, whether it is formed by the mosque, the government or the private sector. Such as Baznas, Rumah Zakat, Nurul Hayat Foundation, and Dompot Dhuafa. Likewise the case in

issuing infaq and alms. In general, the amil zakat institution recognized by the government in this case is the Ministry of Religion of the Republic of Indonesia which has carried out many programs in attracting Muslim sympathizers to distribute zakat, infaq and alms. However, amil zakat institutions still use a little communication media that is in accordance with current developments so that the goals to be achieved are not maximally achieved.

In the current era of technological globalization, the media are certainly familiar to Muslims, such as online media, the use of online media as a communication medium greatly helps amil zakat institutions in attracting Muslim sympathizers to distribute zakat, infaq and alms through amil institutions the zakat. The use of communication media, namely online media, has been used by one of the amil zakat institutions in Indonesia, namely the Nurul Hayat Foundation. Nurul Hayat Foundation was founded in 2001, is engaged in social services and da'wah. Since its inception, Nurul Hayat has aspired to become an independent community-owned institution. furthermore, the Nurul Hayat Foundation became the National Amil Zakat Institution based on the Decree of the Minister of Religion of the Republic of Indonesia No. 422 of 2015, Nurul Hayat is the only independent Laznas, meaning that to meet the salaries of his employees, he does not take donations, zakat, infaq or alms but from the efforts to establish a foundation including aqiqah, printing, tours and travel and other businesses.

The Nurul Hayat Foundation is an institution that is trusted by the ummah because it prioritizes transparency and accountability in the management of trustworthy funds such as zakat, infaq and alms. The Nurul Hayat Foundation is based in the city of Surabaya and already has 19 branch offices or branches in all major cities in Indonesia, including the one that currently exists is the Medan Branch Nurul Hayat Foundation on Jalan Ringroad No.18G Medan. Nurul Hayat Foundation has been able to utilize communication media in accordance with the current developments, one of which is the use of online media in the form of applications that can be downloaded from the playstore on any android mobile called "ZakatKita". This application is the official application for online zakat payments belonging to the Nurul Hayat Foundation laznas with the slogan "share anytime". The use of this application is an advancement because it has been able to adapt to technological developments and greatly provides convenience for Muslims in distributing zakat, infaq and alms or in other words paying zakat, giving and giving alms anytime and anywhere. So that it can help the Nurul Hayat Foundation in increasing the amount of receipt of zakat, infaq and alms. It is proven by the data obtained from the Medan branch of the Nurul Hayat Foundation that since the Nurul Hayat Foundation has used various communication media, both print, electronic and online media, it has shown that there has been an increase in ZIS income (Zakat, Infaq and Alms) from 2012 to 2015. As for ZIS income (Zakat, Infaq and Alms) in 2012 amounting to IDR 25,813,294,213, and in 2015 amounting to IDR 53,253,720,321, there was a significant increase in ZIS income (Zakat, Infaq and Alms) of the Nurul Hayat Foundation. Therefore, the researcher suspects that the problem is due to the use of effective communication media, and this is very important to be studied as a contribution to other amil zakat institutions to use communication media so that many Muslims spend zakat, infaq and alms. Based on the background of the problem above, it is very interesting to conduct a more in-depth study of the use of communication media used by the Medan branch of the Nurul Hayat Foundation as a means of communication to Muslims, especially in the city of Medan.

Thus the researcher formulated the title of this research: "The Effectiveness of the Communication Media of the Nurul Hayat Foundation in Increasing the Acceptance of Zakat, Infaq and Alms in Medan City". The purpose of this study was to determine the effectiveness of the communication media used by the Nurul Hayat Foundation in increasing the acceptance of zakat, infaq and alms. In detail, the purpose of this study is to describe the

communication media used by the Nurul Hayat Foundation in increasing the acceptance of zakat, infaq and alms, to describe the success of the communication media used by the Nurul Hayat Foundation in increasing the receipt of zakat, infaq and alms, describing the obstacles faced by the Foundation. Nurul Hayat in increasing the receipt of zakat, infaq and alms, especially in the city of Medan.

