

# The Influence of Marketing Strategies on Educational Waqf: Impact on Community Support

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## ABSTRACT

The application of marketing instruments in educational waqf (endowment) is a practice that supports obligatory worship in Islam, such as zakat. Through effective marketing strategies, it can educate Muslims that every capable individual has a social responsibility, in addition to zakat, to contribute to the welfare of the ummah (community). Education is a significant need in the implementation of educational waqf, especially in higher education institutions, as the government requires active community involvement to contribute to educational waqf. The success of educational waqf implementation is heavily dependent on the strength of the institution's marketing strategies. The promotional marketing approach for an institution can increase funding, provide high marketability value, and maintain the institution's excellence within the context of developing higher education waqf. The community's role in supporting the growth of higher education waqf is crucial as it fosters a sense of responsibility among individuals to assist other Muslims in furthering their education through the means of educational waqf. This study uses qualitative methods to analyse findings through literature review and related documents to support the results obtained. The outcome of this study can provide insight into the effectiveness of marketing activities on educational waqf for the general public.

**Keywords:** Marketing strategy, Educational waqf, Community support

## INTRODUCTION

Waqf is a form of charitable donation where the endowed property is used for continuous public benefit. In the context of higher education, the development of waqf involves establishing funds or assets specifically to support educational institutions. These funds can be used for various purposes, including infrastructure development, scholarships, research, and other necessary financing to enhance the quality of education. The primary objective of developing higher education waqf is to ensure long-term financial stability for educational institutions. With a continuous source of funds, these institutions can provide quality education without solely relying on student fees or government aid. This also allows more students, particularly those from underprivileged backgrounds, to pursue higher education opportunities. In Islam, education is considered a highly important form of charity (Othman et al., 2017).

The development of higher education waqf not only fulfills the physical needs of educational institutions, such

as buildings and facilities, but also funds academic needs and student progress. This waqf helps reduce the cost of education, provides scholarships, and supports research and development (R&D) in important fields. Community support is a vital element in the success of higher education waqf development. The awareness and understanding of the community about the importance of waqf in education need to be enhanced through effective marketing and promotional strategies. A community that understands the benefits of waqf is more likely to contribute to waqf funds, whether in the form of money, property, or other assets that can be utilized by educational institutions (Habidin et al., 2017).

Waqf an Islamic charitable endowment, has historically played a significant role in supporting various aspects of society, including education. In the context of higher education, waqf has been a powerful tool for the sustainable development of educational institutions, not just by fulfilling their physical needs but also by funding academic activities and supporting students. One of the primary ways waqf has supported higher education is by financing the construction and maintenance of educational infrastructure. This includes classrooms, libraries, laboratories, student housing, and other facilities necessary for a conducive learning environment. Through waqf, educational institutions can ensure that their physical infrastructure is continuously updated and expanded to meet the growing needs of students and faculty (Mohiddin, 2022).

Waqf funds are often used to pay salaries for faculty and staff, ensuring that institutions can attract and retain high-quality educators and researchers. This helps maintain academic standards and improves the overall quality of education. Waqf can also be used to acquire essential educational resources, such as textbooks, journals, and online databases. This access to up-to-date and comprehensive resources is crucial for the academic progress of both students and faculty (Omar, 2014).

Waqf plays a critical role in reducing the financial burden on students by providing scholarships. These scholarships enable students from various socioeconomic backgrounds to pursue higher education without the stress of financial constraints. By supporting students financially, waqf contributes to creating a more inclusive educational environment. In addition to scholarships, waqf can help reduce the overall cost of education for all students. Institutions can use waqf income to subsidize tuition fees, making higher education more affordable and accessible to a broader population (Puteri Nur Farah Naadia & Khairuddin, 2017).

Waqf funds are also directed toward research and development activities. These funds support research projects, particularly in fields critical to societal development, such as science, technology, medicine, and social sciences. By funding R&D, waqf helps institutions contribute to innovation and the advancement of knowledge. Establishing and maintaining research centers and laboratories is another area where waqf plays a vital role. These facilities are essential for conducting high-quality research and experiments, which can lead to significant scientific and technological breakthroughs (Mahamood, 2007).

