

Effectiveness of the Blessed Friday Program on Brand Awareness of Lazis Al-Haromain Kediri City Through Digital Marketing

**Zuraidah¹, Siti Mufidatul Azizah^{2*}, Ana Duwi Rahayu³,
Charista Tanta Putri⁴, Nur Avifah⁵**

^{1,2,3,4,5} IAIN Kediri, Indonesia

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Corresponding author:

mufiddatul301@gmail.com

Author's email:

zuraidahmalang@gmail.com
anaduwir@gmail.com
charistatanta16@gmail.com
nuravifahhh@gmail.com

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Abstract

This article analyzes effectiveness of the blaseed friday program on brand awereness of Lazis Al-Haromain Kediri City through digital marketing. This program utilizes social media, especially Instagram, to disseminate information and education about social activities carried out every Friday. The research method used is qualitative descriptive with a case study approach, with data collection through interviews, non-participant observations, as well as documentation from social media and internal reports of the institution. The results of the study show that the digital marketing strategy implemented has succeeded in increasing community involvement and the number of donors, which has an impact on the growth of donations and increasing public awareness of the existence of Lazis Al-Haromain Kediri City. In addition, transparency in the distribution of documented donations through social media has helped build public trust in this institution. While the program is effective, there are several challenges such as limited resources in content creation, limited operational funds for paid advertising, and changes in social media algorithms that affect the reach of uploads. Therefore, innovative strategies such as collaborating with influencers, social media optimization, and training digital marketing teams are solutions that can be applied to overcome these obstacles.

Introduction

In the digital era, marketing strategies continue to evolve with various innovations to increase brand awareness and community engagement. One of the increasingly popular approaches is digital marketing in social and religious activities. According to the opinion of Kotler and Keller (2016), emphasizing that digital marketing allows organizations to build closer relationships with audiences through more personal and interactive communication (Zidhan Nurul et al., 2024).

Meanwhile, according to the opinion of Haryanto and Widayanti (2021), the use of social media such as Instagram, TikTok, and YouTube significantly increases public engagement and trust in zakat institutions. Zakat institutions that are active in digital marketing tend to have a higher level of brand awareness. According to Lovejoy & Saxton (2012) also highlights that social media allows philanthropic organizations to increase transparency, attract more donors, and build stronger communities. shows that the combination of charitable activities with digital marketing can increase positive perceptions of brands, expand audience reach, and build donor loyalty (Sikumbang et al., 2024).

Friday has a special meaning in Islam, especially in social and religious aspects. Its virtues can be seen from various practices that are encouraged, such as reading Surah Al-Kahfi, praying and multiplying prayers and dhikr, and giving alms. The concept of Blessed Friday emerged as a tangible manifestation of Islamic values in sharing goodness, especially in the social and economic fields (Ahmad Zaenuri, 2021). In Indonesia, Friday is often considered a blessed day where many people are motivated to do good and help others. Friday has a special meaning in Islam, especially as a day full of blessings that are encouraged to do good. Many organizations or institutions hold social activities on Fridays, one of which is the Blessed Friday program. This concept illustrates that Friday is a day full of blessings, where rewards are multiplied, sins are forgiven, and prayers are easier to answer. Therefore, many Muslims take advantage of this moment to share and help others through social activities.

Lazis Al-Haromain is a provincial-level amil zakat institution founded by KH Ihya Ulumiddin, who is also the administrator of Ma'had Nurul Haromain in Pujon, Malang. This institution aims to support the funding of Al-Haromain's da'wah, especially in the development of social and religious activities (Riyandari et al., 2022). One of its flagship programs in Kediri City is Blessed Friday, which aims to improve the image of the institution and introduce it to the community. Through this program, Lazis Al-Haromain hopes that more people will be interested in distributing donations and participating in social activities held.

The Blessed Friday program at Lazis Al-Haromain Kediri City is carried out by looking for donors of rice wrappers every week, precisely on Thursday. The search for donors is carried out by visiting stalls and restaurants around the institution, so that they are willing to donate wrapped rice to be distributed every Friday. After the activity took place, the documentation of the Blessed Friday program was published through the official social media of Lazis Al-Haromain Kediri City as a form of transparency and promotion. By utilizing digital marketing, Lazis Al-Haromain Kediri City seeks to increase brand awareness, not only through social activities, but also by expanding its reach and increasing community engagement through digital platforms.

