

ABSTRACT

EFFORTS TO INCREASE AWARENESS IN THE COMMUNITY LAZDAI TO ISSUE ZAKAT

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This study aims to determine LAZDAI efforts in raising public awareness for the issue of zakat, the fact that the potential of zakat in Indonesia is very big but the collection and management is still not organized. Another thing to note is that the factors supporting and inhibiting factors in an effort to increase public awareness of Zakat issue. LAZDAI study was conducted in Lampung. Deskriptif kind of research is qualitative, with data collection techniques such as in-depth interviews using interview guidelines and documentation study data to support research. Informants in this study is comprised of seven people who were board LAZDAI three people who are considered to meet the needs research author in doing this, and four people who have seen the donors LAZDAI information related to efforts to increase awareness of Zakat issued through the LAZ. Informants are determined by using purposive sampling technique. The results showed LAZDAI efforts in raising public awareness is being made by way of socialization into society and companies, improving LAZDAI services and make these programs attractive. LAZDAI supporting factors in raising public awareness is the presence of donor assistance LAZDAI long to introduce to the community, good service and the existence of programs that are interesting. Consists of inhibiting factors inhibiting factors inhibiting factors internal and external. Internal inhibiting factors are lack of manpower personnel and the unavailability of four-wheeled vehicle assets, whereas the external inhibiting factor is the presence of habit tithe directly in certain societies, the level of interest and public confidence remains low and is still a lack of understanding of religion in society.

Keywords: LAZDAI, Community Awareness, Zakat.