II. Research Methods

This research is a qualitative research. The research that will be carried out is to look at the phenomena that occur in the field by understanding and being able to view social reality as something related to the relationship of scientific objects or objects that develop in accordance with the facts in the field. The informants in this study were 3 people, namely the Head of the Medan City Nurul Hayat Foundation Branch, the Head of the Zakat, Infaq and Alms (ZIS) Division of the Medan City Nurul Hayat Foundation, Zakat Accounting, Infaq and Alms. In this study, using two data sources, namely primary data and secondary data. The data collection techniques in this study were through interviews, observation and document review, the instruments were interviews and observations.

III. Discussion

3.1 Communication Media used by the Medan Branch of the Nurul Hayat Foundation

In the midst of economic problems, zakat has emerged as an instrument of economic development and poverty alleviation for local people. Zakat has many advantages over existing conventional fiscal instruments. Many thoughts and theories put forward by experts in order to tackle the problem of poverty. However, not all theories can be put into practice and can reduce poverty. It is hoped that the professional management of zakat and productive use will be able to contribute to poverty alleviation. Likewise, the Nurul Hayat Foundation is an institution that was established in 2001, an institution engaged in social services and da'wah. Nurul Hayat is an institution that has aspirations to become an independent community owned institution, meaning that independent ummah institutions are institutions that are trusted by the ummah because they prioritize transparency and accountability in the management of the trust funds of the ummah, while independent institutions, namely the right as amil (employee salaries) do not take from zakat, infaq and alms from the ummah, but rather come from the results of their efforts. business owned by Nurul Hayat. In addition, Nurul Hayat is also an institution that has a commitment to improve work performance, these commitments include: independent, trustworthy, professional, and empowering.

Apart from that Nurul Hayat also has Aqiqah Ready to Serve service, which is the provision of practical Aqiqah services, it can also be said to be the first service initiated by Nurul Hayat, this proves that Nurul Hayat is a very innovative and creative institution because it raises several services that can help develop the institution itself. The Nurul Hayat Foundation also puts forward the role of communication media such as print media, electronic media, and online media to expand the reach of the search for muzakki, as for the various communication media services used at the Nurul Hayat Foundation, namely:

1. Application

The Nurul Hayat Foundation has several applications to make it easier for people to become donors in paying zakat, infaq and alms, as for the applications owned by the Nurul Hayat Foundation in the playstore, namely: Our Zakat, Daily Sunah, Digital Magazine and Aqiqoh Nurul Hayat.

