

Effectiveness of Using the QR Code Feature in Collecting ZIS Funds at LAZISNU

Efektivitas Penggunaan Fitur QR Code dalam Menghimpun Dana ZIS di LAZISNU

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ABSTRACT

Technological development has brought changes to payment systems that used to use cash to become non-cash systems. This has had an impact on zakat institutions, especially LAZISNU, which has kept up with the distribution media. However, in using the QR Code there are problems that arise, due to the limited knowledge of the community about technology is still minimal, where the still do not know how to use the QR Code and how to measure its effectiveness. The purpose of this study is to determine the effectiveness of using the QR Code feature at LAZISNU in collecting zakat, infaq and alms funds. The research method used is descriptive qualitative with a case study approach. The results of this study indicate that the use of the QR Code at LAZISNU can be said to be effective. However, the lack of knowledge and uneven distribution means that the QR Code is still not widely known by the public. So that the use of INUK cans is still a priority for the community.

Keywords: effectiveness, QR code, collection

ABSTRAK

Perkembangan teknologi membawa perubahan bagi sistem pembayaran yang dulu menggunakan uang tunai menjadi sistem non tunai. Hal ini membawa pengaruh bagi lembaga-lembaga zakat terkhusus LAZISNU yang mengikuti perkembangan zaman dengan menggunakan QR Code sebagai salah satu media penyaluran. Akan tetapi dalam penggunaan QR Code terdapat masalah-masalah yang muncul, dikarenakan keterbatasan pengetahuan masyarakat terhadap teknologi masih minim, di mana mereka masih belum tahu cara bagaimana menggunakan QR Code dan bagaimana cara mengukur efektif tidaknya. Tujuan dari penelitian ini adalah untuk mengetahui efektivitas dari penggunaan fitur QR Code di LAZISNU dalam menghimpun dana zakat, infak dan sedekah. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan pendekatan studi kasus. Hasil penelitian ini menunjukkan bahwa penggunaan QR Code di LAZISNU bisa dikatakan efektif. Akan tetapi minimnya pengetahuan dan penyebaran yang tidak merata menjadikan QR Code masih belum banyak dikenal masyarakat. Sehingga penggunaan kaleng INUK masih menjadi prioritas masyarakat.

Kata Kunci: efektivitas, QR code, penghimpunan



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1. Introduction

The amazing development of the world of science and technology has brought enormous benefits to the development of human civilization. Advances in technology are currently recognized and considered to bring many conveniences to human life (Tarantang, 2019).

Based on data from the Central Bureau of Statistics for 2020, Indonesia has experienced an increase in internet usage reaching 78.18% and cell phone usage reaching 62.84%. This increase occurred year on year from 2016 to 2020, namely internet access ranging from 25.37% to 53.73%. This makes more and more internet users increase every year and has a big impact so that it becomes a digital technology innovation in the financial sector, namely financial technology (Fintech).

Fintech is a form of technological development in the financial industry with the aim of achieving practicality, comfort, convenience and minimal costs (Ansori, 2019). This payment does not use money but transfers between banks, using an ATM card, or using an application (Yanto, 2020). One of the payment methods uses a non-cash method in Indonesia, namely the QR Code (Quick Response Code).

This phenomenon has an influence on zakat institutions in Indonesia. In the past, zakat institutions managed zakat in a simple way by using manual transactions by handing over cash directly to the zakat institution. This causes a risk of low accountability, transparency and professionalism of zakat institutions.

One of the zakat institutions that uses non-cash payments as a payment method is LAZISNU which uses a payment system to help raise ZIS funds. Zakat institutions take advantage of collaboration with digital platforms such as GoPay by using the QR Code as a digital payment system. The existence of a QR system makes it easier to find donors from various regions, this is an opportunity for zakat institutions to raise more ZIS funds. So that the application of this technology improves performance and can help manage zakat to reach the wider community (Jamaludin, 2021).

