



MADDINA: Jurnal Manajemen Dakwah

Volume 3 Nomor 1, Juni 2026. Halaman 1-21

E-ISSN. 3032-1093(Online)

<https://jurnal.iaihpancor.ac.id/index.php/madina>

The 7P Digital ZIS Marketing Mix Strategy of LAZNAS Sahabat Yatim for Economic Empowerment

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Abstract

The actual potential of zakat, infaq and sedekah can help tackle poverty in Indonesia. According to the BAZNAS report, the total amount of zakat collected nationally in Indonesia during 2025 reached Rp.44.698 trillion. However, the rise of digitalisation necessitates improvements in the strategies for collecting zakat, infaq, and sedekah, so that the collection of ZIS funds can be sustained to strengthen the economic well-being of the Muslim community. The objective of this study is to examine the effectiveness of fund collection through the utilisation of digital channels, so that the ZIS funds obtained by Laznas Sahabat Yatim can have an impact and be utilised to achieve the economic welfare of the Muslim community through the 7P digital marketing mix strategy. This study employs a qualitative research method using a secondary data analysis approach; the data obtained was analysed using qualitative descriptive analysis techniques, namely by identifying, grouping, and interpreting various relevant theories and research findings. The research findings indicate that the 7P digital marketing mix strategy (*product, price, place, promotion, people, process, physical evidence*) has been implemented at Laznas

Sahabat Yatim. The practice of this strategy is not only effective in general marketing terms but is also halal, blessed and sustainable as it remains mindful of Islamic values. The effectiveness of the 7P digital strategy has helped Laznas increase ZIS fundraising, enabling it to compete amidst the multitude of zakat institutions.

Keywords: 7P Marketing Mix, Digital ZIS, Sahabat Yatim.

Abstract

The actual potential of zakat, infaq, and sedekah can help reduce poverty rates in Indonesia. According to a BAZNAS report, the total amount of zakat collected nationwide in Indonesia during 2025 reached Rp.44.698 trillion. However, the rise of digitalisation necessitates improvements in the strategies for collecting zakat, infaq, and sedekah so that ZIS fundraising can be sustained to strengthen the economic well-being of the Muslim community. The objective of this study is to determine the effectiveness of fund collection through the use of digital channels, so that the ZIS funds obtained by Laznas Sahabat Yatim can have an impact and be utilised to achieve the economic welfare of the Muslim community through the 7P digital marketing mix strategy. This study employs a qualitative research method using a secondary data analysis approach. The data collected was analysed using qualitative descriptive analysis techniques, specifically by identifying, categorising, and interpreting relevant theories and research findings. The research results indicate that the 7P digital marketing mix strategy (product, price, place, promotion, people, process, physical evidence) has been implemented at Laznas Sahabat Yatim. The application of this strategy is not only effective in general marketing terms but is also halal, blessed, and sustainable as it remains mindful of Islamic values. The effective implementation of the 7Ps of digital marketing helps charitable organisations increase their ZIS fundraising, enabling them to compete amongst the many zakat institutions.

Keywords: The 7P Marketing Mix, Digital ZIS, Sahabat Yatim.

Introduction

BAZNAS's report on ensuring accountability and transparency in the management of zakat in Indonesia has been compiled from the collective performance of 758 zakat management bodies, namely BAZNAS, 4 Provincial BAZNAS, 508 District/Municipal BAZNAS, 56 National LAZ, 44 Provincial LAZ, and 105 District/Municipal LAZ across

Indonesia, has reached a total of Rp44,698, trillion from national collections during 2025.¹ These figures confirm that zakat, as an Islamic financial instrument, possesses a tangible capacity to serve as a supporting mechanism in enhancing social welfare. Given the actual potential of zakat, infaq, and sedekah, they can help tackle poverty levels in Indonesia.²