Although the Blessed Friday program has proven effective in increasing brand awareness, Lazis Al-Haromain Kediri City still faces several challenges. One of the challenges is competition with other zakat institutions that have been widely known by the community. In addition, in terms of promotion, it is still limited in reaching social media followers, while limited resources in creating digital content are also limited, which is an obstacle to publication attractiveness. Then, the limited operational funds also limit the ability of Lazis Al-Haromain Kediri City to advertise on a paid basis on social media. Therefore, innovations are needed in marketing strategies, such as utilizing influencers, the public, optimizing social media, and increasing interaction with donors through educational and inspirational content.

Literature Review

The Impact of Brand Awareness on Social Institutions

Brand awareness has a crucial role in improving the image and sustainability of social institutions. According to Kotler & Keller, brand awareness reflects the extent to which people recognize and remember an institution, which directly impacts the level of trust and community engagement. The existence of strong brand awareness will encourage the public to more actively participate in social programs organized by the institution (Kurniati, 2023).

In addition, Ramadania's research in 2020 confirmed that high brand awareness can blessing increase donor trust, which has an impact on donation loyalty and continuity. This shows that a good reputation and Brand Awareness can build a positive perception of the community, making it easier for social institutions to attract and retain donors (Cahyadi et al., 2024). Thus, brand awareness not only functions as a marketing tool, but also becomes an important element in strengthening emotional relationships, increasing transparency, and encouraging public participation in philanthropic activities.

A study conducted by Aaker states that brand awareness not only increases donations, but also strengthens the emotional connection between institutions and donors Based on research by Cahyadi & Respati in 2024, it shows that brand awareness plays an important role in increasing donor trust and loyalty in the Amil Zakat, Infaq, and Sadaqah (LAZIS) Institution. In the fierce competition between social institutions, brand awareness is the main factor in attracting new donors and retaining old ones (Ana Munawaroh et al., 2024).

The Impact of Digital Marketing on Increasing Donors

Advances in information technology also make access to information developments an important need for every individual, social media is one of the main platforms in digital marketing strategies because it has the ability to reach a wide audience and allow direct interaction. Instagram, Facebook, and TikTok are some of the platforms that are often used to increase brand awareness through visual content, storytelling, and campaigns (Zuraidah et al., 2023). Social media has more potential than mass media in conveying social information in Indonesia because of its wide reach and easy access. Of the 256.2 million inhabitants, 129.2 million are active users, mainly on Facebook, Instagram, and TikTok. Social media allows for effective communication, promotion, and socialization, as well as encouraging the younger generation to give zakat, infaq, and share.

In research conducted by (Muhammad Fathani Y et al., 2023), social institutions such as LAZ (Amil Zakat Institute) have succeeded in optimizing digital marketing in collecting zakat, achieving an average growth of more than 36% per year in the last three years. This success is supported by a social media-based marketing strategy (Herliana Yustati, 2019) . Therefore, this study will analyze the effectiveness of social media on brand awareness through Instagram in Islamic philanthropy. The use of social media in the Blessed Friday program can be one of the effective strategies to introduce and strengthen the image of Lazis Al-Haromain Kediri City.

Research Methods

This study uses a descriptive qualitative approach method, this research focuses on the Effectiveness of the Blessed Friday Program on Brand Awareness of LAZIS Al-Haromain Kediri City through Digital Marketing. This study provides an overview of the effectiveness of digital marketing in introducing and strengthening the image of social institutions in the digital era. Patton stated that the advantage of the qualitative method lies in the depth and detail obtained from the limited number of case studies. This makes it an interesting phenomenon to study further (Assyakurrohim et al., 2022).

Data collection in this study was carried out by three methods, namely interviews, non-participant observation and documentation. Through non-participant observation, researchers can observe participants without being directly involved in the interaction, thus allowing for more objective data to be obtained. (Muhammad et al., 2023). In the interview method, semi-structured interviews are conducted to Lazis Al-Haromain administrators, donors, permanent pilgrims, and beneficiaries. Meanwhile, it can also be seen from the documentation of activities uploaded on social media such as Instagram and TikTok, internal reports related to increasing donations, and other relevant publications related to the effectiveness of digital marketing in increasing brand awareness of social institutions.