One of the key strengths of waqf is its sustainability. Unlike other forms of charity, waqf is designed to be perpetual. The principal amount is preserved, and only the returns are used for the specified purposes. This ensures that the support for higher education continues indefinitely, creating a lasting impact on the institution and its beneficiaries. Waqf also encourages community involvement in the development of educational institutions. Donors, often alumni or community members, contribute to the waqf, knowing that their contributions will have a lasting impact. This fosters a sense of ownership and responsibility towards the institution among the broader community (Shah et al., 2020).

In conclusion, the development of higher education waqf goes beyond just meeting the physical needs of educational institutions. It plays a crucial role in funding academic needs, supporting student progress, and advancing research and development. By doing so, waqf helps create a more equitable and sustainable educational environment, ultimately contributing to the overall development of society. The Quran and Sunnah, as the primary sources of Islamic law, clearly state the merits for those who donate their wealth in the way of Allah. Moreover, a hadith mentions that "When a man dies, his deeds come to an end except for three things: ongoing charity (sadaqah jariyah), beneficial knowledge, and a righteous child who prays for him." (Hadith narrated by Muslim). Therefore, the elements mentioned by the Prophet Muhammad (PBUH), such as ongoing charity (waqf), beneficial knowledge, and a righteous child, can be fulfilled through waqf in educational institutions, as it relates to ongoing charity, considering that waqf is a perpetual act. (Mohiddin, 2022)

## LITERATURE REVIEW

Knowledge of Islamic endowment is a very important factor in raising awareness and understanding among the community, especially in efforts to cultivate waqf for higher education in our country. These campaigns aim to educate the public about the concept of waqf, its history, and its importance in the development of higher education. This can be done through lectures, workshops, and seminars held at various levels, including schools, universities, and communities (Habidin et al., 2017).

Integrating waqf topics into school and university curricula to ensure that young people understand this concept from an early age and see it as part of their social responsibility. Mass media, such as television, radio, newspapers, and news portals, can be used to disseminate information about waqf for higher education (Omar, 2014). Documentary programs, expert interviews, and in-depth articles can help broaden public understanding. Social media can be used to spread knowledge about waqf in a more interactive way, such as through short videos, infographics, and online campaigns that capture the attention of younger generations. Utilizing social media platforms to run targeted campaigns that highlight the waqf's goals and the benefits of contributing (Li et al., 2021). These campaigns can include video testimonials from beneficiaries, infographics explaining the waqf's impact, and direct appeals from community leaders. Organizing specialized courses and training on waqf management for individuals interested in this field. Training can cover topics such as waqf, law, asset management, and strategies for waqf expansion.

In the context of educational waqf, marketing strategies are essential for attracting donors. It effectively communicating the mission and impact of the waqf, organizations can attract more donors. This might involve storytelling techniques that showcase success stories of students who have benefited from the waqf or highlighting the long-term impact of donations on the institution and the broader community. Marketing efforts are aimed at raising awareness about the existence and purpose of the educational waqf. Many potential donors may not be aware of how waqf works or the specific educational initiatives it supports. Through strategic marketing, these gaps in awareness can be addressed (Sarraz & Khurshid Mian, 2022).

Building Trust and Credibility means transparency and accountability are crucial in marketing educational waqf. Donors need to trust that their contributions will be used effectively. Marketing strategies often include sharing detailed reports, testimonials, and updates to build credibility and trust among potential donors. Effective marketing also involves engaging the community, encouraging them to take ownership of the waqf. This could be through volunteer opportunities, community events, or partnerships that create a sense of shared responsibility for the success of the waqf (Okine et al., 2023).

Events and Fundraisers: Hosting events such as charity dinners, auctions, or educational seminars where the waqf's mission is promoted, and donations are solicited. These events also serve as opportunities for networking and building relationships with potential donors. Partnering with businesses, community organizations, and educational institutions to co-promote the waqf. These partnerships can expand the reach of the waqf and tap into new donor networks (Keister, 2003).

