

THE INFLUENCE OF COMMUNICATION STRATEGIES AND EDUCATIONAL PROGRAMS ON COMMUNITY PARTICIPATION AT LAZNAS YATIM MANDIRI MAKASSAR

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Abstract

There are many factors that become obstacles for zakat institutions in their development, one of these factors is the lack of public understanding of the concept of zakat, the evaluation of strategies that are not optimal and the effectiveness of the program, so that communication strategies and educational programs are needed which will generate knowledge related to the institution to increase community participation. This research is an explanatory quantitative study that aims to analyze the factors that influence how community participation in LAZNAS Yatim Mandiri Makassar City, using a population of people who have lived and had direct contact with LAZNAS Yatim Mandiri Makassar City, with a sample size of 96 respondents. The data used was obtained by distributing questionnaires via google form. The results of this study indicate that the communication strategy partially has no significant effect on community participation with a significant value of $0.258 > 0.05$ and the education program has a positive and significant effect with a value of $0.000 < 0.05$ on community participation. This shows the importance of improving educational programs to increase public understanding of the concept of zakat and the activities of zakat institutions, this can be a reference for other zakat institutions in increasing community participation and the effectiveness of the programs carried out.

Keywords: Zakat, Communication, Education, Participation.

INTRODUCTION

Zakat is one of the main pillars of Islam that encourages Muslims to give some of their wealth to the rightful recipients. The National Amil Zakat Institution (LAZ) is present as a forum to collect and manage zakat effectively, as well as provide assistance to orphans and people in need. Based on Law Number 23 Year 2011, zakat management is an activity that includes planning, implementing and coordinating the collection, distribution and utilization of zakat funds, infaq, sedekah (ZIS) and other social religious funds. In an effort to achieve the objectives of zakat management, the National Amil Zakat Agency (BAZNAS) was formed which is independent and directly responsible to the President through the Minister.

Based on data from the National Amil Zakat Agency (BAZNAS) with the Bogor Agricultural Institute and the Islamic Development Bank in 2011, the national zakat potential reached Rp 217.3 trillion per year. In addition, according to the chairman of BAZNAS, Noor Ahmad estimates that the potential for Zakat, Infaq, Sadaqah, and Waqf (ZISWAF) in Indonesia in 2021 will reach more than IDR 500 trillion, namely IDR 327 trillion in zakat and IDR 187 trillion in waqf.

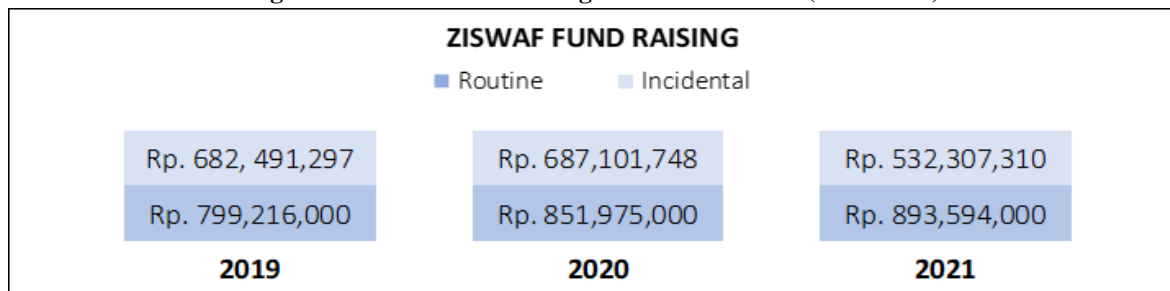
The National Amil Zakat Institution Yatim Mandiri is an institution that was established on March 31, 1994, which was originally a simple foundation born from the anxiety of several orphanage activists in Surabaya, namely Sahid Has, Sumarno, Hasan Sadzili, Syarif Mukhodam and Moch Hasyim. The foundation was initially named Yayasan Pembinaan dan Pengembangan Panti Asuhan Islam dan Anak Purna Asuh (YP3IS), then in its journey YP3IS is growing well, thanks to financial support from the community and is increasingly professional to empower orphans through its programs.