This research involved nine main informants, consisting of two administrators of Lazis Al-Haromain Kediri City, two donors, two permanent pilgrims and three beneficiaries. This number of informants is considered sufficient to obtain representative data because it covers various perspectives related to program implementation, from management aspects to social impact. The selection of informants was carried out by purposive sampling, where subjects were selected based on active involvement in the Blessed Friday program.

The measurement of brand awareness in this study was carried out through several indicators. The indicators used include the number of social media followers, the level of interaction, the increase in the number of donors, and the results of an online survey of people who follow the Lazis Al-Haromain Kediri City social media account. This survey instrument includes questions about the level of public awareness of Lazis Al-Haromain Kediri City, their understanding of the Blessed Friday program, and the effectiveness of social media in the delivery of the Blessed Friday program. Transparency in the distribution of documented donations through social media uploads is also used as an indicator of public trust in the institution.

After the data is collected, analysis is carried out with qualitative descriptive techniques which include three main stages. First, data reduction is carried out by selecting information that is relevant to the research objectives. Second, the data that has been collected is presented in the form of a descriptive narrative that shows the development of the number of donors, social media interaction, and the growth of brand awareness. Finally, a conclusion was drawn by analyzing the relationship between the implementation of the Blessed Friday program and increasing public brand awareness of Lazis Al-Haromain Kediri City. With this method, the research is expected to provide a clearer understanding of the effectiveness of the Blessed Friday program in increasing brand awareness, as well as highlighting the challenges faced and future development opportunities.

Results and Discussion

Implementation of the Blessed Friday Program Concept by Lazis Al-Haromain Kediri City

Lazis Al-Haromain is an institution under the auspices of the Persyada Al-Haromain Foundation, which has obtained legality through the Decree (SK) of the Ministry of Law and Human Rights of the Republic of Indonesia Number: AHU-04754.50.10.2014 and the Decree of the Director General of Islamic Community Guidance of the Ministry of Religion of the Republic of Indonesia Number 704 of 2019. This institution is tasked with collecting and distributing Zakat, Infaq, Alms (ZIS), Waqf, and other social funds (ZISWAFSOCIAL) to support da'wah activities in order to improve the welfare of the people and strengthen Islamic value (Sidanatul Janah, 2023). One of the branches of Lazis Al-Haromain is "Lazis Al-Haromain Kediri City," which was previously known as the Zakat Collection Unit (UPZ) of the Kediri City Branch and has been established since the 2010s.

Lazis Al-Haromain Kediri City organizes social and religious programs, one of which is the Blessed Friday program, which aims to provide benefits to the community through sharing and social empowerment activities. The Blessed Friday program is scheduled to start operating in January 2025 as part of the institution's efforts to improve welfare and social awareness among people in need. The Blessed Friday activity organized by Lazis Al-Haromain Kediri City included the distribution of wrapped rice to people in need. The main target of this program includes underprivileged community groups, such as pedicab riders, crossing officers, scavengers, beggars, and other individuals in social and economic conditions who need assistance.

Figure 1. Raising donations for wrapped rice at food stalls



The documentation describes the initial stages in the donation collection procedure by Lazis Al-Haromain Kediri City, which is carried out by directly approaching the owner or manager of the food stall as a prospective donor. In this process, representatives from Lazis Al-Haromain Kediri City distributed an official letter containing a request for donations and information related to social programs. The letter serves as a form of legality and transparency in the process of collecting rice wraps donations, so that prospective donors can understand the purpose and benefits of the contributions given. This activity aims to build cooperation with business actors in supporting social welfare programs run by the institution.

Figure 2. Distribution of wrapped rice to underprivileged communities

This documentation describes a series of social activities carried out by Lazis Al-Haromain Kediri City in the Blessed Friday program. Every Friday, Lazis Al-Haromain Kediri City picks up food in the form of wrapped rice from donors who have registered to participate. This process aims to collect assistance from the community in the form of ready-to-eat food to be distributed to groups in need. After pick-up, the food was then collected at the Lazis Al-Haromain office in Kediri City as a coordination center before being distributed to beneficiaries. After the collection process is completed, the next stage is the distribution of food to the underprivileged. This activity is carried out directly by visiting locations where underprivileged people are active, so that assistance can be received on target.