The role of religious leaders and community leaders is also crucial in spreading knowledge about waqf. Religious leaders can disseminate knowledge through sermons, religious talks, and educational programs at mosques or prayer halls. Community leaders can also act as agents of change by encouraging local communities to participate in waqf initiatives, particularly those related to education. By expanding knowledge and understanding of waqf, we can foster a stronger culture of educational waqf in this country, thereby supporting the development of the education sector and increasing access to quality education for all levels of society (Eldaia et al., 2023).

Higher education institutions have employed various methods to promote waqf products for higher education purposes, using existing methods such as emails, Friday sermons, university portals, and more. Observing the existence of marketing products in promoting waqf for education, it can be developed and enhanced to raise public awareness of waqf for higher education. The constraints observed at the state level through the State Islamic Religious Councils (SIRC) themselves, which have not yet been able to promote waqf for higher education due to the absence of specific products on waqf in this educational sector (Md Nuruddin Wahid & Abdul-Rahman 2019).

Creativity and innovation in creating various waqf products that align with sharia requirements need to be standardized with waqf governance to make it easier for the public to understand in more detail the benefits that will be obtained when endowing through higher education institutions. The State Islamic Religious Councils (CIRC) and higher education institutions need to use all available channels to convey accurate information about waqf development to the public so that continuous support is always received in developing a waqf project. In the promotion program by Baitulmal, MAIN needs to make transformations in the management aspect, including in the context of waqf development, to generate more competitive capital and returns (CIRC). This should provide more comprehensive benefits to all parties (Kebangsaan Ekonomi Malaysia ke VIII et al., 2013) .

Several theories and models are relevant when examining the influence of marketing strategies on educational waqf such as Resource-Based View (RBV) theory emphasizes that institutions can gain competitive advantage by effectively utilizing their resources. In educational waqf, this means using marketing strategies to optimize the collection and allocation of waqf funds. Social Exchange Theory (SET) suggests that social behavior is the result of an exchange process to maximize benefits and minimize costs. Donors and communities support educational waqf when they perceive a reciprocal benefit, such as social recognition or spiritual fulfillment. Stakeholder Theory posits that all stakeholders (e.g., donors, students, educational institutions) should be considered in the strategic decision-making process. Effective marketing strategies in educational waqf involve engaging with and addressing the needs of all stakeholders (Hepy Kusuma Astuti, 2022).

## ANALYSIS AND DISCUSSION

An effective approach to marketing waqf for education is necessary to attract contributors and ensure that the waqf program significantly impacts educational institutions and the students in need. The following are some strategies that can be implemented based on figure 1.1:



Fig. 1. Marketing Strategies Approach for Educational Waqf

### Education and Awareness

**Awareness Campaigns:** Increase awareness of the importance of educational waqf through social media campaigns, seminars, and workshops. Explain how their contributions can have a long-term impact on education. Ensure that all information regarding educational waqf, including its benefits and how to contribute, is communicated clearly to the public.

Awareness Campaigns are a vital component of marketing strategies for educational waqf. These campaigns aim to educate the public about the significance of waqf in supporting education and to inspire action among potential donors. Leveraging platforms like Facebook, Instagram, and Twitter allows waqf organizations to reach a broad audience quickly and effectively. These campaigns can share stories of how waqf contributions have positively impacted students and educational institutions, emphasizing the long-term benefits of such donations. Visual



content, such as videos and infographics, can be particularly powerful in conveying the message. Hosting educational seminars and workshops provides a more interactive approach to raising awareness. These events can focus on educating the community about the concept of waqf, its historical significance, and its modern-day applications in education. Participants can learn about the specific needs of educational institutions and how their contributions can make a lasting difference.

### **Branding and Reputation**

Institutional Branding means strengthen the brand of the educational institution offering waqf by showcasing its success record and transparency in fund management. Use testimonials from waqf beneficiaries and case studies to demonstrate the positive impact achieved. This involves showcasing the institution's success record and transparency in managing waqf funds. A strong brand can significantly influence donor confidence and community support.