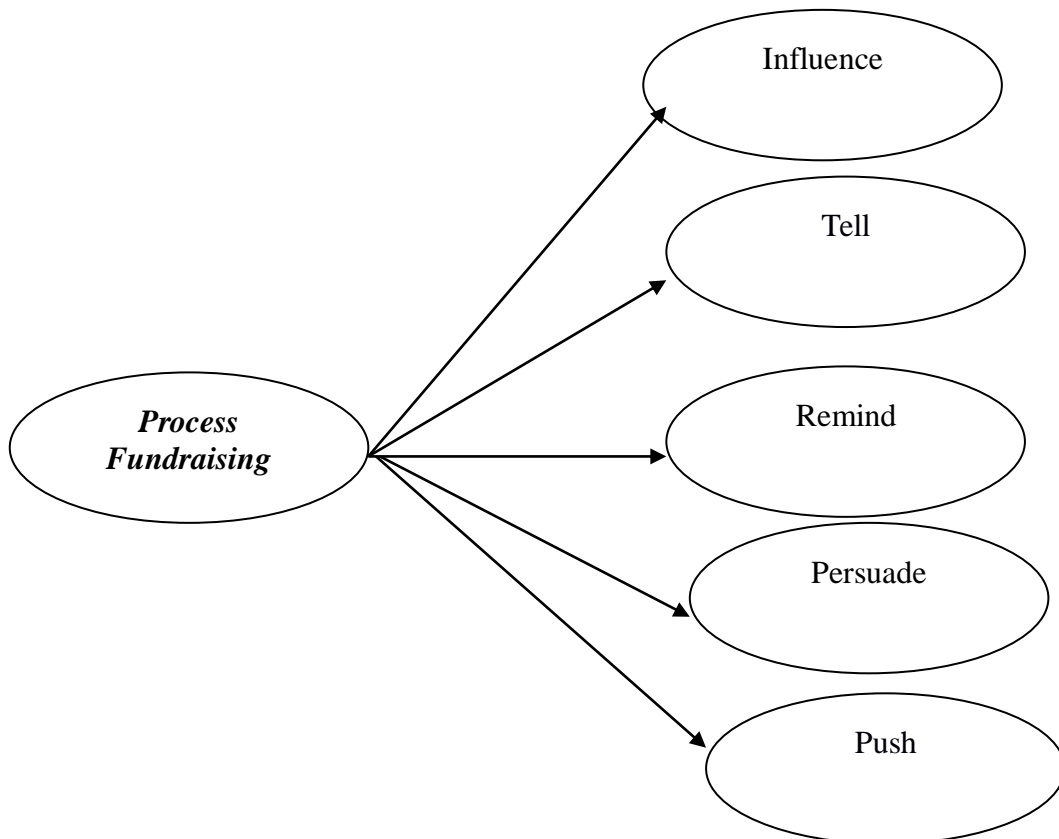
2. Promotion Media

The Nurul Hayat Foundation utilizes the media as an object of promotion to build the institution's brand and provide information to the community regarding activities and services along with programs owned by the Nurul Hayat Foundation, including whatsapp as a Call Center, facebook: Nurul Hayat, twitter: @Nurulhayatsmg, web: [http : //www.nurulhayat.org](http://www.nurulhayat.org), and Youtube: Nurul Hayat Channel.

3. Personal Communication

Personal communication is a follow-up to the media in the form of applications and promotions. Fundraisers usually continue their follow-up through personal communication, in the form of: sms, whatsapp, email and direct interviews either discussing payment issues or giving thanks to donors. As with the development of media today which is becoming increasingly modern, the institution is also required to keep up with the times and the media is one form of innovation in this development, which provides many new ideas in the management of an institution including in the fundraising strategy that has developed due to the existence of the times have become online fundraising used by the Medan branch of the Nurul Hayat Foundation.

Fundraising, according to the Nurul Hayat Foundation, has 5 (five) main objectives, namely raising funds, gathering donors, gathering sympathizers or supporters, building an institutional image (brand-image), and providing satisfaction to donors. Fundraising strategy to increase public interest to become muzakki requires a more approach, it can be said that the process of collecting zakat in today's context has followed the concept of fundraising a lot. The Nurul Hayat Foundation must be able to convince the Muslim community about the importance of zakat, therefore the Nurul Hayat Foundation must declare its fundraising context with the right strategy, which can be illustrated in the chart below:



Source: Journal of Economics, 2016

Each institution has a different fundraising strategy to get donors. Nurul Hayat Foundation has several fundraising strategies, namely; direct (direct) and indirect (indirect).

1) *Direct*

The Nurul Hayat Foundation uses a direct strategy, which is a form of fundraising where the process of interaction and accommodation towards donor responses can be instantaneous (direct), information published directly either face to face or personal media (email, sms, whatsapp and direct presentation) is usually the Nurul Foundation. Hayat went directly to either government offices or private companies to provide information about services available at the Nurul Hayat Foundation (ZIS Services and Aqiqoh Services).

2) *Indirect*

The indirect method, which is a form of fundraising which is not done by providing direct accommodation to the immediate response of the donor. The indirect method in the Nurul Hayat Foundation is more about promotion, informing the public of "zakat payments and incidental information (natural disasters, house renovations) which are impromptu", in publishing this information, the Nurul Hayat Foundation uses online media, namely; applications, facebook, instagram, twitter, youtube and the web.

In the process of paying zakat, Nurul Hayat Foundation has two ways, namely, the first is via transfer and the second is direct payment. Both of these methods have advantages and disadvantages of each. Some people consider zakat payments via transfer to be an effective way because it is faster and easier, but prospective muzakki or donors sometimes lack trust. The direct payment of zakat (picked up by the Nurul Hayat Foundation) has advantages in terms of service because the Nurul Hayat Foundation can stay in touch with prospective muzakki and muzakki can ask for prayers when paying zakat.

