

Practice of Da'wah in Zakat (Islamic Alms) in Federal Territory, Malaysia: An Observation

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Abstract. Throughout the last five years we saw an increase in the collection of zakat in Federal Territory of Kuala Lumpur, Putrajaya and Labuan. One way this can be proven is by examine the statistics of collection of zakat in Federal Territory and it is expected the figures will continue to increase in subsequent years. As this paper will analyze the da'wah efforts undertaken by the zakat institutions that had contributed to an encouraging and positive achievement. The result of observation found out that there various factors that effectively realizing Muslim to know the importance of Zakat which is; corporate culture in management and procedure, different types of media campaigns usages, multiple payment channels and so on. This paper will also be observing some numbers of elements that can be considered and implemented by the Federal Territory zakat institution or any other zakat institutions of the states in Malaysia.

Keywords: Da'wah Zakat, Increase Collections, Media Campaigns.

1. Introduction

Zakat in Islam is a religious obligation to Muslims which have a significant influence on the Islamic country's administrative system. Zakat is a financial management tool that aims to overcome poverty and hardship by placing the responsibility on those who are rich against the recipients (poor) which was clearly stated in the Quran. The importance of zakat in a country's implementation is to ensure justice and social stability as well as bridging the gap between societies and avoid the occurrence of hostility and hatred among people. Although the duty of zakat is placed on individuals, yet the impact it's not only to the zakat recipients target group but also to the zakat institutions. In Malaysia, the Federal Constitution has listed that religion matters such as zakat is subject under the jurisdiction of the states.

2. Zakat Management in Federal Territory, Malaysia

The body responsible for collecting and distributing alms in Federal Territory, Malaysia is the Federal Territory Islamic Religious Council (religious council) established by section 4 (1) of the Administration of Islamic Law (Federal Territories) 1993 - Act 505 which states that: " There shall be a body known as the Federal Territory Islamic Religious Council to advise the King on matters relating to the religion of Islam" . However then, zakat collection activities conducted by a company established by the Council and was named HartaSuci Private Limited which used brand name Zakat Collection Centre (Pusat Pungutan Zakat, PPZ) in accordance with section 8A (1) states that: " The Council may, with the approval of the King, set up a company under the Companies Act 1965 [Act 125] to carry out any activities planned or undertaken by the Council in the performance of duties or powers under section 7". PPZ is a wholly owned subsidiary of the Federal Territory Islamic Religious Council which is responsible for carrying out the work of collection of zakat and charity efforts and deliver da'wah to the Muslim community in the Federal Territory, Malaysia. The distributions of zakat fund were fully managed by the treasury (Baitulmal) of the Federal Territory Islamic Religious Council (MAIWP).

3. Type of Zakat Received in Federal Territory, Malaysia

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Various types of zakat received in Federal Territory of Malaysia namely Zakat on salaries, businesses, saving, stock, assets, gold, silver and some other obligatory payment to Muslims as a redemption, charity, and so on.

Table1: Statistics Collection by Type of Zakat In Federal Territory, Malaysia

No.	Type of Zakat	2012 (RM)	2011 (RM)	2010 (RM)
1	Salaries	264,814,612.05	231,654,305.89	192,720,171.57
2	Business	74,424,879.13	54,863,159.26	33,622,330.60
3	Saving	20,473,911.68	18,435,555.20	15,979,480.81
4	Stock	1,308,423.97	1,047,541.65	1,514,555.63
5	EPF	3,652,852.63	3,127,703.19	2,612,507.06
6	Gold	1,473,835.28	901,372.19	732,983.85
7	Silver	12,745.52	8,053.50	8,122.50
8	Qadha	512,385.13	596,728.83	477,109.07
9	Assets	34,540,891.26	29,372,547.29	26,928,429.61
10	Crop / Agriculture	14,234.50	13,438.70	6,777.15
11	Livestock	790.00	1,279.40	850.00
12	Mining	1.00	0.00	1,500.00
13	Fitrah	28,734.70	27,740.80	35,257.75
14	Others	1,555,343.03	1,280,743.95	995,349.33
	Total	402,813,639.88	341,330,169.85	275,635,424.93

*Source: Department of Research & Corporate Development, PPZ-MAIWP 2013

Table 1 shows the greatest amount collected is the collection of Zakat on salaries accounted for more than 60 % of the entire collection, followed by Businesses, Assets, Saving and so on. Overall increase in the collection of zakat is between about 14 % to 24 % year on year.

4. Practice Of Da'wah Which Being Improvement Factor to Total Collection

4.1. Campaign in various media

Campaigning activities was done in collaboration with the printing media for making coverage throughout the year. The media often cover the activities of PPZ in newspaper. Number of print media coverage secured through 2012 was about 160 times. PPZ are not missing to get coverage through the media of television and radio. The campaign not only covers zakat as main info, but also included religious elements such as prayer, good moral practices and motivation.