After going through many changes, both in management and management and to expand the benefits of empowering orphans, then based on decisions through meetings, agreed to change the name to Yatim Mandiri, which became the identity of the institution until now. Then on July 22,

2008 Yatim Mandiri was registered with the Ministry of Law and Human Rights with the number: AHU-2413.AH.01.02.2008. With the new name Yatim Mandiri. This institution is also officially registered as a National Amil Zakat Institution based on the Decree of the Ministry of Religious Affairs of the Republic of Indonesia No. 185 of 2016, headquartered in Surabaya, East Java. LAZNAS Yatim Mandiri Surabaya.

Although in its realization, the collection of ZISWAF funds is still far from its potential, this can be seen from the data on public interest in donating based on the amount of funds received by LAZNAS Yatim Mandiri Makassar City. In the picture below, it can be seen that the collection of ZISWAF funds by LAZNAS Yatim Mandiri Makassar City in the period of three years (from 2019-2022) shows:

Figure 1. Ziswaf Fund Raising of Yatim Mandiri (2019-2022)



Source: *database of LAZNAS Yatim Mandiri Makassar, 2022*

Based on research conducted by Putri Qanitah Rahim & Ali Hamdan explained that based on Figure 1 above, the collection of ziswaf funds illustrates that the increase in public interest in donating through LAZNAS Yatim Mandiri occurred in 2019 and 2020 and then decreased in 2021. One of the obstacles that hinder the development of zakat institutions in collecting ziswaf funds is the evaluation of strategies and program effectiveness that is not optimal, so that communication strategies and educational programs are needed which will generate knowledge related to these institutions.

In this context, education and awareness about zakat have a key role in increasing community participation, communication strategies and educational programs are considered as important factors that can influence community participation in amil zakat. With an effective communication strategy can help the National Amil Zakat institution Yatim Mandiri Makassar City to convey the message, values, and benefits of their programs to the community clearly and persuasively, can create a climate of open dialogue, strengthen communication channels and build trusting relationships. Effective communication strategies can also encourage broader and more inclusive participation by involving vulnerable and marginalized groups. Meanwhile, education programs can provide a better understanding of the concept of zakat, the purpose of amil zakat, and the positive impact that can be achieved through active community participation. Through the right educational program, it can be a motivation to actively participate in amil zakat.

In research conducted by Nur Aviah (2021) with the title "Communication Strategy of Amil Zakat Infaq and Sedekah Muhammadiyah Gresik Institution in Building Community Participation in Zakat Infaq and Sedekah" shows that the internal communication strategy effectively supports the performance of Lazismu Gresik staff and amil, in this case two-way communication and open communication encourage the active involvement of its members. Then further work program planning is carried out through internal meetings of each division.

Therefore, if the cases discussed in this background are not overcome, namely the lack of public understanding of the concept of zakat, the evaluation of strategies that have not been optimal and the effectiveness of programs needed to increase community participation, then this communication strategy and education program are expected to be an effective solution. Research on the effect of communication strategies and educational programs on community participation is very relevant. This research will also contribute to filling the knowledge gap in previous research, the results of this research will provide a deeper understanding of the factors that influence community participation in amil zakat and offer a framework that can be used by policy makers and practitioners to design effective communication strategies and relevant education programs..

METHOD

This study uses a type of quantitative research with an explanatory quantitative approach. The population in this study were all people who had been in contact with and participated in LAZNAS Yatim Mandiri Makassar City as many as 96 samples determined by simple random sampling method to ensure the results of this study accurately reflect the existing reality. The number of sample sizes was determined using the Lemeshow formula with the following equation:

$$n = \frac{Z^2 \alpha \cdot p \cdot q}{d^2} = \frac{Z^2 p (1 - p)}{d^2}$$

Description:

n = the number of samples

Z = the value of the normal table with a certain alpha

p = unknown population proportion

q = 1 - p

d = distance in both directions

In this study, the Z value uses a 95% confidence level (1.960), with a population proportion value of 0.5 for an unknown population and a distance in both directions of 10%, so that the number of samples obtained is as follows:

$$\begin{aligned} n &= \frac{Z^2 p (1 - p)}{d^2} \\ n &= \frac{1,96^2 \times 0,5 \times (1 - 0,5)}{10\%^2} \\ n &= \frac{1,96^2 \times 0,5 \times (0,5)}{0,1^2} \\ n &= \frac{3,8416 \times 0,5 \times (0,5)}{0,01} \\ n &= \frac{0,9604}{0,04} \\ n &= 96,04 \text{ (rounding up to 64 samples)} \end{aligned}$$