In March 2025, Indonesia's Central Statistics Agency recorded that the percentage of the population living in poverty stood at 8.47%, or 23.85 million people. This is by no means a small figure, and therefore a concerted effort is required to tackle the issue of poverty and find a solution. Through the existence of a structured management system for zakat, infaq and sadaqah, coupled with clear financial reporting, a solution can be found to alleviate poverty in Indonesia, a country with one of the largest Muslim populations in the world. In accordance with Law No. 2 of 2011, Article 1, Paragraph 8, it is stated that the Zakat Management Institution (Lembaga Amil Zakat) is an institution established by the community to assist in the management of ZIS funds. Laznas is also regulated under the Zakat Regulation KMA No. 33 of 2015, which requires Laznas to be creative and innovative in their strategies for collecting ZIS funds. According to Chapra, economic inequality must be addressed through a more equitable distribution of wealth amongst all members of society. One such principle is achieved through the zakat redistribution scheme and inclusive economic initiatives.³

The Zakat, Infak and Sedekah Collection and Distribution Agency (LAZNAS) Sahabat Yatim Tangerang Selatan is one of the organisations that collects and distributes zakat, infak and sedekah in the Tangerang Selatan area and even allocates funds to areas outside the region in

¹ BAZNAS, "National Zakat Management Report: End of 2025" (Jakarta, 2026).

² Muhamad Zen and Nurul Fadilah, "The Urgency of Zakat and Waqaf in Contemporary Sharia Economic Development," *Jurnal Abdurrauf Law and Sharia* 1, no. 2 (2024): 191–217, <https://doi.org/10.70742/arlash.v1i2.104>.

³ Nuri Taufiq et al., *Data and Information on Poverty in Regencies/Cities* (Jakarta: Central Statistics Agency, 2025).

accordance with its planning targets. Yusuf Qaradhwi states that the collection and management of ZIS are subject to several conditions, namely that the collection and management of zakat must be regional and separate from other state revenues; the state's failure to enforce the payment of zakat does not automatically absolve the muzaki of their zakat obligation, thereby replacing it with a tax; private zakat collection agencies are permitted to collect and manage zakat if the state is unable to carry out this function to the fullest extent. Zakat that is collected and managed professionally can be productive, create jobs, and help improve the quality of human resources in a planned manner. Therefore, the collection of ZIS funds requires an effective strategy to ensure it meets expectations, particularly in today's world, which is constantly accompanied by technological advancements that can influence the success of ZIS fund collection if carried out according to standards, or its failure if it cannot keep pace with the current era's developments. In the digital age, ZIS collection strategies must evolve from traditional approaches to new ones, as the challenges of the digital era are fundamentally different from those of traditional zakat collection.⁴

Junaidi, Budiman & Hidayati report a decline in ZIS fund collection compared to the previous year. Therefore, improvements are still needed in the management of zakat, infak and sedekah funds so that ZIS fund collection can increase.⁵ The study explains the need for creative and dynamic collection strategies. The 7P marketing mix strategy (*product,*

⁴ Syamsuri, Anwar Fatoni, and Setiawan Bin Lahuri, "The Concept of Zakat Fund Collection to Empower the Economy of the Ummah: A Comparative Study Between the Theories of Sayyid Sabiq and Yusuf Qaradhawi" " *AL-URBAN: Journal of Sharia Economics and Islamic Philanthropy* 4, no. 1 (2020): 46–58, <https://doi.org/10.22236/alurban>.