The Effectiveness of Digital Marketing in Increasing the Brand Awareness of Lazis Al-Haromain Kediri City

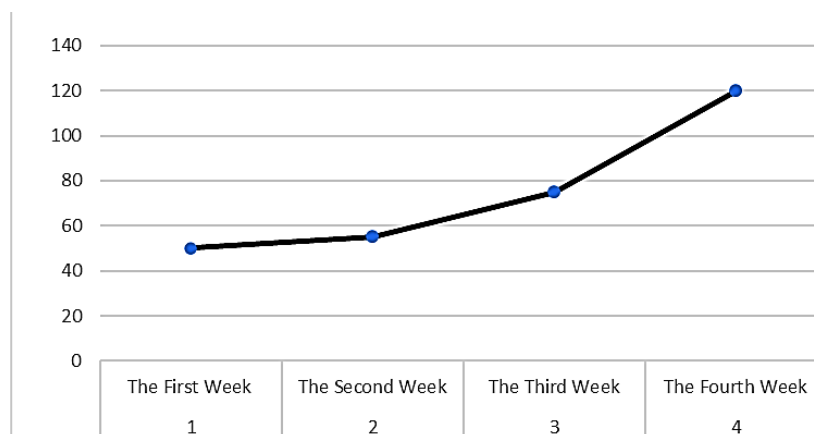
In the digital era, technology-based marketing strategies are the main key in increasing an organization's brand awareness. Lazis Al-Haromain, as a charitable institution engaged in social and religious fields in Kediri City, faces challenges in introducing and strengthening its image in the community. Therefore, digital marketing innovation is an effective solution in reaching a wider audience and increasing public involvement in the programs that are being run (Rino Subekti et al., 2023).

According to Kotler and Keller, a digital marketing strategy is a series of marketing activities that use digital technology and online platforms to promote products or services with the aim of achieving business targets (Putri et al., 2023). This strategy includes the use of various digital media, such as marketing through social media, Instagram, Tiktok, Facebook and Youtube), through the creation of content that is interesting and relevant to the audience. The existence of social media is one of the important factors in increasing brand awareness, especially for social institutions such as the Amil Zakat Institute (LAZ). Lazis Al-Haromain Kediri City as one of the institutions engaged in the management of zakat, infaq, shodaqah and waqaf. So it is necessary to make optimal use of digital platforms to

reach more donors and beneficiaries. Instagram and TikTok are two potential social media to build public awareness of the Lazis Al-Haromain Kediri City programs. With features such as Instagram Reels, TikTok Challenges, and Live Streaming can also strengthen interaction with the audience and foster trust in the institution (Muhammad Raihan R et al., 2025).

With the right use of digital marketing, Lazis Al-Haromain Kediri City can expand the reach of da'wah and fundraising more effectively, as well as build an image as a modern, transparent, and trusted amil zakat institution in Kediri City. This is in line with the innovation of the Blessed Friday program initiated by Lazis Al-Haromain Kediri City in early January in 2025. With the Blessed Friday Program shared via Instagram, it can increase public awareness of the role and existence of Lazis Al-Haromain Kediri City. Content depicting food distribution, aid to the poor, and other social activities on Fridays can inspire audiences to contribute. Interaction through comments, likes, and shares will help increase engagement, expand reach, and invite more donors and volunteers.

Figure 3. Food donation amount



Source: Report from Lazis Al-Haromain, Kediri City

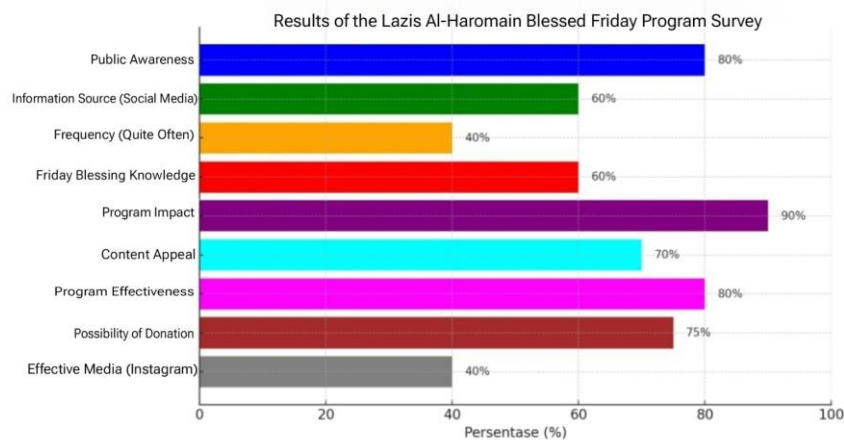
Content that displays sharing activities on Fridays can form a positive image for the institution as an organization that is active in social action. In addition, this activity also shows that the institution is trustworthy in managing zakat, infaq, and alms funds. By sharing documentation or activity reports regularly, people will increasingly believe that the funds they donate are really used for the benefit of others. The positive impact of content sharing on Friday can be seen from the increase in the number of donors participating every week. The more people who see the transparency and consistency of these activities, the greater their interest in contributing. This shows that sharing activities not only provide benefits for recipients, but are also able to mobilize more parties to participate in good deeds.