Educational institutions can enhance their brand by demonstrating a clear record of successful projects funded by waqf. Transparency in fund management is crucial; this includes regular financial reporting and publicizing the outcomes of waqf-funded initiatives. Using testimonials from waqf beneficiaries and detailed case studies can effectively demonstrate the positive impact achieved through waqf contributions. These stories not only validate the institution's efforts but also inspire potential donors by showing tangible results of their contributions. By focusing on institutional branding, educational waqf can attract more donors and sustain long-term support by building trust and a strong reputation in the community.

### **Community Participation**

Community Initiatives means encourage community involvement by engaging them in educational activities supported by waqf funds, such as mentoring programs or additional classes. Establish partnerships with NGOs, private companies, and religious institutions to promote and support educational waqf initiatives. Educational waqf refer to programs and activities that actively involve the community in educational projects funded by waqf. These initiatives are designed to create a collaborative environment where the community contributes to and benefits from educational development.

One effective way to involve the community is through mentoring programs. Community members, especially professionals and alumni, can volunteer to mentor students, providing guidance in academic subjects, career advice, and life skills. This not only enriches the students' learning experience but also strengthens the community's connection to the educational institution.

Waqf funds can be used to organize additional classes and workshops on various subjects, such as language skills, technology, and vocational training. These classes can be open to both students and the broader community, promoting lifelong learning and fostering a culture of education within the community. Partnering with Non-Governmental Organizations (NGOs) can amplify the impact of waqf initiatives. NGOs often have the expertise, networks, and resources to help implement educational programs effectively. For example, an NGO focused on literacy could help organize reading programs in schools funded by waqf.

Private companies can play a significant role by providing financial support, resources, or expertise for educational initiatives. Companies might sponsor specific programs, provide internships, or donate equipment and materials. This not only supports the waqf's goals but also enhances the companies' corporate social responsibility (CSR) profiles. Religious institutions are integral to promoting educational waqf, as they can encourage community members to contribute to and participate in waqf-supported initiatives. These institutions can also help in disseminating information about the waqf, hosting educational events, and supporting fundraising efforts. By actively involving the community and forming strategic partnerships, educational waqf can achieve broader support and sustainability. These initiatives help to:

When community members are directly involved in educational programs, they develop a sense of ownership and responsibility towards the waqf, leading to increased participation and support. Partnerships with NGOs, private companies, and religious institutions help to expand the outreach of waqf initiatives, ensuring that more

people benefit from the educational programs and that the waqf's impact is maximized. Community engagement and partnerships create a network of support that sustains educational initiatives over the long term, ensuring that the waqf continues to fulfill its mission of enhancing educational opportunities. Community initiatives are crucial for the success of educational waqf. By engaging the community and establishing strong partnerships, waqf organizations can create impactful and sustainable educational programs that benefit both students and the broader community (Lydia Jeptoo & Razia, 2012).

## Technology and Digital Media

**Digital Platforms:** Use digital platforms like websites, social media, and mobile apps to facilitate the donation process and update contributors on the development and impact of the waqf fund. **Social Media Marketing** Conduct targeted marketing campaigns through social media with engaging visual content, such as short videos and infographics. **Market Segmentation and Targeting** Focus on large corporations that may be interested in contributing as part of their corporate social responsibility (CSR).

Digital Platforms play a crucial role in modernizing the management and promotion of educational waqf. These platforms make it easier for donors to contribute and stay informed about how their donations are being used. An official waqf website serves as the central hub for all information related to the waqf. It should include details on the various projects funded by the waqf, the impact of donations, and clear instructions on how to contribute. Online donation portals integrated into the website allow for a seamless and secure donation process, catering to both local and international donors (Ihsan Ilahi, 2019).