⁵ Junaidi, Muhammad Arif Budiman, and Nurhidayati, "Management of Zakat, Infak, and Sadaqah Funds for Community Empowerment: A Case Study of Lazismu Tanah Bumbu," *Edunomic: Scientific Journal of Economics Education, Faculty of Teacher Training and Education* 13, no. 2 (2025): 130–39, <https://doi.org/10.33603/ejpe.v13i2>.

price, place, promotion, people, process, physical evidence) serves as a relevant framework for ZIS fund collection in this digital era. Donors and those giving ZIS will find the process easier and more convenient, which will influence their decision to contribute ZIS. Overall, the relationship between the 7Ps and digital ZIS fundraising serves as an integrated strategic tool for *segmentation and targeting* in the era of digitalisation. And the current phenomenon of ZIS fundraising practices by LAZNAS Sahabat Yatim has been channelled transparently and accountably, whilst also making good use of digitalisation through the establishment of the official online donation platform sahabatyatim.com. However, given the dynamics of digital donors' behaviour and competition among LAZNAS organisations, digital marketing is required as a tool to reach a wider audience at a more cost-effective rate compared to conventional marketing. As Chaffey & Ellis Chadwick argue, consumers' increasing reliance on digital platforms necessitates that organisations develop robust digital marketing strategies to remain competitive.⁶ Integrating the 7P marketing mix strategy with a more systematic approach to Sharia-compliant *digital fundraising*—beyond previous strategies—serves as a means to continuously increase ZIS fundraising and generate a positive impact on the economy of the Muslim community.

The 7Ps of digital fundraising provide a comprehensive strategy for analysing and designing digital fundraising approaches. Unlike the 4P marketing mix, which is more suitable for physical products, the 7P model is better suited to philanthropic services as it takes human aspects into account. Therefore, the objective of this study is to determine the effectiveness of fundraising through the use of digital channels, so that the ZIS (Zakat, Infaq, and Sadaqah) collected by Laznas Sahabat Yatim can have an impact and be utilised to achieve the economic well-being of the community through the 7P digital marketing mix strategy.

Research Methodology

⁶ Dave Chaffey and Fiona Ellis-Chadwick, *Digital Marketing*, 8th ed., 2022.

This study employs a qualitative research design; the purpose of adopting this method is to understand and describe the social context, events, roles and interactions within the Laznas environment. Using a secondary data analysis approach, the researcher conducts an in-depth examination to identify the factors influencing the phenomenon in greater detail. The research data was also obtained from various relevant literature sources pertaining to the research phenomenon, including previous literature, academic papers, journals, and books.⁷ The sampling technique employed was purposive sampling to help map out relevant and high-quality topics regarding the 7P digital marketing strategy implemented by Laznas Sahabat Yatim; the researcher deliberately selected the sample based on specific criteria deemed most informative and appropriate for the study. The sample in this study consists of an analysis of documents and library materials based on considerations and inclusion criteria related to the relevance of the 7P digital marketing mix, as well as documents regarding Laznas Sahabat Yatim that have been published on its website, official social media, and internal publications.

This research method allows for a focus on a deep understanding of the 7P digital marketing mix strategy implemented by Laznas Sahabat Yatim. The data obtained was analysed using qualitative descriptive analysis techniques, namely by identifying, grouping, and interpreting various relevant theories and research findings. Through this approach, the study is expected to provide a comprehensive understanding of the 7P digital marketing mix strategy that has been practised.⁸

Results and Discussion

Analysis of the 7P Marketing Mix Strategy for Digital ZIS Fundraising

A marketing strategy is a decision-making process that takes into account key components such as marketing costs, the marketing mix, and

⁷ Nurhayati et al., *Qualitative Research Methodology (Theory and Practice)* (Jambi: Sonpedia Publishing Indonesia, 2024).

⁸ Sapto Haryoko, Bahartiar, and Fajar Arwadi, *Analysis of Qualitative Research Data (Concepts, Techniques, and Analysis Procedures)* (Makassar: Makassar State University Press, 2020).

marketing allocation in relation to the desired environmental conditions and competitive landscape. According to Kotler and Keller, a marketing strategy is “a *plan of action for developing, pricing, distributing, and promoting products that meet the needs of specific customers to achieve organisational objectives*”; a marketing strategy is a structured plan of action to create, deliver, and promote value propositions to consumers with the aim of meeting market needs; the strategy encompasses not only how products are introduced and sold, but also how to build long-term relationships with customers. The concept of marketing strategy is divided into several parts, as follows:⁹