Based on these calculations, it shows that the sample size in this study was 96, where this research was conducted from August to September 2023 at the Makassar City branch of LAZNAS Yatim Mandiri. The quantitative data analysis techniques used in this study used validity and reliability tests, classical assumption tests (consisting of: reliability tests, normality and heteroscedasticity tests) multiple linear regression analysis, and hypothesis testing (consisting of: determination coefficient test, F test and t test).

The importance of conducting validity and reliability tests on questionnaire data is to ensure that the measurement instruments used can actually measure what is intended and provide consistent results, 1) Validity testing is the process of measuring the extent to which a measuring instrument accurately measures what it is intended to measure. Validity indicates the extent to which a measuring device or research method actually measures the intended concept or variable. Validity can be seen as the validity and accuracy of the measuring device. If a measuring device is valid, then it can be relied upon to provide accurate and reliable results. The purpose of validity testing is to determine the extent to which a measuring device or research method is reliable and whether it can produce valid data. Validity is important in research because if the measuring device or research method is not valid, then the research results will not be able to be interpreted accurately and may lead to incorrect conclusions. 2) Reliability testing is a process to evaluate the consistency of research results or measuring tools over time, between different researchers, or in different situations. Reliability indicates the extent to which a measuring device or research method can produce consistent and reliable results. Reliability can be seen as the stability and consistency of the

measuring device. The purpose of reliability testing is to determine the extent to which a measuring device or research method is reliable in producing consistent results. Reliability is important in research because if the measuring device or research method is not reliable, then the research results are unreliable and untrustworthy.

Next is the data normality test, which consists of three test stages, namely: 3) normality test is a process to test whether the research data follows a normal distribution or not. A normal distribution is a distribution of data that is symmetrical and evenly distributed around the mean. The purpose of the normality test is to ensure that the data used in statistical analysis has the right assumptions. If the data does not follow a normal distribution, the statistical methods used in the analysis may produce inaccurate results. 4) Multicollinearity test is a statistical technique used to detect a high or strong relationship between two or more independent variables used in regression analysis. The goal is to determine whether there is a multicollinearity problem in the regression model that can affect the interpretation of the regression analysis results. Multicollinearity test can be done by calculating the variance inflation factor (VIF) for each independent variable, where a high VIF value indicates significant multicollinearity. 5) The heteroscedasticity test is a process to test whether the error variability in a linear regression model is not constant across a range of values of the independent variable. The aim is to ensure that the assumption of homoscedasticity is met. Homoscedasticity means that the error variability is constant across all levels of the independent variable. If heteroscedasticity is present, the linear regression results may be inaccurate and the interpretation of the effect of the independent variables may be compromised.

Then the tests carried out in this study are 6) Multiple linear regression test is a statistical method used to understand the relationship between one dependent variable (the variable to be predicted) and two or more independent variables (the variables used to predict the dependent variable). It involves using a multiple linear regression model to evaluate the extent to which the independent variables affect the dependent variable. The main objective of the multiple linear regression test is to evaluate the strength and significance of the relationship between the independent variable and the dependent variable. This test helps in identifying the independent variables that have a significant influence on the dependent variable, as well as understanding the direction and strength of the relationship. In addition, the multiple linear regression test can also be used to predict the value of the dependent variable based on the given values of the independent variables.

Then the hypothesis test, which consists of three, namely: 7) the coefficient of determination test is a measure of how well the independent variables can explain the variation in the dependent variable in a regression model with the aim of using it to evaluate the quality of the regression model, and to find out how much influence the independent variable has on the dependent variable. By knowing the coefficient of determination, we can assess whether the regression model is good enough to explain the relationship between the two variables. 8) The F test (simultaneous) is a statistical test used to determine whether the regression model as a whole is significant or not with the aim of evaluating whether the independent variables in the regression model together have a significant effect on the dependent variable. 9) The t test (partial) is a statistical test used to determine whether the independent variable partially affects the dependent variable with the aim of assessing whether the regression coefficient of the independent variable is significantly different from zero or not.