Masruroh believes that the existence of technology such as the ZIS application is needed as a means of channelling and receiving people's funds on target. So that the online application system can be used to collect funds as well as bring public awareness of the obligation to pay zakat. The existence of the ZIS system makes it easier to manage because it is computerized and can be a solution to help manage ZIS distribution. Also, with this system, users can check and print recipient information or distribution of donations daily, weekly and monthly from the results of the reports (Masruroh, 2020).

Based on the description above, the application of the QR Code to zakat institutions provides convenience to its users. This convenience can be seen in the use of the QR Code which is easy to understand and easy to use which will not find it difficult to do (Ernawati, 2016). The amount of trust in using the QR Code will form confidence in making useful decisions. Because the use of the QR Code is easy, the safety factor must be considered. This is done in an effort to ensure smooth financial transactions, so as to avoid transaction risks such as money laundering or manipulation. With a safe and secure system, people will not hesitate to donate or pay zakat, infaq, alms through the QR Code (Rachman, 2018).

However, there are problems in the use of the QR Code by the community, that is, the community still lacks technological knowledge and at the zakat institutions themselves the effectiveness of distributing QR to the community is still uneven. The existence of the QR Code itself goes hand in hand with the efforts of the government and Bank Indonesia to spread non-cash transactions, better known as the National Non-Cash Movement (GNNT). So that the potential of zakat, infaq and alms can be realized properly. Therefore, the researcher is interested in discussing research on "Effectiveness of Using the QR Code Feature in Collecting ZIS Funds at LAZISNU".

2. Literature Review

2.1 Effectiveness Theory

Big Indonesia Dictionary, the word effectiveness from English is effective which means successful or something that works well. The meaning of effective is that there is an effect (effect, influence, impression), efficacious or efficacious, can bring results (there are results in the action), comes into effect in laws or regulations (Bahri, 2020).

According to Mahmudi, effectiveness is the relationship between output and goals, the greater the output (contribution) to achieving goals, the more effective the program or organizational activities. Based on these objectives, it can be concluded that effectiveness has a reciprocal relationship between output and objectives, the greater the output contribution, the more effective the program (Mahmudi, 2015).

The level of effectiveness can be measured by comparing the plans made with the results achieved. However, if the results or efforts made are not appropriate, so that the goals are not achieved, then it can be said that it is not directed. According to Handoko, to measure a program or plan so that is said to be effective, namely:

1. Usability, namely so that it can be useful for management in carrying out other functions so that it becomes flexible, stable, timely, effortless and sustainable and also simple.
2. Accuracy and objectivity, namely all plans must be evaluated so that they become clear, real and accurate.
3. Scope, namely paying attention to the principle of completeness, scouting and consistency.
4. Cost effectiveness, namely cost effectiveness involving time, effort and also emotional.
5. Accountability, namely that there are two first accountability, responsibility for implementation and secondly responsibility for implementation (Faozi, 2020).

2.2 Optimization

Optimization is streamlining and streamlining the company's production results so that it can reduce costs and increase profits (Muljiono, 2020). According to KBBI, optimization comes from the word optimal which means good, highest and most profitable. Meanwhile, according to Winardi, optimization is a measure that causes goals to be achieved. So that optimization is the best solution process in maximizing profits and keeping costs as low as possible which can achieve the desired goals (Sidik, 2021).

2.3 Crowd Funding

Crowdfunding is funding whose funds are collected from many people who are interested or interested in an activity or business that is being built. Crowd Funding is utilized by investors as pooling of funds to increase activities or businesses so as to create opportunities for business people to raise funds for the business or activities offered.

The types of Crowd Funding are:

1. Equity Crowdfunding is a type of funding that utilizes shares to investors.
2. Donation Crowd Funding is a collection of funds using a donation system.
3. Reward Crowd Funding is a type of funding that uses prizes to attract investors. This is used to get benefits in the form of price discounts, free services, product trials and so on.
4. Crowd Funding Dept. is the borrower will come to the borrower to borrow money to use for his business purposes.

2.4 QR Code Application

Digital technology is a technical work system where manual work techniques are no longer used. The evolution of analogue systems digital systems is called digitization, which leads to automatic operating systems using computer-readable format technology (Aji, 2016).