1. *Market segmentation* is the division of the market based on product type and the need for a marketing mix tailored to different desires and needs. Laznas Sahabat Yatim applies market segmentation in a practical manner, focusing on donors (muzakki). Factors to consider when developing market segmentation include, firstly, demographic factors (grouping based on income and occupation). Secondly, psychographic factors (grouping based on internal characteristics), namely people who have a high level of concern for orphans and the underprivileged, as well as strong religious motivation (). Thirdly, behavioural factors (grouping based on attitude responses), namely loyal donors, one-off donors, and donors interested in specific programmes.
2. *Market Positioning* refers to the statement of identity of a product, service, organisation or individual that creates a competitive advantage in the minds of consumers. Laznas Sahabat Yatim positions itself as a trusted professional organisation focused on the empowerment of orphans and the underprivileged; it acts as a *partner for good* that is easily accessible through both online donations and its regular activities. Consequently, there are serious considerations involved in determining a product’s positioning; the market position

⁹ Natalia Magdalena et al., *Marketing Strategy: Theory and Practice in the Digital Age*, 1st ed. (Medan: PT. Media Penerbit Indonesia, 2025).

must be appropriate, clear, positively received, and supportive of sustainability to ensure the success of Laznas Sahabat Yatim's marketing strategy for its planned programmes.

3. *Market Mix Strategy*: Organisations use a marketing mix strategy as a means of eliciting a positive response from consumers. The 7Ps of the marketing mix (*product, price, place, promotion, people, process, physical evidence*) provide an effective approach for implementing a digitally focused marketing strategy to enhance competitiveness, as practised by Laznas Sahabat Yatim.¹⁰

Of the three marketing strategy concepts, this study focuses on the 7P digital marketing mix strategy at Laznas Sahabat Yatim Indonesia. *Segmentation* and *positioning* form the cornerstone of the 7P marketing mix, particularly within the competitive digital landscape for non-profit ZIS organisations; this helps the organisation to identify donors or muzaki, select the most appropriate segments, and create a unique perception in their minds. Consequently, the digital 7Ps can be directed towards the sustainable collection of digital ZIS funds. The following outlines the 7P digital marketing strategy for Laznas Sahabat Yatim:

1. Product

All marketing activities begin with the product; a product encompasses not only physical aspects but also all tangible and intangible elements such as services, brand identity, and ideas.¹¹ The main product of Laznas Sahabat Yatim is a programme for the care and empowerment of orphans and the underprivileged, packaged as an "Islamic philanthropy product" that holds both religious merit and social impact. The products marketed digitally are donation programmes based on zakat, infaq, sadaqah, and waqf (ZISWAF), such as dawn sadaqah and Friday sadaqah for orphans and the underprivileged. In addition, the application of the marketing mix

¹⁰ Nada Arina Romli et al., "Marketing 4.0: Concepts and Implementation" (Bandung: CV. Media Sains Indonesia, 2020), 13.

¹¹ Ivonne Ayesha et al., *Digital Marketing (A Marketing Review)* (PT. Global Eksekutif Teknologi, 2022).

regarding products at Laznas Sahabat Yatim South Tangerang, as mentioned earlier, also offers other products in the form of beneficial programmes, which are detailed further via under the programme pillars, namely:

- a. In terms of educational programmes, this organisation runs the Sahabat Qur'ani Islamic Primary School for orphans and the underprivileged in the Greater Jakarta area, implementing a Qur'an memorisation programme through the campaign "Support Orphans and the Underprivileged to Become Qur'an Memorisers". This programme facilitates the education and nurturing of orphans and the underprivileged to become Qur'an memorisers of noble character; Support includes care in the orphanage, learning facilities, the distribution of suitable Qur'an copies, food and nutritional needs, Qur'an memorisation tutors, and daily necessities. Education is paramount in building civilisation. Therefore, managing educational facilities effectively through sound management is of the utmost importance.¹²
- b. The health programme, through managed ZIS funds, provides healthcare services for orphans and the underprivileged. The programmes include the Sahabat Clinic, the Standby Ambulance, Sahabat Khitan (Sakhi), Sahabat Sehat (Saset), Nutrition Distribution, and Blessed Meals.
- c. Economic programmes: the initiative under this programme is the Gerai Produktif Sahabat (GPS), which provides capital and micro-business facilities to MSME operators from underprivileged backgrounds and orphaned families.