RESULTS AND DISCUSSION

RESULT

1. Validity Testing

Table 1.1 Validity Test Results (Communication Strategy Variable X1)

Statement	r count	r table	Description
1	0.534	0,199	Valid
2	0.576	0,199	Valid
3	0.451	0,199	Valid
4	0.551	0,199	Valid

5	0.622	0,199	Valid
6	0.638	0,199	Valid
7	0.671	0,199	Valid
8	0.697	0,199	Valid
9	0.687	0,199	Valid
10	0.727	0,199	Valid
11	0.637	0,199	Valid

Source: IBM SPSS Statistics data processing results

Based on table 1.1 above illustrates that, all statement items in the communication strategy variable (X1) have a calculated r value greater than r table, namely $r > 0.199$. Thus, all statement items on the communication strategy variable can be said to be valid.

Table 1.2 Validity Test Results (Educational Program Variable X2)

Statement	r count	r table	Description
1	0.513	0,199	Valid
2	0.529	0,199	Valid
3	0.620	0,199	Valid
4	0.629	0,199	Valid
5	0.442	0,199	Valid
6	0.477	0,199	Valid
7	0.502	0,199	Valid
8	0.340	0,199	Valid
9	0.594	0,199	Valid
10	0.543	0,199	Valid
11	0.660	0,199	Valid
12	0.618	0,199	Valid
13	0.557	0,199	Valid

Source: IBM SPSS Statistics data processing results

Based on table 1.2 above, it illustrates that, all statement items on the educational program variable (X2) have a calculated r value greater than r table, namely $r > 0.199$. Thus, all statement items on the education variable can be said to be valid.

Table 1.3 Validity Test Results (Participation Variable Y)

Statement	r count	r table	Description
1	0.693	0,199	Valid
2	0.669	0,199	Valid
3	0.795	0,199	Valid
4	0.701	0,199	Valid
5	0.762	0,199	Valid
6	0.656	0,199	Valid

Source: IBM SPSS Statistics data processing results

Based on table 1.3 above, it illustrates that all statement items on the participation variable (Y) have a calculated r value greater than r table, namely $r > 0.199$. Thus, all statement items on the interest variable can be said to be valid.

2. Reliability Testing

In this study, the variables that will be tested for reliability are the dependent variable and the independent variable. Reliability testing was carried out using the IBM SPSS Statistics program, with the following test results:

Table 2 - Reliability Test Results

Research Variables	Cronbach's Alpha Score	Reliability standard	Description
Communication Strategy (X1)	0,837	0,60	Reliable
Education Program (X2)	0,800	0,60	Reliable
Participation (Y)	0,806	0,60	Reliable

Source: IBM SPSS Statistics data processing results

Based on table 4 above, the communication strategy (X1), education program (X2) and participation (Y) each show a Cronbach's alpha value greater than 0.60. Thus, all variables in this study are declared reliable.

3. Normality Test

The normality test is carried out to determine whether the regression model has a normally distributed residual value or not. The criteria for the normality test provisions are seen from the Asymp. Sig. (2-tailed) in the Kolmogorov Smirnov table. If the P value > 0.05 , then the data is normally distributed. The results of the normality test can be seen in the following table:

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.08864958
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.051
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: IBM SPSS Statistics data processing results

Based on table 3, it is known that the Asymp. Sig. (2-tailed) is 0.200, where this value is greater than 0.05. Thus, it can be concluded that the data in this study are normally distributed.