A QR Code is a matrix code, or two-dimensional barcode, created by the Japanese company Denso Wave in 1994. The purpose of a QR Code is to send information quickly and also receive a quick response. Other benefits such as accuracy, ease of use, timely feedback, security, binding productivity also increase profits (Faozi, 2020).

The easy and free use of the QR Code makes its use increasingly in demand by many people, especially in Indonesian society, namely every smartphone that has a camera feature can be used as a QR Code reading machine. An example of a QR Code at LAZISNU.

1. How to use the QR Code at LAZISNU using a Sharia Bank
 - a. Open the Mandiri Syariah mobile application
 - b. Scan scan QR Code
 - c. Type in the nominal transaction and finish
2. QR Code using the Gojek Application
 - a. Open the Gojek application
 - b. Open it in the GoPay column
 - c. Click PAY
 - d. Point the camera at the QR Code
 - e. The Holy Amil Zakat and Sadaqah Nadhatul Ulama (LAZISNU) Institutions will appear
 - f. Choose a donation amount
 - g. Click confirm

2.5 Fundraising

2.5.1 Definition of Fundraising

Collection according to the Big Indonesia Dictionary is the process or method of collecting. Collection can also be interpreted as an activity that influences the community or potential donors to want to do charity by giving part of their assets for community empowerment (Wikaningtyas, 2015). Meanwhile, the concept of raising funds is an activity carried out to collect money from the public and used to finance programs and activities of an institution to achieve a goal (Buhari, 2018). From the above understanding, it can be concluded that fundraising is an activity carried out to raise funds used to finance activities designed to achieve goals.

2.5.2 Purpose of Collection

1. Fundraising

Collecting funds is an activity to collect ZIS funds to zakat management institutions to be distributed to those who are entitled to receive according to their respective sizes. Fundraising activities aim to raise funds from the most basic donors because this is the beginning of why fundraising is carried out. Collection can be said to fail if it does not produce funds, so that the absence of resources produced makes the institution unable to maintain its ability to continue to maintain its sustainability (Putra, 2019).

2. Collect donors

Collecting donors is the goal of adding donors. In order to increase the number of donations there are two ways, namely increasing donations from each donor or increasing the number of existing donors. Both of these options are more effective for increasing the number of donors than increasing donations because each donor has the right to the amount of donations to be donated, making it easier to add donors so that they can increase the number of donations (Juwaini, 2005).

3. Satisfying donors

The goal of satisfying donors has an influence on raising. This happens because with donor satisfaction, donors will return to donate funds to the institution. Also, with donor satisfaction, it can also help institutions add other donors because they tell other people. Then it will be a positive response, otherwise if the donor is not satisfied then he will stop donating and tell other. This will also be a negative response for the institution (Juwaini, 2005).

2.5.3 Collection Method

1. Direct collection method

The direct collection method is a method that uses methods that involve donors directly. Namely a fundraising process where interaction and adaptability to donor responses can be carried out directly.

2. Indirect collection method

The indirect collection method is a collection method using techniques that do not involve the participation of donors. In other words, the collection process is not achieved

by providing accommodation power directly to the donor's response immediately (Zia, 2016).

2.5.4 Collection Strategy

1. Formation of zakat collection unit. Each zakat institution can open zakat collection units in various places according to their level, both national, provincial and other.
2. Zakat receipt counter opening. Opening counters at zakat offices or institutions on a representative basis, such as professional financial counters equipped with waiting rooms, stationery, safes, etc., are also served by professional experts.
3. Bank account opening. Bank account opening must be done separately from one account to another. Such as zakat, infaq, alms and waqf accounts so that it can make it easier for muzakki where funds will be deposited and facilitated their management and distribution (Thoriquddin, 2015).

2.6 POAC Management (Planning, Organizing, Executing and Controlling)

In management there are 4 kinds of planning, organizing, implementing and controlling (POAC).

