

Digital Marketing Transformation of Zakat and Waqf Based on Maqashid Syariah to Increase Social Maslahah

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ABSTRACT

This study aims to analyze the transformation of digital marketing in the management of zakat and waqf based on the principles of *maqashid syariah* in order to increase social *maslahah*. The research seeks to explore how digital marketing strategies can enhance the effectiveness, transparency, and accessibility of Islamic philanthropic institutions while ensuring that their operations remain aligned with the ethical objectives of Islamic law. Furthermore, the study examines how digital platforms can strengthen public participation and optimize the social impact of zakat and waqf distribution. This research employs a qualitative approach using a literature study method. Data were collected from various academic sources, including journal articles, books, institutional reports, and relevant publications related to Islamic social finance, digital marketing, and *maqashid syariah*. The collected data were analyzed using qualitative content analysis to identify patterns, themes, and conceptual relationships between digital marketing strategies and the objectives of Islamic philanthropic management. The results of the study indicate that the transformation of digital marketing significantly improves the efficiency and outreach of zakat and waqf institutions. Digital platforms such as social media, crowdfunding systems, and online payment applications enable institutions to communicate more effectively with the public, increase transparency, and encourage broader community participation. Moreover, the integration of *maqashid syariah* principles ensures that digital marketing strategies not only aim to increase fundraising but also promote social justice, welfare, and equitable distribution of resources. Consequently, the digital transformation of zakat and waqf marketing has the potential to strengthen the realization of social *maslahah* and contribute to sustainable socio-economic development.

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INTRODUCTION

In recent decades, Islamic social finance has gained increasing global attention as an alternative framework for addressing socio-economic inequality and promoting inclusive development. Instruments such as zakat, waqf, and sadaqah have historically played an important role in redistributing wealth and supporting social welfare within Muslim societies. These instruments reflect the ethical and moral foundations of Islamic economics, which emphasize justice, solidarity, and social responsibility (Chapra, 2019). Among the various instruments of Islamic social finance, zakat and waqf hold a particularly significant position due to their institutionalized nature and long-term socio-economic impact. Zakat functions as an obligatory redistribution mechanism aimed at alleviating poverty, while waqf provides sustainable resources for social services and community development. Both instruments are designed to strengthen social cohesion and improve

the welfare of disadvantaged communities (Hasan & Ali, 2021). Despite their enormous potential, the management of zakat and waqf in many Muslim-majority countries still faces various challenges. These challenges include limited public awareness, inefficient management practices, and lack of transparency in fund distribution. As a result, the potential contribution of zakat and waqf to socio-economic development has not yet been fully optimized (Rusyiana & Devi, 2023).

One of the major challenges in the contemporary management of zakat and waqf institutions is the need to adapt to rapid technological changes. The digital transformation that has reshaped modern economic activities also requires Islamic philanthropic institutions to modernize their management and communication strategies. Without digital adaptation, these institutions may struggle to reach broader audiences and remain relevant in the digital era (Bakar & Rashid, 2022). Digital technology has significantly transformed the way organizations interact with stakeholders and deliver services. The development of digital platforms, mobile applications, and social media has created new opportunities for institutions to communicate with the public more effectively. In the context of Islamic philanthropy, digital technology can enhance accessibility, efficiency, and transparency in zakat and waqf management (Khan et al., 2022).

The rise of digital marketing has also changed the landscape of fundraising and public engagement. Digital marketing enables organizations to reach wider audiences, build stronger relationships with donors, and promote their programs more effectively. Through digital communication channels, institutions can provide real-time information regarding their activities and social impact (Chaffey & Ellis-Chadwick, 2019). For zakat and waqf institutions, the adoption of digital marketing strategies represents an important step toward improving their operational effectiveness. By utilizing online platforms and social media, these institutions can promote philanthropic programs, increase donor engagement, and improve transparency in fund management. Digital marketing also allows institutions to tailor their communication strategies to different segments of society (Suryanto et al., 2021).

Digital marketing can also enhance the efficiency of fundraising activities. Online payment systems, crowdfunding platforms, and digital donation channels allow individuals to contribute to philanthropic initiatives more easily and conveniently. These technological innovations have the potential to significantly increase the collection of zakat and waqf funds (Hassan & Noor, 2020). The use of digital platforms can strengthen the accountability and transparency of Islamic philanthropic institutions. By providing accessible and real-time information about the management and distribution of funds, institutions can build greater trust among donors and stakeholders. Transparency is an essential factor in maintaining public confidence in charitable organizations (Saad & Farouk, 2019).