4. Multicollinearity Test

Multicollinearity is done to determine the presence or absence of multicollinearity symptoms in the regression model. The test criteria are seen from the Variance Inflation Factor (VIF) value and the Tolerance value. The VIF value must be smaller than 10, while the Tolerance value is greater

than 0.10 (VIF < 10 and/or Tolerance > 0.10). If so, then there are no multicollinearity symptoms in the regression model. The multicollinearity test results can be seen in the following table:

Table 4 Multicollinearity Test Results

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Tolerance	VIF
Model		B	Std. Error	s Beta				
1	(Constant)	3.088	2.719		1.136	.259		
	Communication_X1	.077	.067	.116	1.137	.258	.606	1.649
	Education_X2	.337	.061	.563	5.519	.000	.606	1.649

a. Dependent Variable: Participation_Y

Source: IBM SPSS Statistics data processing results

Based on the table, the VIF and Tolerance values in this study are as follows: a) The VIF value of the communication strategy variable (X1) is $1.649 < 10$, and the Tolerance value is $0.606 > 0.10$. Thus it can be concluded that there are no symptoms of multicollinearity in the communication strategy variable. b) The VIF value of the education program variable (X2) is $1.649 < 10$, and the Tolerance value is $0.606 > 0.10$. This it can be concluded that there are no symptoms of multicollinearity in the education program variable.

5. Heteroscedasticity

The heteroscedasticity test is carried out to determine whether the pattern of error variables contains symptoms of heteroscedasticity or not, with the test criteria: if the significant value is greater than 0.05, it is said to be free from symptoms of heteroscedasticity. The test results can be seen in the following table:

Table 5 Heteroscedasticity Test Results

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Tolerance	VIF
Model		B	Std. Error	s Beta				
1	(Constant)	-.209	1.558		-.134	.893		
	Communication_X1	.041	.039	.140	1.059	.292	.606	1.649
	Education_X2	.001	.035	.004	.031	.975	.606	1.649

a. Dependent Variable: ABS_RESIDUAL

Source: IBM SPSS Statistics data processing results

Based on the table, it is known that the results of heteroscedasticity testing in this study are: a) The significance value of the communication variable (X1) is $0.292 > 0.05$. Based on these results, it can be concluded that there are no symptoms of heteroscedasticity in the communication strategy variable b) The significance value of the education variable (X2) is $0.975 > 0.05$. Based on these results, it can be concluded that there are no symptoms of heteroscedasticity in the education program variable.

6. Multiple Linear Regression Test Results

Table 4 Multiple Linear Regression Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.088	2.719		1.136	.259
	Communication_X1	.077	.067	.116	1.137	.258
	Education_X2	.377	.061	.563	5.519	.000

a. Dependent Variable: Participation_Y

Source: IBM SPSS Statistics data processing results

Based on the "unstandardized coefficients" table, it provides information about the regression equation, namely how much the communication strategy (X1) and education program (X2) variables predict the participation variable (Y). The regression equation is described: a) Regression coefficient X1, the value of 0.077 on the communication strategy variable (X1) is positive, this means that the better the communication strategy used, the better the level of community participation in LAZNAS Yatim Mandiri Makassar City. b) Regression coefficient X2, the value of 0.337 on the education program variable (X2) is positive, this indicates the meaning that the more education programs provided to the community, the more community participation in LAZNAS Yatim Mandiri Makassar City.

7. Test Coefficient of Determination (R²)

The coefficient of determination aims to determine how much influence the variables of communication strategy (X1) and education program (X2) contribute to the participation variable (Y). The results of the coefficient of determination test can be seen in the following table:

Table 7 Test Results of the Coefficient of Determination R²

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.413	.400	2.11099

a. Predictors: (Constant), Education_X2, Communication_X1

Source: IBM SPSS Statistics data processing results

Based on the "Model Summary" output table above, it is known that the Adjusted R Square value or the coefficient of determination is 0.400 or 40%, meaning that all independent variables (communication strategy and education program) are able to explain their influence on the dependent variable (community participation) by 40%, while the remaining 60% is influenced by other variables outside of this research model.

8. Simultaneous Test (F Test)

Based on the tests that have been carried out in this study, it is described in the following table:

Table 8 F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	291.223	2	145.611	32.676	.000 ^b
	Residual	414.433	93	4,456		
	Total	705.656	95			

a. Dependent Variable: Participation_Y

b. Predictors: (Constant), Education_X2, Communication_X1

Source: IBM SPSS Statistics data processing results

Based on the ANOVA output table above, it is known that the calculated F value is $32,676 > 3.094$ (F table) and in the significance column (Sig.) of 0.000. So as the basis for decision making in the F test, it can be concluded that the communication strategy variable (X1) and the education program (X2) simultaneously / together have an effect on the community participation variable (Y) or significant. Thus, the requirement that we can interpret the coefficient of determination in multiple linear regression analysis has been fulfilled.