1. Planning is compiling the steps to be carried out to achieve the goals that have been set (Suryapermana, 2016). Planning itself is an important institutional planning you will not know which way the organization will go (Akbar, 2021).
2. The organization aims so that in an event the division of tasks can be carried out with full responsibility (Manda, 2016). To achieve these goals, it is necessary to coordinate so that these goals can be achieved. So, the organization is an activity of structuring organizational resources to carry out tasks and functions (Akbar, 2021).
3. Implementation is an effort to mobilize human resources so that they can make efforts to achieve common goals (Sahla, 2019).
4. Supervision is a method that is determined to ensure that plans are carried out in accordance with predetermined plans that can achieve the goals of the organization (Sahla, 2019).

2.7 Definition of Zakat, Infaq and Alms

Zakat is one of the 4th pillars of Islam, this is mentioned in the Qur'an verse 82 and in the hadith, books developed by the ijtihad of the people. Zakat comes from the word zaka which means to grow and develop. Another meaning of zakat is found in the Qur'an which means purity from sin. Zakat in language means holy, growing and developing as well as blessings (Wibisono, 2015). While in terms, there are some differences of opinion among the scholars, but the principle of zakat remains the same, namely zakat is part of the day with certain conditions which Allah obliges the owner to give to those who are entitled to receive it accompanied by certain conditions. The connection between the meaning of language and terms is that every treasure issued will be holy, clean, growing and also a blessing (Akbar, 2018).

Infaq linguistically is a form of the word *anfaqaa* which means giving something to someone else. Infaq according to terminology means issuing or giving part of its income for an interest that is ordered in Islamic teachings. The amount of infaq itself is not determined and the targets for its utilization are not specifically determined. Infaq is very broad in scope for all the interests

of the people. Infaq is the main characteristic of people who are faithful and pious, infaq also nourishes and develops wealth (Nofiaturrahman, 2015).

Alms according to KBBI is giving something to the poor and those who are entitled to receive, outside the duties of zakat and zakat fitrah in accordance with the ability of the giver. The meaning of alms is often referred to as giving wealth in return for certain benefits in the way of Allah, even though the meaning of alms is broader than that. According to Habibillah, charity does not only give or give wealth, but all charities and deeds, such as smiling at other people, is charity, meaning that charity does not include wealth, but also our good deeds (Arwadi, 2021).

3. Research Methods

3.1 Types and Research Approaches

The approach in this study uses a qualitative approach. A qualitative approach is research that aims to describe and analyse phenomena, social activities, events, attitudes, thoughts of an individual or group. Qualitative research produces descriptive data in the form of written or spoken words through careful observation (Arwady, 2021).

In this study, researchers conducted direct studies at LAZISNU, which had implemented the QR Code feature in ZIS fundraising, which could be known to be effective or not. This research investigation is to determine the effectiveness of using the QR Code feature at LAZISNU in raising ZIS funds.

3.2 Research Settings

This research was conducted at LAZISNU (Lembaga Amil Zakat. Infak dan Sedekah Nahdlatul Ulama) Kudus, hereafter in this research it is called LAZISNU. The research location is located at JL. Scout No. 21, Wergu Wetan, Kec. Kudus City, Kudus Regency, Central Java 59319. The reason for choosing this location is because researchers want to get a clear picture and information that will enable and facilitate researchers to obtain accurate information.

3.3 Research subject

The research subject is the person who will be observed as the target of the researcher. The subjects of this research include the chairman of LAZISNU staff.

3.4 Types and Research Approaches

The research data is divided into two groups, namely:

1. Primary data

Primary data is information obtained directly from the subject being studied, using measuring instruments or information search tools as a source of information that is studied directly (Rijali, 2018). This data was obtained through interviews with authorities at LAZISNU such as the Chairman of LAZISNU, Mr. Muhammad Ihdi Fahmi Tamami or office staff, Mr. Arief Riyanto, who is also a QR Code user, Mrs. Siti.

2. Secondary Data

Secondary data is data obtained from other parties or indirectly from research subjects (Rijali, 2018). This data was obtained from documents at LAZISNU, both official and private. Sources of data information can also be obtained from reference books, the internet, newspapers and informants related to the topic of discussion to support research.

3.5 Data collection technique

Data collection techniques are the most strategic steps in research because the main purpose of research is to obtain information.