A dedicated mobile app can enhance user convenience by providing features such as real-time donation tracking, notifications on upcoming waqf projects, and personalized giving options. Apps can also include a digital wallet feature, allowing users to set up recurring donations or make one-time contributions with ease. Regular updates on social media platforms like Facebook, Instagram, Twitter, and LinkedIn keep donors informed about the progress of projects funded by the waqf. These updates can include photos, videos, and testimonials from beneficiaries, showcasing the tangible impact of contributions.

Social media platforms offer powerful tools for targeting specific demographics, such as age groups, geographic locations, or interests (Rosele & Johari, 2016). Waqf organizations can create campaigns tailored to these groups, ensuring that the right message reaches the right audience. Visual content is key to capturing attention on social media. Short videos and infographics that tell compelling stories about the waqf's impact can drive engagement and encourage sharing, thereby broadening the campaign's reach. For instance, a video featuring a student whose education was supported by waqf funds can resonate emotionally with potential donors, motivating them to contribute.

Large corporations often have dedicated budgets for Corporate Social Responsibility (CSR) initiatives, making them prime candidates for waqf contributions. By highlighting the educational waqf's alignment with CSR goals—such as improving education, fostering community development, and reducing inequality—waqf organizations can attract significant donations from these corporations. When targeting large corporations, waqf organizations should prepare customized proposals that demonstrate how the corporation's contribution can be maximized. These proposals might include opportunities for co-branding, sponsorship of specific educational programs, or involvement in community initiatives. Showing measurable outcomes, such as the number of scholarships funded or schools built, can be particularly appealing to corporations looking to make a tangible impact (Zakiah et al., 2014).

Beyond one-time donations, waqf organizations can seek to establish long-term partnerships with corporations. These partnerships could involve regular contributions to the waqf, joint educational projects, or even employee volunteering programs. Such collaborations can enhance the corporation's public image while providing sustained support for the waqf's educational initiatives. Digital platforms, social media marketing, and targeted approaches to market segmentation are essential tools in modernizing and expanding the reach of educational waqf. By making the donation process more accessible through websites and apps, keeping donors engaged with visual content on social media, and focusing on attracting large corporations through CSR, waqf organizations can significantly increase their impact on education. These strategies not only facilitate donations but also build

lasting relationships with contributors, ensuring ongoing support for educational causes (Sulong & Zulkifli, 2022).

### **Potential Donors**

Identify individuals who are likely to contribute, such as alumni of educational institutions and high-income individuals. Donor Recognition Provide recognition to donors through events, plaques, or mentions in the institution's official publications. Identifying Potential Donors is a critical step in securing contributions for educational waqf. By targeting individuals who have a personal or financial connection to the institution or cause, waqf organizations can increase their chances of attracting significant donations.

Alumni of educational institutions are often among the most likely candidates to contribute to waqf funds. Their personal connection to the institution, combined with a desire to give back to the place that shaped their education and career, makes them prime targets for fundraising efforts. Alumni are typically approached for contributions through dedicated alumni networks, reunions, and special events (Mustaffa Mohd et al., 2014).

Waqf organizations can craft personalized messages that resonate with alumni, highlighting how their contributions can support future generations of students, improve facilities, or expand academic programs. Testimonials from current students or faculty can be particularly effective, as they demonstrate the ongoing impact of alumni contributions. Institutions can engage alumni through various programs, such as alumni associations, mentorship opportunities, and networking events. These programs keep alumni connected to their alma mater, making them more likely to contribute to waqf initiatives.

High-income individuals, particularly those with a philanthropic mindset, are another important group to target for educational waqf contributions. These individuals can be identified through research into local and regional business leaders, entrepreneurs, and other affluent members of society. Additionally, waqf organizations can use wealth screening tools to identify potential donors based on their financial capacity and philanthropic history. *Appealing to Their Values:* High-income individuals often seek to make meaningful, impactful donations (Mustaffa Mohd et al., 2014). Waqf organizations should emphasize how their contributions can lead to significant educational advancements, such as funding scholarships, constructing new facilities, or supporting cutting-edge research. Highlighting the social impact and legacy that these donations can create is key to appealing to this group.