9. Partial Test (t Test)

This test is conducted to determine whether or not there is a partial influence of the independent variable (communication strategy & education program) on the dependent variable (community participation). The criteria for the provisions of the partial test is to see the significance value of each variable X1 and X2, provided that if the significance level is below 0.05 (5%) then it has a significant effect, otherwise if it is above 0.05 (5%) then it has no significant effect. The partial test results (t test) in this study are described in the following table:

Table 9 Test Results t (Partial)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.088	2.719		1.136	.259
Communication_X1	.077	.067	.116	1.137	.258
Education_X2	.377	.061	.563	5.519	.000

a. Dependent Variable: Participation_Y

Source: IBM SPSS Statistics data processing results

Based on table 9 above, the results of the t test in this study are as follows: a) The t value on the communication strategy variable is $1.137 < 1.661$ with significance showing the number $0.258 > 0.05$, thus H_0 is rejected. b) The t value on the education program variable is $5.519 > 1.661$ with significance showing the number $0.000 < 0.05$, thus H_a is accepted. Based on these results, it can be concluded that the communication strategy (X1) has no partial effect on community participation (Y). Furthermore, the education program (X2) has a partial effect on community participation (Y) at LAZNAS Yatim Mandiri Makassar City.

DISCUSSION

1. The Effect of Communication Strategy on Community Participation at LAZNAS Yatim Mandiri Makassar City

The results showed that partially, the communication strategy did not have a significant effect on community participation at LAZNAS Yatim Mandiri Makassar City. In the results of data processing conducted using a survey method of 96 respondents randomly selected from community members, it was found that the significance value of the communication strategy variable (X1) was $0.258 > 0.5$, so it had no significant effect. Then this variable has a coefficient value of 0.077 (positive value), which means that the better the communication strategy used, the better the level of community participation in LAZNAS Yatim Mandiri Makassar City.

This shows that other factors may be more important in influencing community participation in LAZNAS Yatim Mandiri Makassar City. Nevertheless, communication strategy remains an important factor in building awareness and promoting the programs and activities of LAZNAS Yatim Mandiri Makassar City to the community. This study aims to determine the effect of communication

strategies and educational programs on community participation in LAZNAS Yatim Mandiri Makassar City.

2. The Effect of Education Program on Community Participation at LAZNAS Yatim Mandiri Makassar City

The results showed that the education program has a significant influence on community participation at LAZNAS Yatim Mandiri Makassar City, where the education variable (X2) shows a significance value of $0.000 < 0.05$. In addition, this variable also has a regression coefficient value of 0.337, which means it is positive, this shows the meaning that the more educational programs provided to the community, the more community participation in LAZNAS Yatim Mandiri Makassar City. Educational programs can include a variety of activities such as training, seminars, and workshops aimed at increasing community knowledge and skills. This finding shows that an effective education program can be an important factor in increasing community participation in LAZNAS Yatim Mandiri Makassar City. In this context, educational programs can help the community to better understand the purpose and benefits of LAZNAS Yatim Mandiri Makassar City's programs and activities, which in turn can increase their motivation to participate in these programs and activities. In addition, educational programs can also help the community to develop the skills and knowledge needed to participate in the programs and activities of LAZNAS Yatim Mandiri Makassar City effectively.

The results of this research are the same and in accordance with the research of Muhammad Ikhwanussofa in 2021, with the title "The Effect of Income, Education and religiosity on Muzakki's Interest in Paying Professional Zakat at BAZNAS Tangerang City", in his research the results show that education has a significant positive effect on muzakki's interest in paying professional zakat. This is evidenced by the results of the t value of 2.341 with a significance value of 0.021 The t-table value is 1.660, so if $T \text{ count} > t\text{-table}$ ($2.341 > 1.660$) this makes it clear again that there is an influential value of the education variable on interest.

3. The Effect of Communication Strategy and Education Program on Community Participation at LAZNAS Yatim Mandiri Makassar City.