The Impact of the Blessed Friday Program on Improving the Brand Awareness of Lazis Al-Haromain in Kediri City

The Blessed Friday Movement is a form of application of religious teachings in spreading religious missions to the community with the aim of increasing public awareness in social and religious matters (Ocs Relly Yantika et al, 2025). The Blessed Friday Movement invites the community to provide assistance in the form of money, food, or other needs to those in need, especially on Fridays which are considered full of blessings (Sari Damayanti et al, 2024). The publication of the Blessed Friday program carried out by Lazis Al-Haromain Kediri City has had a considerable impact on the *brand awareness* of institutions in the

community. Based on the results of interviews and surveys, the majority of respondents have known Lazis Al-Haromain Kediri City through Instagram.

Figure 4. Result of the Lazis Al-Haromain blessed friday program survey



Source: Report from Lazis Al-Haromain, Kediri City

Based on this data, the publication of the Blessed Friday program by Lazis Al-Haromain Kediri City has increased the brand awareness of the institution in the community. Based on the survey, 80% of respondents have known Lazis Al-Haromain Kediri City, with the majority knowing about it through social media such as Instagram, TikTok, and Facebook. This program also increases public understanding, where 60% of respondents admitted to knowing or participating in Blessed Friday, and 90% stated that this program made them more familiar with Lazis Al-Haromain Kediri City. In addition, 70% of respondents found the content very interesting, and 75% had the potential to donate after seeing it. Digital marketing strategies, especially through Instagram 40%, have proven to be effective in increasing public awareness.

With these results, it can be concluded that the digital strategy implemented has strengthened the position of Lazis Al-Haromain Kediri City as an active zakat institution on social media. The following are the differences in broadcasts before the Blessed Friday Program and after the Blessed Friday Program.

Figure 5. Before the blessed friday program

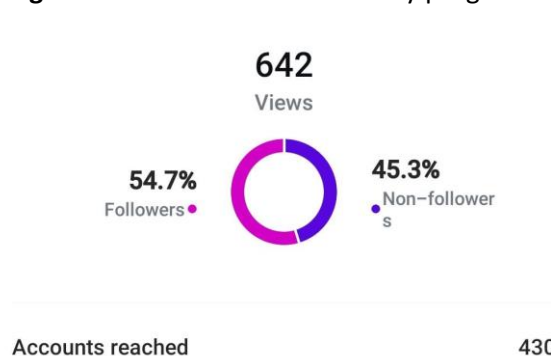


Figure 6. Blessed friday program after the event



Source: Report from Lazis Al-Haromain, Kediri City

This increase can be seen from the increase in the number of followers and *feedback* from *followers* on social media where each Blessed Friday video upload gets more likes than previous posts. Where before the Blessed Friday program, the upload only got 642 views with 54.7% coming from followers and 45.3% from non-followers, and reaching 430

accounts. However, after the program was implemented, the number of views increased dramatically to 5,234 views, a change in the composition of the audience, of which only 17.7% came from followers and most, i.e. 82.3%, came from non-followers. The number of accounts reached has also increased almost fivefold, from 430 to 1,964 accounts.

In addition, the increase in interaction can also be seen from the number of likes received. Before the program, the post only received 120 likes, while after the program was launched, the number of likes jumped to 850 likes, showing a very significant increase in user engagement. This shows that the Blessed Friday Program has succeeded in attracting the attention of new audiences, increasing the visibility of Lazis Al-Haromain Kediri City, and strengthening its position as an active zakat institution on social media.