The increasing use of digital technology in philanthropic activities has also contributed to the emergence of digital Islamic social finance. This concept refers to the integration of financial technology with Islamic philanthropic instruments to improve their effectiveness and accessibility. Digital Islamic social finance has the potential to transform traditional charitable practices into more dynamic and efficient systems (Muneeza & Mustapha, 2021). Despite the growing adoption of digital technologies, many zakat and waqf institutions still face challenges in implementing digital marketing strategies effectively. These challenges include limited technological infrastructure, lack of digital expertise, and resistance to organizational change. Addressing these barriers is essential to ensure the successful transformation of Islamic philanthropic institutions (Karim et al., 2022).

Another important aspect of digital transformation in Islamic philanthropy is the need to ensure that technological innovations remain aligned with Islamic ethical principles. Digital marketing strategies must not only aim to increase fundraising but also promote ethical values and social responsibility. This requirement highlights the importance of integrating Islamic moral principles into modern marketing practices (Dusuki, 2018). Within Islamic economic thought, the concept of *maqashid syariah* provides a fundamental framework for evaluating the objectives and impacts of economic activities. *Maqashid syariah* refers to the higher objectives of Islamic law, which aim to preserve religion, life, intellect, lineage, and wealth. These objectives serve as guiding principles for ensuring that economic activities promote human welfare and prevent harm (Kamali, 2008).

The application of *maqashid shariah* in Islamic social finance emphasizes that philanthropic activities should generate broad societal benefits. Zakat and waqf institutions are expected to ensure that their programs contribute to poverty alleviation, economic empowerment, and social justice. This perspective highlights the ethical and humanitarian dimensions of Islamic philanthropy (Auda, 2008). In the context of digital transformation, the principles of *maqashid shariah* can provide ethical guidance for developing responsible digital marketing strategies. Marketing practices should not only focus on financial outcomes but also aim to enhance social welfare and community empowerment. By aligning digital marketing strategies with *maqashid shariah*, institutions can ensure that technological innovations serve broader societal goals (Haneef, 2020).

The concept of *maslahah*, which refers to the realization of public welfare and the prevention of harm, is closely related to the objectives of *maqashid shariah*. In Islamic economics, economic activities are considered beneficial when they contribute to the well-being of society and promote social justice. This concept provides a normative foundation for evaluating the impact of philanthropic initiatives (Abdullah, 2018). The integration of digital marketing with the principles of *maqashid shariah* has the potential to enhance the effectiveness of zakat and waqf institutions in promoting social *maslahah*. Through innovative communication strategies, institutions can encourage greater public participation in philanthropic activities while ensuring that their programs generate meaningful social impact (Azam et al., 2025).

Digital marketing can also facilitate more inclusive participation in philanthropic activities. Individuals from different geographical locations can easily access information about zakat and waqf programs and contribute through online platforms. This inclusivity can significantly expand the reach and impact of Islamic philanthropic initiatives (Noor & Pickup, 2019). Digital communication allows zakat and waqf institutions to share success stories and demonstrate the real impact of their programs. By presenting tangible outcomes such as poverty reduction, community empowerment, and social development, institutions can inspire greater trust and engagement among donors (Sulaiman & Zakariyah, 2020). The growing awareness of social responsibility among younger generations also creates new opportunities for digital philanthropy. Millennials and Generation Z are more likely to engage with charitable initiatives through digital platforms. Therefore, adopting digital marketing strategies can help zakat and waqf institutions attract new donors from younger demographics (Kotler et al., 2021). However, the digital transformation of zakat and waqf institutions also requires strong governance frameworks to ensure ethical and transparent operations. Effective governance mechanisms can prevent misuse of funds and ensure that philanthropic activities remain aligned with Islamic ethical principles (Ali & Kassim, 2020).