2. Price

Unlike commercial enterprises that sell physical products or services at fixed prices to generate profit, the pricing structure here is

¹² Huswatul Hawa Humaira and Muh. Samsul Awar, "Islamic Philanthropy Management at the Tohir Yasin Modern Salaf Islamic Boarding School Children's Social Welfare Institution," *Maddina: Journal of Da'wah Management* 1, no. 2 (2024): 89–109.

more flexible, straightforward and based on the sincerity of the donation, as the 'product' consists of acts of social charity (ZISWAF). The 'price' in this zakat institution does not refer to a selling price but rather the level of donation that has been designed. The strategy to increase donations involves tailoring them to the donor's capacity, with programme packages featuring suggested amounts. Laznas emphasises that the value of a donation is commensurate with its impact, particularly in terms of transparent reporting and documentation of beneficiaries; this can be achieved through digitalisation to ensure accessibility for the wider public and, in particular, for donors.

3. Place

This is a distribution strategy aimed at ensuring easy access to services for donors. In service marketing, 'place' refers not only to a physical location but also to distribution channels that enable donors to make donations quickly, securely and conveniently. Laznas Sahabat Yatim employs a digital marketing strategy by utilising its official website, sahabatyatim.com, as a platform for donations, which already offers virtual account transfers such as QR codes and other digital wallets as payment methods. Furthermore, for those wishing to access more comprehensive features when donating to this charity, the Sahabat Yatim app is available and can be accessed by anyone, anywhere.

4. Promotion

Promotion is a form of communication designed to provide information aimed at persuading people to purchase goods and services. It serves to introduce products, generate interest, encourage action and build public awareness of charitable giving. In digital strategies, promotion focuses on the use of online media and digital technology.¹³ The digital communication tools or media channels

¹³ Erwin et al., *Digital Marketing (The Application of Digital Marketing in the Society 5.0 Era)* (Sonpedia Publishing Indonesia, 2023).

commonly used for digital marketing promotion at Laznas Sahabat Yatim include the website sahabatyatim.com, which features product promotions, information about Laznas, audits of programme distribution reports, and also facilitates interaction with the audience via the contact details provided or the live chat feature. In addition to the website, the organisation utilises several other digital strategies, namely as follows:

- a. *Advertising* on Facebook Ads, Google Ads, and paid advertising on Instagram and YouTube to showcase the stories of orphaned and underprivileged children, as well as the impact of the programme.
- b. *Content marketing*, creating educational and emotional content in the form of beneficiary videos, infographics about ZIS, and live streams of distribution; these are posted regularly on Instagram, TikTok, Facebook, YouTube and other social media platforms.
- c. *Social media management*, engaging directly with the audience through comments.
- d. *Public relations* and influencers or KOLs: Laznas Sahabat Yatim collaborates with Ustadz Maulana and Ricky Harun to help promote the programme.

5. People

People are those who deliver or plan services for consumers. Therefore, these individuals must be selected, trained and motivated to satisfy customers through a ' ' approach—one that is caring, responsive, creative and adept at problem-solving. *People*, or human resources, refer to all individuals who are directly involved with consumers.¹⁴ At Laznas Sahabat Yatim, '*People*' encompasses professional staff, *customer service* representatives, and other internal and external teams; the primary focus is on human quality because, in the context of service provision, the people providing the service often

¹⁴ Adrie Charviandi et al., *Marketing Management (A Digital Marketing Perspective)* (Central Java: Eureka Media Aksara, 2023).

become the key differentiator compared to competitors.