Researchers used 3 methods in collecting data, namely:

1. Interview

An interview is a meeting of two people to exchange ideas or information through questions and answers in order to construct meaning in a topic. The researcher conducted interviews with LAZISNU as an informant who knew information and data so that it was more valid.

2. Observation

Observation, namely systematic recording of events, objects seen and other things that support research. Observation is divided into two, namely direct observation, namely with the object of research, the second is indirect research, namely research carried out not at the time the indirect took place.

3. Documentation

According to Sugiyono, documentations is a record of event that have passed, which can be in the form of writing, drawings, or other monumental works, In another sense, documentation is a data collection tool that is carried out with written data using context analysis. The purpose of the document is as a means of gathering information and collecting data (Anggreini, 2021).

3.6 Data Validity Test

3.6.1 Credibility Test

The credibility or trust test regarding the results of qualitative research data is carried out in several ways, namely:

1. Extension observation

Extension observation is carried out by repeating the research, by returning to the field to make observations, interview the informant again, so as to obtain new information.

2. Observation of persistence

Increased persistence, namely making more careful and continuous observations. This makes information reliable and the sequence of events recorded accurately and systematically (Sugiyono, 2017).

3.6.2 Triangulation

1. Source of triangulation

Triangulation sources in testing the credibility of the data is done by means of various data sources. Researchers obtained data sources from the chairman of LAZISNU and LAZISNU staff.

2. Triangulation technique

The triangulation technique is used to check the credibility of the data with the same sources using different technique. Researchers used several techniques such as interviews, observation and documentation.

3. Triangulation time

Collecting data using interview techniques in the morning, when the informants are still fresh, makes for a more reliable source of data and avoids problems.

4. Conduct member checks

If the informant accepts the information obtained, it means that the information is valid, so it is more reliable and trusted.

3.6.3 Transferability Test

The transferability test is carried out so that other people can understand the results of qualitative research so that the results of the research can be applied, so that the research in the report must be clear, detailed, systematic and reliable (Sugiyono, 2016).

3.7 Data Analysis Technique

According to Miles and Huberman, there are several steps to data analysis, namely:

1. Data collections, namely collecting as much data as possible on matters relating to problems in research.
2. Data Reduction is a reduction of relevant data which is then presented scientifically by researchers without covering up its deficiencies.
3. Verification or drawing conclusions is the collection of data obtained and then looking for conclusions as answers to the formulation of the problem by looking at the findings to be achieved from LAZISNU managers of staff (Anggraini, 2021).

4. Research Results and Discussion

4.1 Background to the Beginning of Using the QR Code at LAZISNU

One of the payment methods uses on-cash method in Indonesia, namely the QR Code (Ansori, 2019). The use of the QR Code is also utilized by zakat institutions, one of which is LAZISNU, which uses the QR Code as a method of distributing zakat, infaq and alms as a non-cash medium in making payment transactions (Febriaty, 2019).

The beginning of the use of the QR Code at LAZISNU began in 2020. LAZISNU tries to keep up with the times and also fulfil requests from the public. The purpose of LAZISNU itself in using the QR Code is so that QR Code can provide stimulation to the community that there are easy facilities at all times, this is as stated by Mr. Fahmi as follows:

“The purpose of having a QR Code is to provide facilities to the public that ZIS can be easily done anywhere. So that more people can channel ZIS funds to LAZISNU and this as a form that LAZISNU is professional because it always keeps up with the times” (Informant 1).

The background of using the QR Code at LAZISNU uses POAC management to achieve the desired goals. It is as follows:

1. Planning

The form of planning carried out by LAZISNU is the formation of 4 program pillars (NU Smart, NU Preneur, NU Care and NU Skill) in an effort to obtain more effective fundraising. So LAZISNU is trying to use the QR Code as an easier and more practical collection and payment medium.

2. Organizing

In organizing LAZISNU in collaboration with various parties as a form of introducing the community to the QR Code.

3. Implementation

The implementation carried out by LAZISNU in using the QR Code itself is by distributing the QR Code to the public through 3rd parties, companions with Drop Boxes, distributing using social media etc.