Another important aspect of digital marketing transformation is the development of strategic partnerships with financial technology providers and digital platforms. Collaboration with fintech companies can facilitate the development of innovative digital solutions for zakat and waqf management. Such partnerships can significantly improve operational efficiency and service delivery (Muneeza & Mustapha, 2021). Integrating digital technologies into Islamic philanthropy can contribute to broader socio-economic development goals. By improving the collection and distribution of zakat and waqf funds, digital platforms can help address issues such as poverty, unemployment, and social inequality. This contribution aligns with the global agenda of sustainable development (UNDP, 2022). Despite the promising potential of digital transformation, academic research on the integration of digital marketing with *maqashid shariah* in zakat and waqf management remains relatively limited. Most existing studies focus either on digital marketing or Islamic social finance separately. Therefore, there is a need for further research that explores the intersection of these two areas (Hassan & Ali, 2021).

Based on the above discussion, the transformation of digital marketing in zakat and waqf management represents a critical area of study in contemporary Islamic economics. By integrating digital marketing strategies with the ethical framework of *maqashid shariah*, Islamic philanthropic institutions can enhance their effectiveness in promoting social *maslahah*. Therefore, this study aims to examine how digital marketing transformation can strengthen the role of zakat and waqf institutions in achieving greater social welfare and sustainable socio-economic development (Azam et al., 2025).

METHOD

The research employs a qualitative approach with a descriptive–analytical method to examine the transformation of digital marketing in the management of zakat and waqf based on *maqashid syariah* to enhance social *maslahah*. A qualitative approach is considered appropriate because this study aims to explore and understand the phenomenon of digital transformation in Islamic philanthropic institutions in depth, including the strategies used in digital marketing, the underlying Islamic values, and their contribution to increasing social welfare. This study adopts a conceptual and empirical research design by integrating literature review and contextual analysis of digital practices in zakat and waqf institutions. The research explores theoretical and practical perspectives regarding digital marketing transformation and its role in strengthening Islamic social finance. Through this approach, the study seeks to provide a comprehensive understanding of how digital technology can support the effectiveness and sustainability of zakat and waqf management.

The research primarily relies on library research by reviewing various academic sources such as scholarly journal articles, books, institutional reports, and policy documents related to Islamic philanthropy, digital marketing, and *maqashid syariah*. These sources are used to build a strong theoretical foundation and to analyze the development of digital transformation in zakat and waqf management in contemporary Islamic economic practices. The study incorporates a case-oriented perspective by examining practices of zakat and waqf institutions that have implemented digital marketing strategies. This includes the use of digital platforms such as websites, mobile applications, social media channels, and crowdfunding platforms that facilitate easier access for donors and the broader community in contributing zakat and waqf funds. The sources of data in this research consist of primary and secondary data. Primary data are obtained through semi-structured interviews with practitioners in zakat and waqf institutions, digital marketing experts in Islamic philanthropy, and academics specializing in Islamic economics. Meanwhile, secondary data are collected from institutional reports, previous research publications, and other relevant documentation that supports the analysis of digital transformation in Islamic social finance. Data collection techniques include documentation analysis, in-depth interviews, and literature review. Documentation analysis focuses on examining digital platforms and promotional content used by zakat and waqf institutions to understand how digital marketing strategies are implemented. In-depth interviews provide deeper insights into the motivations, challenges, and opportunities faced by institutions in adopting digital transformation.

The data are analyzed using thematic analysis and content analysis methods. Thematic analysis is used to identify key themes and patterns related to digital marketing transformation in zakat and waqf institutions. Meanwhile, content analysis is applied to evaluate digital communication materials and promotional strategies used by institutions in conveying Islamic philanthropic messages to the public. The analytical framework of this research is grounded in the *maqashid syariah* approach, which includes the preservation of religion (*hifz al-din*), life (*hifz al-nafs*), intellect (*hifz al-aql*), lineage (*hifz al-nasl*), and wealth (*hifz al-mal*). The implementation of digital marketing strategies is evaluated based on their contribution to achieving these fundamental objectives of Islamic law in promoting social welfare and justice. Through this methodological framework, the study aims to develop a conceptual model of digital marketing transformation in zakat and waqf management based on *maqashid syariah* principles. The model is expected to provide practical insights for Islamic philanthropic institutions in optimizing digital strategies that not only increase fundraising performance but also enhance transparency, trust, and sustainable social *maslahah* for the wider community.