6. Process

A process refers to an organisation's efforts to carry out and manage activities to meet the needs and wishes of donors or muzaki, encompassing all procedures, mechanisms, workflows and routine activities that take place when delivering services. The process reflects the coordination between all elements of the marketing mix to ensure the quality and consistency of the services provided to donors. As for internal processes that support the swift sourcing of donations and ensure fundraising is transparent and trustworthy, these involve adhering to *Standard Operating Procedures (SOPs)* for donor verification, programme distribution, and auditing.¹⁵

7. Physical Evidence

Through tangible physical evidence in the form of office premises, financial reports and facilities, donors and contributors can clearly perceive these elements; they feel reassured by the financial reports, and at ease thanks to the clean office environment and the neat, polite appearance of staff, which creates a positive atmosphere for donors and contributors visiting in person. And if *Physical Evidence* is represented digitally, it can be explained, firstly, through the official website and digital platform of Laznas Sahabat Yatim, which contains programmes and testimonials from donors, presented with a professional and *clean* design. This serves as the primary physical evidence in the digital age, as prospective donors often access it before making a donation. Secondly, high-quality visual content and documentation. Thirdly, consistent branding and visual elements across all digital *channels* (Instagram, YouTube, TikTok, WhatsApp, Email).

The Effectiveness of the 7P Marketing Mix Strategy and Its Impact

¹⁵ Muhamad Zen and M. Zein Ramadhan Rifa'i, "Marketing Mix Strategies in Facing Market Competition: A Case Study of PT. Zam-Zam Sumbula Thoyyiba, South Tangerang," *Journal of Islamic Management* 1, no. 2 (2021): 148–62.

on Fundraising for the Muslim Community's Economy

According to Wabah Al-Zuhayli, the purpose of zakat is to uphold social solidarity and to provide a strategic fund to address socio-economic inequalities within the community. The purpose of zakat from the perspective of the zakat giver (*muzakki*) is further clarified by Yusuf Al-Qardhawi, who states that zakat serves as a means of self-discipline to become a generous person of good character, purifying the value of wealth from impurity, and fostering a spirit of compassion towards others.¹⁶ Therefore, Indonesia has institutions that manage Ziswaf (zakat, infaq, and sadaqah), one of which is Laznas Sahabat Yatim, an organisation that manages and distributes aid to those in need, making it easier for muzakki to pay zakat. However, to support the collection of zakat in line with targets, an appropriate strategy is required, particularly in the face of digitalisation, which has transformed people's lifestyles.

The 7P marketing mix strategy is a service marketing approach developed from the 4P concept (*product, price, place, promotion*). The effective implementation of the digital 7P strategy helps Laznas to increase ZIS fundraising, enabling it to compete amidst the multitude of zakat institutions, by building donor loyalty through convenience, transparency and the value delivered by its programmes. The digital marketing mix strategy also enables direct interaction with donors or muzaki through various online communication channels such as social media, email, and live chat via the provided applications or websites. This allows Laznas to better understand donors' needs and preferences, providing more personalised and relevant services, thereby increasing donors' trust in Laznas and achieving effective fundraising in line with Islamic values.¹⁷

In Islam, fraud, lying and breaking promises are strictly forbidden.

¹⁶ Muhammad Yassir Fahmi and Mairijani, *Fiqh of Ziswaf (Zakat, Infaq, Sadaqah, and Aqaf)* (North Banjarmasin: Poliban Press, 2022).

¹⁷ Akhmad Mubadilah et al., "Analysis of the Impact of Digital Marketing Strategies on the Growth of Start-up Businesses," *El-Mal: Journal of Islamic Economic and Business Studies* 5, no. 11 (2024): 5442–52.