Hosting events specifically to honor donors is a powerful way to recognize their contributions. These events can range from formal dinners to award ceremonies where donors are publicly thanked for their generosity. Such events can also serve as networking opportunities, bringing together donors, alumni, faculty, and students, and further solidifying the donor's connection to the institution. Donors can also be invited to participate in key institutional events, such as graduation ceremonies, inaugurations of new buildings, or special lectures. Being part of these events reinforces the importance of their contribution and keeps them engaged with the institution's ongoing activities (Anisa et al., 2018).

Donors can be recognized in the institution's official publications, such as newsletters, annual reports, and alumni magazines. Featuring donor stories, interviews, and acknowledgments in these publications not only highlights their generosity but also serves as a powerful tool for encouraging others to contribute. *Digital Recognition:* In addition to printed materials, digital recognition on the institution's website and social media platforms can reach a wider audience. Profiles of donors, updates on how their contributions have been used, and public thank-you messages can enhance the donor's visibility and encourage ongoing support.

### **Alumni Involvement**

*Alumni Programs* create specific programs for alumni that encourage them to give back to their alma mater through educational waqf. *Reunion and Networking Events:* Organize reunion and networking events that encourage alumni to contribute to the educational waqf fund. By implementing these strategies, educational institutions can increase the waqf funds they receive and strengthen community support for the educational programs they offer.

In times of challenging economic conditions, where many people are experiencing a decline in household income, higher education waqf can become a critical instrument to ensure that students from low-income backgrounds continue to have access to higher education. This is because waqf can provide scholarships, financial aid, and learning facilities to those in need. Higher education waqf not only helps individual students but also contributes significantly to the development of the country's human capital (Zainudin et al., 2020). This is important to ensure that Malaysia can continue to compete globally by producing a well-trained and knowledgeable workforce.

The success of waqf programs heavily relies on the integrity, transparency, and accountability of those who manage them. Transparent management not only increases public trust but also ensures that waqf funds are used efficiently and according to the donor's intentions. Principles such as trust, fairness, and responsibility must be the foundation in managing waqf. This includes ensuring that funds are well-managed, continuously monitored, and financial and impact reports are provided regularly to demonstrate how the waqf has been beneficial. Utilizing various channels to promote higher education waqf, including traditional and digital media, is essential to ensure the message reaches different segments of society. This includes social media, official websites, mobile applications, and campaigns at universities and religious institutions. By emphasizing that higher education waqf is not only about intellectual development but also about spiritual and moral growth, you can attract broader community support. This is because the concept of waqf in Islam also emphasizes continuous goodness (*sadaqah jariyah*), where the benefits of waqf continue as long as it is used for good purposes.

## CONCLUSIONS

The influence of marketing strategies on educational endowments can significantly impact community support. Effective marketing strategies can raise awareness about educational endowments (such as waqf in Islamic contexts), making the community more aware of their importance and benefits. This can lead to increased engagement and contributions from the public. Transparent and ethical marketing builds trust in the management of endowments. When the community perceives that endowment funds are being used effectively and ethically, they are more likely to support and contribute to these initiatives. Marketing strategies that target specific segments of the community (e.g., alumni, local businesses, or philanthropists) can enhance the relevance and appeal of educational endowments. Tailoring messages to resonate with different groups can lead to more substantial and sustained support. By using marketing to communicate long-term goals and successes, educational institutions can create a sense of ongoing involvement. This not only helps in sustaining current endowment levels but also encourages future growth as more community members see the positive impact. Marketing strategies that emphasize community involvement and the shared benefits of educational endowments can foster a collective sense of responsibility. When the community feels that they are active stakeholders, their support becomes more robust and consistent. Innovative marketing approaches, such as digital campaigns or partnerships with local influencers, can attract a broader audience. Adapting to new trends and technologies in marketing can make educational endowments more accessible and appealing, particularly to younger generations. Marketing strategies play a crucial role in shaping the success of educational endowments by increasing community awareness, trust, and involvement. Effective marketing can ensure that these endowments receive the support they need to thrive, ultimately benefiting both the educational institutions and the broader community.

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