According to the explanation above, the writer can conclude the role of the media in online fundraising strategies at the Nurul Hayat Foundation, namely the relation to conveying information to the public which functions as follows:

- a. Social media can provide identity about the programs and services offered.
- b. Play a role to find out information about the needs of donors or muzakki.
- c. Social media can be used as a communication link between mustahik and muzakki
- d. Social media brings institutions closer to muzakki or prospective muzakki and serves to display services or information about the Nurul Hayat Foundation at any time.
- e. Social media makes it easier for muzakki in practical zakat payments.
- f. Social media also aims to build brand image.

The innovation in stages and strategies used in the Nurul Hayat Foundation can be said to have gone well. This is evidenced by the development of Nurul Hayat in general and in particular the development of Nurul Hayat in Medan City, as evidenced by the receipt of several awards from the center as the most developed branch in 2019, and the increasing number of muzakki or donors owned by the Medan branch of the Nurul Hayat Foundation.

3.2 The Success of Communication Media Used in Increasing Zakat, Infaq and Sedaqah Revenues at LAZ Nurul Hayat Medan City Branch

LAZ Nurul Hayat is an independent Amil Zakat Institution in the sense that employee salaries are not borne by the income from ZIS, but are obtained from the business results owned by LAZ Nurul Hayat. LAZ Nurul Hayat is also an institution that can be said to put forward the online system, where LAZ Nurul Hayat itself has several online applications, one of which is the online zakat application (Zakat Kita) which can be downloaded in the play store on smartphones which are now being loved by many people. By creating innovations regarding online fundraising the impact given to LAZ Nurul Hayat will be discussed by showing the data in the form of ZIS income for the 2016-2017 period below. And to emphasize the impact, it is on the ZIS income report in 2017.

3.3 ZIS Fund Raising at Nurul Hayat Medan

Nurul Hayat Medan raises funds from Muslims who are obliged to pay zakat, both permanent donors and new donors. Nurul Hayat Medan manages various types of zakat funds such as zakat on gold and money, zakat on profession or income, and zakat fitrah. As for infaq and alms, it consists of infaq alms and unbound alms. In the collection, Nurul Hayat Medan officers collect funds by checking or matching funds received from muzakki according to predetermined criteria. Nurul Hayat Cab. Medan collects funds from muzakki through several services to facilitate muzakki in making zakat payments, including:

1. Direct services are services that are carried out directly at the Nurul Hayat Medan office.
2. The zakat pick-up service is a service provided by Nurul Hayat Medan for muzakki who asks to be picked up for their zakat by bringing proof of receipt that has been taken by the zakat pick-up service officer.
3. Services via transfer, namely muzakki make zakat, infaq and alms payments by making transfers via a predetermined bank. After making the transfer, the muzakki then confirmed it to Nurul Hayat Medan by providing proof of the transfer.

Mrs. Heni Marissa, Amd who stated that:

"For the collection, we here have several services, one of which is the zakat pick-up service, where there are officers who go directly to the muzakki place, especially for housewives who cannot leave the house"

Laz Nurul Hayat is a pioneer of application-based online zakat payments, this is done because this institution sees an opportunity in terms of an online system which in this modern era is preferred by the public. By creating this innovation is there any impact on Nurul Hayat himself which will be discussed by showing the data in the form of ZIS income for the 2012-2017 period below. Actually, Nurul Hayat's income reporting is carried out every month to facilitate the management of her ZIS funds, which the author will describe below in an annual period which is a collection of several months from that year. Starting in 2012, in that year, Nurul Hayat did not have this application, which paid zakat by taking it to the muzakki's place, donors or direct deposit to the office.

Table 1. ZIS Income Results at LAZ Nurul Hayat in January-December 2012.

Source of Income	The amount earned
Zakat, Infaq and Alms	25,813,294,213
Total	25,813,294,213

The results above are the total income of Laz Nurul Hayat in the months of January-December 2012, the data above is the entire share of products owned by Laz Nurul Hayat. The funds will be fully paid to the central government as a responsibility, and the distribution will be returned to the Medan city branch for use in the city of Medan. Because at the beginning it was explained that Laz Nurul Hayat applies a territorial principle, namely that the zakat funds obtained will be used in accordance with the area where the zakat originates. Whereas below, ZIS Laz Nurul Hayat's income will be presented in the same year, namely 2015 in the following month, namely January-December 2015.