Therefore, when engaging in marketing, Muslims must avoid actions that are not in accordance with Islamic law and the promotion of products that condone any means. As stated in the Qur'an, Surah Al-Imran: 77.¹⁸

وَلَا اللَّهُ يُكَلِّمُهُمْ وَلَا الْأَحْرَةَ فِي لَهُمْ خَلَقَ لَا أَوْلِيَّكَ قَلِيلًا تَمَنَّا وَأَيْمَانِهِمُ اللَّهُ بَعْدَ يَسْتَرْوُونَ الَّذِينَ إِنَّ
 أَلِيمٌ عَذَابٌ وَلَهُمْ يُرَكِّبُهُمْ وَلَا الْفَلِيمَةَ يَوْمَ إِلَيْهِمْ يَنْظُرُ

“Verily, those who sell Allah’s promises and their own oaths for a paltry price—they shall have no share in the Hereafter; Allah will not speak to them, nor will He look upon them on the Day of Resurrection, nor will He purify them. For them is a painful punishment.”

This verse strictly prohibits the practice of exchanging God’s promises for cheap worldly gains (lies or exaggerated claims for the sake of marketing targets). Thus, this verse can serve as a guide for charitable organisations to implement the 7P digital marketing mix in a way that is not only effective in general marketing terms, but also halal, blessed and sustainable. Without honesty, the 7P strategy actually damages reputation and leads to sin. The 7P digital marketing mix strategy, which has been implemented by Laznas Sahabat Yatim and is running effectively , certainly also has an impact on the economy of the Muslim community. For further details, please refer to Table 1.

Table 1
 Effectiveness and Impact of the 7P Marketing Mix Strategy

7P Elements	Implementation at LAZNAS Sahabat Yatim Indonesia	Strategy Effectiveness	Impact on Fundraising & the Economy
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¹⁸ Tate Agape Bawana et al., “Sharia Marketing (Theory and Application in Islamic Economics)” (Bandung: CV. Media Sains Indonesia, 2023), 177.

Product	Core programmes: orphan education (scholarships, Islamic boarding schools), healthcare (medical treatment for the underprivileged), productive economic activities (empowerment of beneficiaries/orphans and the underprivileged), and social welfare (financial assistance)	High; programmes with a direct impact (economic empowerment of orphans and the poor) attract donors who wish to see tangible results.	More ZIS funds are raised for programmes empowering orphans and beneficiaries, reducing poverty, and supporting the economic growth of the community.
Price	Flexible donation amounts (no minimum), tailored to the donor's means, with easy digital transfers at no extra cost.	Highly effective; removes financial barriers, enabling donors from all walks of life to participate.	Increases the volume of ZIS collections, providing stable funding for productive economic programmes that empower beneficiaries.

Location	Head office at Graha Raya Bintaro (South Tangerang) or via digital access (website, donation app), collection of funds and distribution of programmes to various regions.	Effective; the combination of offline and online channels expands our reach.	Making it easier for donors to contribute, thereby increasing funds; swift distribution to orphans and the underprivileged across various regions supports economic equality among the community.
Promotion	Social media (@sahabatyatimofficial on Instagram, TikTok, YouTube and Facebook), digital & offline campaigns (direct fundraising).	High; <i>storytelling</i> as a digital marketing strategy builds emotional connection and trust, particularly in the social media era.	Increases in the number and value of donations are used for economic programmes for orphans and the underprivileged, creating a <i>multiplier effect</i> on the community's economy.
People Human Resources	A professional fundraising team, trained volunteers, and competent staff in the fields of ZIS and empowerment, with a friendly and trustworthy approach.	Effective, empathetic and professional staff enhance donor satisfaction.	Donors' trust increases, leading to higher regular donations; empowerment programmes for beneficiaries and orphans strengthen the community's economic human resources.