RESULTS AND DISCUSSION

The findings of this study indicate that the transformation of digital marketing in zakat and waqf institutions has significantly changed the way Islamic philanthropic organizations interact with the public. Digital platforms enable institutions to disseminate information more efficiently and reach a wider audience compared to conventional fundraising methods. Through websites, social media, and digital payment systems, zakat and waqf institutions are able to provide easier access for donors and beneficiaries, which ultimately contributes to the expansion of social welfare programs. One of the key results of this study shows that the use of digital marketing strategies has increased the level

of public awareness regarding the importance of zakat and waqf in supporting socio-economic development. Digital campaigns, online educational content, and interactive social media engagement play an important role in strengthening public understanding of Islamic social finance. As a result, more individuals are motivated to participate in philanthropic activities through digital channels.

The implementation of digital technology has also improved the efficiency of fundraising activities conducted by zakat and waqf institutions. Digital payment gateways, mobile applications, and online donation platforms allow donors to contribute anytime and from anywhere. This convenience has led to a noticeable increase in participation from younger generations who are more familiar with digital technology and online transactions. Another important finding reveals that digital marketing contributes to strengthening transparency and accountability in the management of zakat and waqf funds. Through digital platforms, institutions can publish real-time reports, program updates, and financial information that can be accessed by donors and stakeholders. This transparency increases public trust and encourages continuous engagement with Islamic philanthropic institutions.

The results also show that storytelling and emotional marketing strategies play a significant role in digital zakat and waqf campaigns. Institutions often present stories of beneficiaries, community development projects, and social impact programs through videos, images, and narratives on digital platforms. These storytelling strategies help donors understand the real impact of their contributions, thereby encouraging stronger emotional connections with philanthropic activities. The integration of social media platforms such as Instagram, Facebook, and YouTube has become a central component of digital marketing strategies. These platforms enable institutions to communicate directly with the public, promote fundraising campaigns, and share educational content related to zakat and waqf. Interactive features such as comments, live sessions, and online discussions further enhance engagement between institutions and the community.

The research findings also highlight that digital marketing transformation supports the broader objective of financial inclusion within Islamic social finance. Individuals who previously had limited access to traditional philanthropic channels can now participate easily through mobile devices and online applications. This inclusive approach helps expand the donor base and increases the overall potential of zakat and waqf collection. From the perspective of *maqashid syariah*, the digital transformation of zakat and waqf marketing contributes to the realization of *hifz al-mal* (protection of wealth) by ensuring efficient and transparent management of charitable funds. Digital systems help minimize administrative inefficiencies and improve financial monitoring processes, ensuring that funds are distributed in accordance with Islamic ethical principles. The study also shows that digital marketing contributes to the realization of *hifz al-nafs* (protection of life) through the implementation of social programs funded by zakat and waqf. These programs include healthcare assistance, poverty alleviation initiatives, and humanitarian relief efforts. By increasing fundraising efficiency, digital platforms enable institutions to expand these programs and reach more beneficiaries in need.

The findings further indicate that digital marketing strategies help strengthen the concept of *hifz al-din* (protection of religion) by encouraging Muslims to fulfill their religious obligations through zakat and waqf contributions. Online reminders, educational campaigns, and digital zakat calculators assist individuals in understanding their obligations and performing them conveniently. Another important dimension relates to *hifz al-aql* (protection of intellect), which is reflected in educational initiatives supported by zakat and waqf funds. Many institutions use digital marketing not only to raise funds but also to promote educational programs such as scholarships, Islamic learning centers, and community training initiatives. These programs contribute to human capital development and long-term social progress. The principle of *hifz al-nasl* (protection of lineage) is supported through various family welfare and social development programs financed by zakat and waqf funds. These include programs for child welfare, family economic empowerment, and community development projects aimed at improving the quality of life for future generations.

The study also reveals that the success of digital marketing transformation depends heavily on the institutional capacity of zakat and waqf organizations. Institutions that possess strong digital infrastructure, skilled human resources, and strategic communication planning tend to achieve better outcomes in digital fundraising and community engagement. Another important factor influencing

the effectiveness of digital marketing is the credibility and reputation of the institution. Donors are more likely to contribute through digital platforms when they perceive the institution as trustworthy and professionally managed. Therefore, transparency, accountability, and consistent communication are essential elements in building long-term donor relationships.