4.2. Talks, briefings and seminars of Zakat

PPZ doing da'wah activities and the dissemination of information throughout the year through talks at government offices and private companies , a briefing for employers , associations, NGOs and the sermon during Friday prayers (Rais Alias, 2004). Such direct approach has proven to be quite effective because it is able to reach the public, whether in the office or mosques throughout the country. Similarly, PPZ do organizing a seminar for discussing of all the issues and problems with academicians and also the executor of zakat itself. PPZ since its inception has introduced a range of services in order to encourage Muslims to understand the various concerns regarding zakat and other charity. PPZ also welcomed any initiatives of the various parties to organize consultation sessions regarding method of calculating zakat at the offices of those who have no opportunity to come to the counter. Until end of 2013, PPZ already has 11 branches throughout Federal Territory of Kuala Lumpur, Putrajaya and Labuan Malaysia.

4.3. Book publishing

Viewed from the aspect of reading material that has been published, PPZ never behind in issuing Annual Reports since 1992 until the year 2012 that contains a variety of information and statistics concerning the collection, activities and important information about the Zakat. Annual report will be distributed and sent to

each institution, body -related, also on the State Library, Institute of Public and Private Higher Education Malaysia.

4.4. Diversity channel payment acceptance

Innovative approach and continuous improvement to produce a variety of facilitate to the Muzakki (zakat payers) so there can meet their obligations. Throughout years, PPZ little by little open up new channels to make the collections much easier such as payroll deductions (ie Thohir Scheme), PPZ counter, post office counter, counter of various agents appointed, internet portals and so on. Year-by-year growth of most of the channels available was clearly reflecting the needs of these channels.

Table 2: Statistics of Zakat Collection by Channel Received In Federal Territory, Malaysia

No.	Types of Channels	2012	2011	2010
		Collection (RM)	Collection (RM)	Collection (RM)
1	Payroll Deduction	223,448,640.66	198,053,887.59	164,061,341.44
2	PPZ's Counter	157,550,014.84	126,329,130.24	98,317,270.54
3	Bank's Counter	10,969,239.40	9,514,028.93	7,719,628.17
4	Postal Mailing	3,199,217.07	2,996,568.16	3,240,417.77
5	Various Agent	2,090,766.12	2,280,671.32	1,680,805.87
6	Postal Counter	943,738.95	794,321.34	685,135.73
7	PPZ Portal websites	4,055,382.20	1,144,523.06	0
8	Special Account	319,132.89	84,114.68	-177,861.01
9	Kiosk	63,018.90	42,036.02	38,987.07
10	Postdated Cheque	131,236.25	72,674.51	32,142.30
11	Cheque Deposit	7,774.00	11,421.00	25,894.00
12	Standing Instruction (CC)	1,500.00	3,363.00	8,183.05
13	Standing Instruction (DC)	0.00	3,430.00	3,420.00
14	MOBILE MONEY	0.00	0.00	0.00
15	MAMPU	0.00	0.00	60.00
16	MYEG	33,978.60	-	-
Total		402,813,639.88	341,330,169.85	275,635,424.93

*Source: Department of Research & Corporate Development, PPZ-MAIWP 2013

4.5. Focus group

Zakat collection in groups is one way in which to allow PPZ temporary service counters at the government office or any other corporate business office. This method was introduced with the objective to help those who didn't able to come to PPZ office due to certain barriers such as limited time, work duties, etc. (Rais Alias, 2004) . In addition, in earlier 2013 PPZ start creating mobile counter by using the vehicle (van) as a medium of implementation.

4.6. New media channels

PPZ has introduced websites and portal to allow community receive much faster and easier services. In <http://www.zakat.com.my> webpage, users may get lots of information and make payment directly through it. These variations are necessarily bringing various benefits to consumers. PPZ also use an opportunity to spreading zakat information through social media such as Facebook and Twitter to grow a quick understanding of zakat. The "Like Facebook PPZ" campaign which was operated in 2012 able to increase the number of Facebook fans from nearly 7,000 users to 22,000 users.

Judging from the various da'wah efforts have been implemented, has triumphed contributed to the increase in collections. Further research should be undertaken to assess the effectiveness of media and campaigns in detail way to attract more payers. This is to avoid PPZ to spend too heavily on ad spaces.

5. Conclusion

In general, the collection of zakat raised in Federal Territory, Malaysia over the years is attributed to various factors mainly da'wah activities conducted as described previously. The management of zakat of PPZ seen have done their job very well, but should find new ways to expand their knowledge and disseminate it to the public. In addition, the cooperation with other bodies and agencies should also create much greater good to the religion and Muslims zakat obligations remain intact in our country.

6. References

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