Process	Transparent SOPs for collection and distribution, with <i>real-time</i> reporting via WhatsApp and audit reports.	Highly effective; transparency and streamlined processes reduce donors' doubts.	Funds are managed smoothly and accountably, encouraging more donors to participate and supporting productive zakat management for the community's welfare.
Physical Evidence	Programme distribution reports (photos/videos of orphans assisted), office buildings, physical evidence of programmes (orphan schools, homes for the underprivileged), testimonials from beneficiaries.	High-quality, tangible evidence builds credibility and trust.	Increasing donor loyalty leads to recurring donations. Funds for infrastructure and economic programmes create a long-term impact on the community's economy.

Source: Data compiled from various sources

Overall, the impact of this 7P digital marketing mix strategy has been demonstrated in the increase in ZIS fundraising. The transition from conventional, physical-based fundraising to a digital fundraising model has brought about improvements in transparency, speed and the scope of public participation, yielding results that will ultimately have a rapid impact on the development of the local economy. Chapra highlighted the concepts of morality, justice and efficiency as the keys to the sustainability

of a healthy Islamic economy ().¹⁹ Economic well-being encompasses all the benefits and advantages that an individual can enjoy; in the context of freedom, Amartya Sen defines well-being as the fulfilment of meaningful life functions, free from hunger and with access to education.²⁰ This concept is implemented by Laznas Sahabat Yatim through a broader programme of empowerment for orphans and the underprivileged; indirectly, this can strengthen the community's economy by increasing the volume of ZIS (Zakat, Infaq, and Sadaqah) funds raised through easier donation methods. The funds collected are channelled more swiftly towards the empowerment of SMEs and also to beneficiaries, thereby reducing structural poverty rates among the underprivileged. The 7P approach in digital channels not only increases the amount of funds raised but also ensures targeted distribution for the sustainable strengthening of the community's economy.

Conclusion

The research findings indicate that fundraising at Laznas Sahabat Yatim has implemented the integration of the 7P marketing mix strategy with sharia-compliant *digital fundraising* in a more systematic manner than previous strategies, serving as a tool to reach a wider audience at a lower cost compared to conventional marketing. This practice aims to ensure that ZIS fundraising continues to grow and has a positive impact on the economy of the Muslim community. Through the 7P digital marketing mix approach (*product, price, place, promotion, people, process, physical evidence*) as a comprehensive strategy for , we analyse and design methods for digital fundraising. Unlike the 4P marketing mix, which is more suited

¹⁹ Agung Gumilang et al., *Reference Book on Islamic Economic Thought: "A Study of the Thought of Contemporary Islamic Economists"* (Padang Sidempuan: PT. Inovasi Pratama Internasional, 2022).

²⁰ Shidiq Gumelar and Subaidi Qomar, "Amartya Sen's Freedom-Based Development: Concepts and Implications for Development in Indonesia," *NAAFI: STUDENT SCIENTIFIC JOURNAL* 2, no. 2 (2025): 260–69, <https://doi.org/10.62387/naafijurnalilmiahmahasiswa.v2i2.149>.

to physical products, the 7P model is better suited to philanthropic services as it accounts for human factors. The application of the 7P framework at Laznas Sahabat Yatim serves as a strategy to identify potential donors or muzaki, select the most appropriate segments, and create a unique perception in their minds. Consequently, the digital 7P approach can be directed towards the easy and sustainable collection of digital ZIS funds.

The effectiveness of implementing the digital 7P helps Laznas Sahabat Yatim to increase ZIS fundraising, enabling it to compete amidst the multitude of zakat institutions, by building muzaki loyalty through convenience, transparency, and the value of the programmes. This enables the charity to better understand donors' needs and preferences, providing more personalised and relevant services that can be managed via online channels whilst ensuring Islamic values are upheld in their implementation. The impact of this digital 7P marketing mix strategy is evident in the increased collection of ZIS funds. Laznas Sahabat Yatim can implement empowerment programmes for orphans and the underprivileged on a broader scale; indirectly, this can strengthen the economy of the Muslim community.

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