Table 2. ZIS Income Results at LAZ Nurul Hayat January-December 2015.

Source of Income	The amount earned
Zakat, infaq and Sodakoh	53,253,720,321
Total	53,253,720,321

The results above are the income obtained by Laz Nurul Hayat in 2015 in the period January to December, when compared to the period January to December, this income has increased significantly, this is because it has begun to gain full trust from the public about Laz Nurul Hayat and several programs that attract donors to channel their funds to Laz Nurul Hayat and Nurul Hayat has been active in promoting.

Whereas below will describe Nurul Hayat's income in 2017 for the period January-December, in that month Laz Nurul Hayat has started to actively use the online application system, while actively using the online application system starts after the month of Ramadan, namely July, the explanation is as follows:

Table 3. ZIS Income Results at LAZ Nurul Hayat January-December 2017.

No.	Month Total	(Rp. Million)
1	January	12,393,736
2	February	10,534,005
3	March	11,206,235
4	April	9,621,798
5	May	10,752,095
6	June	13,565,170
7	July	9,319,483
8	August	9,923,381
9	September	11,534,558
10	October	10,696,110
11	November	12,681,795
12	December	11,387,615
Total		133,616,011

Source: Nurul Hayat's 2017 Financial Report

When the number of donors increases every year, it means that there is also an increase in the amount of funds raised each year. Researchers observed Nurul Hayat's ZIS funds in 2017. In the table of financial reports from Nurul Hayat, it is explained that every month the amount of funds collected varies because there are several donors who are on leave or are no longer active. Because the funds are mostly donors who give in the form of infak contracts. There is no coercion for donations or alms, as long as the donors are willing to give the funds. Even so, it does not mean that the ZIS funds every year in Nurul Hayat do not reach the target. Achieving the target is in accordance with the statement from the branch head Nurul Hayat because it is 15% of the previous year. However, it still needs to be improved, especially to raise ZIS funds. In the table of financial statements that the researchers obtained, it can be explained that the amount of funds in 2017 was Rp. 133,616,011 million. Meanwhile in 2016 the ZIS funds amounted to around Rp. 655 millions. This means an increase in ZIS funds at LAZ Nurul Hayat in 2017 than in 2016. In 2017 there was a difference in the amount of ZIS funds each month. From the data above, it can be concluded that the largest ZIS fund LAZ Nurul Hayat in 2017 was in December amounting to 11,387,615 million. Meanwhile, the smallest ZIS fund in February 2017 was around 10,534,005 million. The collection of ZIS funds in 2017 reached IDR 133,616,011 million, meaning that there was a significant increase. Meanwhile in 2016 the ZIS funds amounted to around Rp. 655 millions. This means an increase in ZIS funds at LAZ Nurul Hayat in 2017 compared to 2016. In 2017 there was a difference in the amount of ZIS funds each month. From the data above, it can be concluded that the largest ZIS fund LAZ Nurul Hayat in 2017

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Table 4. ZIS Income Results at LAZ Nurul Hayat January-December 2018.

No.	Month Total	(Rp. Million)
1	January	10,484,000
2	February	9,124,500
3	March	11,408,375
4	April	19,622,875
5	May	10,732,750
6	June	19,949,615
7	July	12,427,025
8	August	8,089,500
9	September	8,089,500
10	October	10,049,050
11	November	8,480,550
12	December	12,124,750
Total		139,502,240

Source: Nurul Hayat Financial Report 2018.

Based on the results on the table of financial reports from Nurul Hayat above, it is explained that every month the amount of funds collected varies because there are several donors who are on leave or are no longer active. Because the funds are mostly donors who give 50 thousand, 100 thousand or more, the amount is not certain depending. There is no coercion for donations or alms, as long as the donors are willing to give the funds. Even so, it does not mean that the ZIS funds every year in Nurul Hayat do not reach the target. However, it still needs to be improved, especially to raise ZIS funds.

