

EFFECTS OF NEW MEDIA ON RELIGIOUS PRACTICES: A CASE STUDY ON ZAKAT INSTITUTIONS IN MALAYSIA

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Abstract

New media plays an important role in determining the patterns of thought of our community today. We always hear good and bad things about new media in transmitting information. Having a modern lifestyle makes people more rational and motivated for welfare related activities. Zakat on the other hand, is one of the five basic pillars of Islam. In ensuring zakat obligations are fulfilled, zakat institutions are set up to manage zakat efficiently. In Malaysia, matters pertaining to zakat are under the respective state rulers and the state government. It is a duty of the zakat institutions to always remind the zakat payers to perform their duties on time. Nowadays, the new media is expected to become an important promotional tool among the zakat institutions in getting more response from the potential zakat payers. It is believed that campaigning through the internet has great potential and should be utilized by the zakat institutions in order to increase the collection of zakat. Thus, this study aims to determine the effectiveness of new media in disseminating information from the zakat institutions to the zakat payers. Basically, it is to identify how the new media enhances awareness of zakat payers to fulfil their obligations. For that purpose, this study is carried out by distributing questionnaire among randomly selected zakat payers in Malaysia. The primary data in this research is gathered mainly from self-administrated or self-reported questionnaire. The results obtained confirm that the new media definitely plays an important role and has a great influence among the zakat payers. This is because through social media the organizations have the potential to reach more people through Electronic Word of Mouth approach.

Keywords: New Media, Religious Practices, Zakat Institutions.