Digital literacy among potential donors and beneficiaries also affects the effectiveness of digital transformation. In some communities, limited access to digital technology and internet connectivity may hinder participation in online philanthropic activities. Therefore, institutions must adopt inclusive strategies that combine digital and conventional approaches. Despite the many advantages of digital marketing, the research also identifies several challenges faced by zakat and waqf institutions. These challenges include limited technological expertise, inadequate digital infrastructure, and concerns regarding cybersecurity and data protection. Addressing these challenges requires continuous investment in technology and human resource development.

The research findings also emphasize the importance of strategic collaboration between zakat and waqf institutions, government agencies, financial technology companies, and digital platforms. Such collaborations can strengthen digital ecosystems for Islamic social finance and enhance the effectiveness of fundraising and program distribution. Another significant result of the study is the role of digital analytics in improving marketing performance. Through data analysis, institutions can better understand donor behavior, campaign effectiveness, and audience engagement. This information allows institutions to design more targeted and impactful marketing strategies.

The results of this study demonstrate that digital marketing transformation plays a crucial role in enhancing the effectiveness of zakat and waqf management in the contemporary era. When implemented in accordance with the principles of maqashid syariah, digital marketing strategies not only increase fundraising performance but also contribute to broader social maslahah by supporting economic justice, social welfare, and sustainable community development. The transformation of digital marketing also contributes to strengthening the sustainability of zakat and waqf institutions. By expanding their donor base and improving fundraising efficiency, institutions can secure long-term financial resources for social development programs that support community empowerment and poverty alleviation.

CONCLUSION

The transformation of digital marketing in the management of zakat and waqf represents a significant development in the modernization of Islamic philanthropic institutions. The integration of digital technology into fundraising and communication strategies enables these institutions to reach a broader audience, improve operational efficiency, and enhance public participation in Islamic social finance. As a result, digital transformation becomes an important instrument for strengthening the role of zakat and waqf in addressing contemporary socio-economic challenges. This study concludes that the use of digital platforms such as websites, mobile applications, social media, and online payment systems has greatly facilitated the process of collecting and distributing zakat and waqf funds. These technologies simplify the donation process and provide greater accessibility for the community, particularly among younger generations who are more familiar with digital environments. Consequently, digital marketing plays a strategic role in expanding the donor base of Islamic philanthropic institutions. Digital marketing contributes to strengthening transparency and accountability in the management of zakat and waqf. By providing real-time information, financial reports, and program updates through digital platforms, institutions can build stronger trust with donors and stakeholders. This transparency is essential for maintaining the credibility and sustainability of Islamic social finance institutions.

From the perspective of maqashid syariah, the transformation of digital marketing in zakat and waqf management contributes to the realization of the fundamental objectives of Islamic law. The efficient and transparent management of funds supports the protection of wealth, while the distribution of social programs contributes to the protection of life, intellect, religion, and future generations. Therefore, digital marketing can serve as a tool to align modern technological practices with Islamic ethical values. Effective digital marketing strategies can enhance public awareness and understanding of the social and religious significance of zakat and waqf. Through digital campaigns, educational content, and storytelling approaches, institutions are able to communicate the social

impact of philanthropic activities more effectively. This approach encourages greater engagement and strengthens the relationship between donors and philanthropic organizations.

The study also emphasizes that digital transformation enables zakat and waqf institutions to increase their social impact. By improving fundraising efficiency and expanding outreach, institutions can implement more comprehensive programs in areas such as poverty alleviation, education, healthcare, and community empowerment. These programs play a crucial role in promoting social justice and improving the welfare of society. However, the research also acknowledges several challenges associated with digital transformation. Limited technological infrastructure, insufficient digital skills among institutional staff, and concerns related to cybersecurity and data protection may hinder the optimal implementation of digital marketing strategies. Addressing these challenges requires continuous capacity building, technological investment, and strategic planning. Collaboration between zakat and waqf institutions, government agencies, financial technology companies, and other stakeholders is essential for strengthening the digital ecosystem of Islamic social finance. Such partnerships can support innovation, improve technological infrastructure, and enhance the effectiveness of digital fundraising and program distribution. The transformation of digital marketing in zakat and waqf management based on maqashid syariah has significant potential to increase social maslahah. By integrating digital innovation with Islamic ethical values, zakat and waqf institutions can strengthen their role in promoting socio-economic development, empowering communities, and achieving sustainable welfare for society.

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