4. Supervision

Supervision is carried out so that no mistakes are made and can correct if something goes wrong so that it can find solutions to problems that occur.

The QR Code is used by LAZISNU channel for distribution, this is used in ZIS to make it easier for donors, so that it can be reached by all levels of society. In the process of distributing ZIS, of course the community must know what the QR Code is, therefore LAZISNU tries to socialize the use of the QR Code to the Kudus community. This was conveyed by Mr. Fahmi as follows:

"Firstly, we are working with a third party, so there is a third party who made us this steplike. 3rd parties also assist in promoting products and assist in attaching QR Code labels, so we only need to distribute them to strategic places, especially those that have worked with us, especially with Drop Boxes, we also provide QR Code facilities in addition to accompanying the Drop Boxes" (Informant 1).

In disseminating the QR Code among the public, participation by the LAZISNU institution itself is certainly not spared, but in terms of spreading the use of the QR Code it turns out that LAZISNU is still not active, this is due to limited human resources. Mr. Fahmi explained this as follows:

"Indeed, if we evaluated the distribution process, it has not been maximized, considering that first, there are limited human resources, then the public is still lay, most of them are still unfamiliar with using the QR Code provided by us" (Informant 1).

4.2 Effectiveness of QR Code Application in Collecting ZIS Funds

Effectiveness is something that has been formulated or planned to achieve a desired goal. So that an organization can be said to be effective if it has the right goals in achieving the goals that have been set (Tujung, 2014).

To find out the effectiveness of using the QR Code at LAZISNU, LAZISNU saw from the amount of distribution this was conveyed directly by Mr. Fahmi as follows:

"We will see from the number of our distribution of QR Codes to the public. When we have run the QR Code on a massive scale, then the feedback is not so pronounced or not so visible the progress of adding the collection means we assume that this QR Code is not effective, but when it's still in process it's not massive yet it's not optimal in distribution when we are passive the result really looks like more collection through more incoming notifications, we can consider it effective in using the QR Code" (Informant 1).

The use of the QR Code at LAZISNU is relatively new both for the community and for institutions, this is because the QR Code has only been running for the past 2 years, in the spread of the QR Code to the community it is still not massive as well as the annual ZIS fundraising on the QR Code is still unknown results for sure. This was conveyed by Mr. Arif Riyanto as follows:

"Because this has only been running for 2 years, if we look at the size of ZIS collection which is outside the QR Code other than the QR Code., we cannot really give an assessment of whether this is successful or not because we have not seriously worked on the QR Code, so in this timeframe if our results are not yet feel, because we realize that we have not worked on the QR Code optimally, so for the time being we think the results we are getting are not what we expected." (Informant 2).

To measure the effectiveness of the QR Code at LAZISNU, researchers try to use the effectiveness of Handoko that effectiveness is defined as achieving a predetermined goal so that the goal is successfully achieved as expected. According to Handoko, measuring a program or plan is said to be effective, namely by means of usability, accuracy and objectivity, scope, cost-effectiveness and accountability. This is explained as follows:

1. Utility

In order to be said to be effective in using the QR Code, it needs to be used flexibly, stably and sustainably. At LAZISNU, the use of the QR Code can be said to be flexible, this can be seen from the increasing number of donors, this proves that the QR Code can be used anywhere and anytime.

2. Accuracy and Objectivity

LAZISNU tries to use and spread the QR Code in all Kudus communities. LAZISNU is trying to make the use of the QR Code appropriate by the public, namely by distributing pamphlets, brochures, outreach and dissemination via social media such as Facebook, Instagram, WhatsApp and others.

3. Scope

The use of the QR Code at LAZISNU itself LAZISNU tries to spread the QR Code to the community, both the Kudus community and the surrounding community. So that the range of using the QR Code can be wider and can add more donors at LAZISNU.

4. Cost Effectiveness

Using the QR Code can help reduce costs to the public or donors, this is because the use of the QR Code can be channelled through applications such as Grap, OVO, Gopay, Link Aja, BNI Mobile, Shopee Pay, DANA BSM, and others.