In the table of financial statements that the researchers obtained, it can be explained that the amount of funds in 2018 is Rp. 139,502,240 million has increased compared to 2016, 2017. In 2016 his ZIS funds amounted to around Rp. 655 millions. This means that the increase in ZIS funds at LAZ Nurul Hayat in 2017 from 2016. In 2017 there was a difference in the amount of ZIS funds each month as well as in 2018. From the data above it can be concluded that the largest ZIS fund LAZ Nurul Hayat in 2018 was in December amounting to

176,536,391 million. Meanwhile, the smallest ZIS fund in July 2018 was around 75,965,389 million. In collecting ZIS funds in 2018, it reached Rp. 139,502,240 million,

Table 5. ZIS Income Results at LAZ Nurul Hayat January-December 2019.

No.	Month Total	(Rp. Million)
1	January	106,976,846
2	February	107,745,308
3	March	116,521,139
4	April	106,843,327
5	May	183,329,458
6	June	111,130,138
7	July	107,889,459
8	August	110,265,758
9	September	117,022,447
10	October	112,697,522
11	November	111,643,416
12	December	104,690,359
Total		396,755,177

Source: Nurul Hayat's 2019 Financial Report

Based on the results on the table of the existing financial reports from Nurul Hayat in 2019 above, it is explained that every month the amount of funds collected varies because there are several donors who are on leave or are no longer active. Because these funds are mostly donors who give sadaqah infaq, and the amount of zakat is not fixed depending on the amount depending (Results of interview with Mr. Rendy Sanjaya as secretary of the Manager Nurul Hayat Medan City). Even so, it does not mean that the ZIS funds every month and year in Nurul Hayat do not reach the target. However, it still needs to be improved, especially to raise ZIS funds.

In the table of financial statements above that the researchers obtained, it can be explained that the amount of funds in 2019 is Rp. 396,755,177 million, an increase compared to 2016, 2017 and 20018. In 2016, ZIS funds amounted to around Rp. 655 millions. This means an increase in ZIS funds at LAZ Nurul Hayat in 2017 from 2016. In 2017 there was a difference in the amount of ZIS funds every month as well as in 2018 where the total income in 2018 reached 139,502,240 million. Whereas in 2019 based on the results of the data above, it can be concluded that in the largest ZIS fund LAZ where the total revenue in 2019 reached Nurul Hayat Medan branch in 2019 was in May amounting to 183,329,458 million. Meanwhile, the smallest ZIS fund in December 2018 was around 104,690,359 million.

The data on the achievement of the ZIS fund collection at the Nurul Hayat Foundation Medan Branch from year to year has increased. Based on the results of the table data above that the researcher found.

Table 6. Achievements of ZIS fundraising at Nurul Hayat Foundation Medan Branch from year to year

No.	Year	(IDR million)
1	2016	655
2	2017	133,616,011
3	2018	139,502,240
4	2019	396,755,177

The data is in accordance with the results of an interview with the secretary of the Manager, Hurul Hayat, who stated that "the increase is actually 9.4 percent compared to 2018, 2017 to 2018, so it means about 25 percent if not. Because the news is that last year 2019 was in the middle of the year." (Rendy Sanjaya, Secretary Manager Nurul Hayat)

IV. Conclusion

From the discussion of the research results, it can be concluded that the communication media used by LAZ Nurul Hayat Babang Medan are; Applications, Promotional Media, and Personal Communications online and not online. The success of the communication media used in increasing Zakat, Infaq and Sedaqah income at LAZ Nurul Hayat Medan City Branch, namely; direct communication services, pick-up services, and services via transfer through ZIS fundraising at Nurul Hayat Medan, namely, in 2016 his ZIS funds amounted to around Rp. 655 millions. This means an increase in ZIS funds at LAZ Nurul Hayat in 2017 from 2016. In 2017 it reached IDR 133,616,011 million, where the total revenue in 2018 reached 139,502,240 million. Whereas in 2019 it reached IDR 396,755,177 million. Through the Nurul Hayat Program Medan Branch, namely; providing infaq or zakat pick-up service facilities, providing transfer accounts for infaq and zakat and providing monthly magazines, besides that there are also foster parents' programs for orphans with old widows, sajada programs, duafa programs, and fairy tale villages. As well as programs to build intimacy with other institutions.

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