The results further show that the communication strategy and education program have a significant influence together on community participation at LAZNAS Yatim Mandiri Makassar City. Based on the results of the F test, it can be concluded that the F table value is 3,094. Based on the table, it is known that the calculated F value is $32,676 > 3,094$ and a significance of $0.000 < 0.05$ (alpha). This shows that communication strategies and educational programs both have an important role in increasing community participation in LAZNAS Yatim Mandiri Makassar City. In this case, communication strategies and educational programs can complement and support each other to achieve the same goal, namely increasing community participation in the programs and activities of LAZNAS Yatim Mandiri Makassar City. An effective communication strategy can help promote the programs and activities of LAZNAS Yatim Mandiri Makassar City to the community, while educational programs can help the community to better understand and participate in these programs and activities. Thus it can be concluded that the variables of communication strategies and educational programs have a significant influence simultaneously / together on community participation in LAZNAS Yatim Mandiri Makassar City.

In addition, the results of this study also have important practical implications for LAZNAS Yatim Mandiri Makassar City and similar organizations. In this context, LAZNAS Yatim Mandiri Makassar City can use the results of this study to develop communication strategies and educational programs that are more effective in increasing community participation in their programs and activities. For example, LAZNAS Yatim Mandiri Makassar City can conduct more educational programs that are relevant and interesting to the community, and use more effective communication channels to promote their programs and activities. In addition, LAZNAS Yatim Mandiri Makassar City can also evaluate and improve their programs and activities regularly to ensure that they are always relevant and interesting to the community.

CONCLUSION

The Effect of Communication Strategy on Community Participation at LAZNAS Yatim Mandiri Makassar City, the results showed that partially, the communication strategy did not have a significant effect on community participation at LAZNAS Yatim Mandiri Makassar City. Data from the survey method of 96 respondents shows that the significance value of the communication strategy variable (X1) is 0.258, which is greater than 0.05. This indicates that the communication strategy does not have a significant effect on community participation at LAZNAS Yatim Mandiri Makassar City. This indicates that the communication strategy has no significant impact on community participation. Nevertheless, it should be noted that communication strategies remain important in building awareness and promoting the programs and activities of LAZNAS Yatim Mandiri Makassar City to the community.

On the effect of Education Program on Community Participation at LAZNAS Yatim Mandiri Makassar City, the results showed that the education program has a significant influence on community participation at LAZNAS Yatim Mandiri Makassar City. The education variable (X2) shows a significance value of 0.000, which is smaller than 0.05, indicating that the education program has a positive and significant impact on community participation. In addition, the regression coefficient value of 0.337 indicates that the more educational programs held, the higher community participation.

Then on the Influence of Communication Strategies and Educational Programs on Community Participation at LAZNAS Yatim Mandiri Makassar City, shows that the communication strategy and education program together had a significant influence on community participation at LAZNAS Yatim Mandiri Makassar City. In the F test, the calculated F value of 32.676 is greater than the F table value (3.094) with a significance level of $0.000 < 0.05$. This confirms that both have an important role in increasing community participation. Communication strategies can help promote LAZNAS Yatim Mandiri Makassar City programs to the community, while educational programs help increase community understanding and participation in these programs and activities. The combination of communication strategies and educational programs is a key factor in increasing community participation in LAZNAS Yatim Mandiri Makassar City.

SUGGESTION

It is necessary to re-evaluate the communication strategies used to increase community participation in LAZNAS Yatim Mandiri Makassar City, by identifying the weaknesses and strengths of the strategies used in previous studies and improving effectiveness to be better in social programs carried out and the efficiency of internal organizational communication.

It is necessary to increase the development of educational programs that are more innovative and attractive to the community to increase community participation in LAZNAS Yatim Mandiri Makassar City, taking into account the results of research showing that the educational program variable (X2) has a significant influence on community participation.

Strengthening communication strategies and educational programs simultaneously to increase community participation in LAZNAS Yatim Mandiri Makassar City, because the results showed that the two variables had a significant influence together on community participation. This effort can be done by optimizing communication strategies and developing educational programs simultaneously to design more innovative, effective, and efficient programs and activities.

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