5. Accountability

LAZISNU in terms of responsibility for implementing the QR Code is still not optimal because LAZISNU is still not active in spreading the QR Code to the community.

4.3 Analysis of Obstacles and Solutions in Using the QR Code Feature

Constraints in a program must always be there, both externally and internally. According to Poerwarda Minta, obstacles are obstacles and hurdles (Ansori, 2019).

Using the QR Code is not as easy as applying it to the community, LAZISNU experienced these obstacles as follows:

1. The public is still unfamiliar with using the QR Code. This was explained by the LAZISNU staff as follows:

"The obstacle we are experiencing is because the community is still layman, especially at the small district levels like Kudus, it needs massive socialization."
(Informant 2)

2. People often donate directly to LAZISNU. People are used to donating directly to LAZISNU, this is because people don't understand how to use the QR Code. According to LAZISNU staff as follows:

"Our obstacle in this program is that donating via the QR Code is still lacking, we convey to the public if we can donate via the QR Code. But most people come here more directly, because at LAZISNU there are several accesses to collection, namely through INUK, Drop Boxes which we usually place in stalls or shops." (Informant 2)

3. Lack of socialization of LAZISNU to the community. This was conveyed by Mr. Fahmi as follows:

"We are required to socialize to the wider community, we can't just pass it by word of mouth, but indeed we have to display this QR Code to the public, we spread it to remote areas in Kudus, we multiply it." (Informant 2)

4. Limited human resources. This is felt by LAZISNU itself that human resources are very important in supporting success, therefore human resources at LAZISNU itself are still lacking to minimize the lack of human resources. This was conveyed by Mr. Fahmi as follows:

"We use social media as a forum for outreach to the public, so that people can know that we also have many ZIS distribution options at LAZISNU, thus increasing the choices for donors to donate." (Informant 1)

LAZISNU is trying to find the right solution, for that the solution to dealing with these problems is as follows:

1. LAZISNU is trying to cooperate with related parties. As stated by Mr. Fahmi as follows:

"The solution we are preparing is that we work together with communities, agencies, associations with contemporary young people who keep up with the times so that with this QR Code collaboration it is easier for us to share, no need to go door to door." (Informant 1)

2. The next solution is that LAZISNU utilizes events, events, attaches stickers and brochures:

"With events or events, it's easier for us to socialize the QR code to the public so that people are motivated to donate or donate, zakat and alms to LAZISNU so it can be scanned directly via cell phone. so, by using the LAZISNU QR code it can be more transparent because every time there is a collection or donation there is always a notification, so the amount collected will be more transparent" (Informant 1)

3. Utilizing social media as a means of dissemination. This was conveyed by Mrs. Siti as follows:

"I know the QR Code because I see it on my social media, I see that using the QR Code is very easy, you just have to scan it on your cell phone". (Informant 3)

5. Conclusion

Based on the data above, it can be concluded that the background to the emergence of the QR Code dilator facility was due to a request from the community and with the with the QR Code, LAZISNU could keep up with the times as well as follow the current trends. Easy and safe use of the QR Code can be done anywhere. This brings benefits to LAZISNU and also the community in facilitating the distribution process.

In determining the effectiveness of using the QR Code in LAZISNU fundraising activities it is not very effective when compared to Inuk fundraising. This is because the community's limited knowledge of technology is still minimal, where they do not know how to use the QR Code and how to measure its effectiveness. It was agreed by LAZISNU that the effectiveness can be seen from the distribution gain when compared to the intake box which is far more effective.

The obstacle as stated above is that the use of the QR Code itself is still not very effective, this is because the technological knowledge of the community about the QR Code is still minimal, the effectiveness of its distribution in the community is not too evenly distributed, the lack of human resources in LAZISNU, socialization is not optimal. While the solution in dealing with the above is, there is maximum socialization of the QR Code to the community, LAZISNU tries to introduce the QR Code by collaborating with parties who can assist in the dissemination process, using social media as a constrainer for dissemination, using flyers, brochures, stickers or when there are events and events.

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