The content that is posted regularly on social media helps increase public trust because they can see firsthand that the assistance they provide is channeled on target. The existence of this trust has a very important role in building donor loyalty and can attract the public to be involved as donors or volunteers (Zunaidi et al., 2021). After the implementation of the digital strategy through the Blessed Friday program, there has not only been an increase in the number of views and social media interactions, but also an impact on the increase in the number of donors. Prior to this program, donors generally only made one-time donations without continuity. However, after the content of the Blessed Friday Program was carried out regularly, there was a significant change, where three permanent donors appeared who donated regularly. This shows that digital marketing has an important role in attracting and retaining donors. With consistent and transparent content, people become more trusting and encouraged to contribute sustainably. This strategy not only increases brand awareness of Lazis Al-Haromain Kediri City, but also strengthens the relationship between the institution and donors, so that fundraising can be carried out more effectively (Erta Pramita et al., 2025).

The success of the Blessed Friday program cannot be separated from the effectiveness of the digital marketing strategy implemented. This approach not only helps in disseminating information about Lazis Al-Haromain Kediri City programs but also to build a good relationship between the institution and the audience. By using digital marketing media, Lazis Al-Haromain Kediri City has succeeded in significantly increasing brand awareness, strengthening its image as a modern and trusted zakat institution, and expanding the reach of da'wah and fundraising more effectively.

Although the Blessed Friday program has proven to be effective in increasing brand awareness, Lazis Al-Haromain Kediri City through digital marketing also has difficulties in reaching new donors. This is a weakness faced by Lazis Al-Haromain Kediri City in the implementation of digital marketing in the Blessed Friday program. This obstacle is caused by the lack of a good strategy in targeting audiences outside the community who are already familiar with Lazis Al-Haromain Kediri City. So far, promotions have been more focused on social media followers who have been connected to the institution, so the potential to reach new donors from the general public is still limited.

In addition, the limited number of resources in creating interesting digital content is still an obstacle, where content creation requires creative and consistent manpower. The limited operational funds also limit the ability of Lazis Al-Haromain Kediri City to advertise on

a paid basis on social media to expand the reach of publications. Not only that, external factors such as changes in social media algorithms also affect organic reach, thus lowering the level of interaction without the support of paid advertising.

In overcoming these challenges, there are several recommendations that can be implemented by Lazis Al-Haromain Kediri City, namely by implementing a data-based marketing strategy by analyzing audience demographics through the insight feature on social media, so that it can target potential donors who have an interest in social and philanthropic activities. In addition, it can also collaborate with digital communities or local influencers to expand the reach of a wider audience, especially among the younger generation who are active in social media. Lazis Al-Haromain Kediri City is also advised to hold regular training for the social media account management team in creating creative content, effective strategies for increasing audience interaction and managing social media algoritma.

In addition, the use of more diverse digital platforms also requires supportive strategies, such as the distribution of brochures and magazines, which can be an alternative solution in reaching segments of society that are not active on social media such as Instagram and TikTok. Transparency that is carried out periodically can also build public trust while increasing donor loyalty. With an innovative, adaptive and collaborative digital strategy, it is able to increase community participation in supporting future programs.(Novie Andriani Zakariya et al., 2025).

Conclusion

Based on the research conducted on the Effectiveness of the Blessed Friday Program on Brand Awareness of Lazis Al-Haromain Kediri City through Digital Marketing, it can be concluded that the program has had a positive impact in increasing brand awareness. The initiative successfully utilized digital marketing strategies to enhance the visibility and public recognition of Lazis Al-Haromain as a philanthropic institution.

The effective use of social media played a crucial role in drawing public attention, boosting engagement, and expanding the dissemination of information related to the program. Transparency in the distribution of donations, which was digitally documented and shared, helped strengthen public trust. This strategy not only informed but also built credibility for the institution in the eyes of its audience.

Digital marketing efforts have directly increased donor participation, reflected by the weekly rise in donated rice wrappers and the growing number of permanent donors. High engagement on social media posts seen through likes, comments, and shares — indicates a heightened public awareness of the institution's contributions to social and religious causes. Despite these successes, some challenges were identified, including limited resources for content creation, budget constraints for paid promotions, and difficulties in reaching new audiences beyond existing networks. Shifting social media algorithms also posed a barrier to organic growth. To address these, it is recommended that Lazis Al-Haromain apply data-driven marketing, collaborate with influencers, invest in team training, and explore diverse platforms like TikTok and YouTube. By adopting a more adaptive and innovative approach, the institution can further strengthen its brand presence and encourage broader public involvement in its philanthropic activities.

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