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THE EFFECT OF INNOVATION DIFFUSION COMMUNICATION ON COMMUNITY PARTICIPATION IN THE KAMPUNG ZAKAT PROGRAM, BUNGA RAYA DISTRICT, SIAK REGENCY

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Abstract: *Low public awareness of the obligation to tithe is one of the motivations and ideas in the emergence of the Kampung Zakat Program. The efforts to develop the Kampung Zakat Program carried out by the government and the people of Bunga Raya District cannot be separated from the participation and active involvement of community members. The main capital in the implementation of the Zakat Village Program is the expertise of the facilitator or amil zakat in communicating and innovating, so as to generate community participation in development and want to participate in activities as well as take part in zakat. The aim of this study was to find out and analyze how much influence innovation diffusion communication has on community participation in the Kampung Zakat Program, Bunga Raya Village, Siak Regency. This research use quantitative research with assosiative design. Data collection techniques by observation, interviews, distributing questionnaires and documentation. Sampling used the slovin technique and a total sample of 98 people was obtained from 4433 total populations from UPZ members of Bunga Raya District and the community involved in the Zakat Village Program. The results showed that from the hypothesis test there was a significant influence between the X and Y variables with a significant value of 0.000 <0.05, and a T value$_{count}$>T$_{table}$ (30,677 > 1,985) and the percentage contribution of the variable effect is 90.7%.*

Keywords: *Communication; Diffusion of Innovation; Community Participation,; Zakat Village.*

INTRODUCTION

The problem of poverty is one aspect that is considered by the government. The role of the government is very central in influencing poverty alleviation efforts. The Government of the Republic of Indonesia has implemented it through poverty alleviation programs and social funding programs. This is a form of implementation of the mandate of the 1945 Constitution to promote the welfare of its people (Badan Amil Zakat Nasional RI, 2018). One way to alleviation poverty is through zakat.

Zakat in term means growth or increase or food (Ismail & dkk, 2018). Zakat is a certain amount of property that is required by Allah SWT to be handed over to the rightful people. The amount that is issued from the wealth is called zakat because what is issued increases the amount, makes it more meaningful, and protects the wealth from destruction (Umiyati, 2021). Beside that, zakat whichis part of the worship of Allah SWT, zakat does not only elevate the degree of *mustahik* materially, but with the islamic values contained in zakat it will be able to increase the faith or spirituality of the beneficiaries (Sudewo, 2012). Allah SWT says in QS . At-Taubah :103:

خُذْ مِنْ أَمْوَالِهِمْ صَدَقَةً تُطَهِّرُهُمْ وَتُزَكِّيهِمْ بِهَا وَصَلِّ عَلَيْهِمْ ۖ إِنَّ صَلَاتَكَ سَكَنٌ لَهُمْ وَاللَّهُ سَمِيعٌ عَلِيمٌ

Translate: "Take zakat from their property, to cleanse and purify them, and pray for them. Indeed, your prayer (grows) peace of mind for them. Allah is All-Hearing, All-Knowing". (QS. Al-Taubah : 103)

Zakat is the main pillar of the islamic economic system, where the obligation to pay zakat is determined based on sharia. The government has the responsibility for managing of zakat, where zakat assets are not mixed with other public revenues. In addition, in the islamic economy, zakat is a major component in the public financial system related to the principle of social justice (Afkar, 2021).

The problem in general is regarding the management and awareness of obligatory zakat. Management of zakat has been regulated in Law No. 23 of 2011 about Management of Zakat. Awareness and participation in paying zakat is one thing that is very difficult to grow in the midst of the current economic level (Jamaluddin & Salma, 2021). It can be proven by the research results of National Amil Zakat Agency in 2022 that the potential for national zakat reaches Rp. 217 trillion, while the funds collected were only Rp. 21.2 trillion.

There needs to be a professional and responsible zakat management by the community together with the government. For this purpose, it is necessary to have a regional regulation on zakat management in order to realize social justice, benefit, openness and legal certainty as the practice of Pancasila and Undang Undang Dasar 1945. Riau Province has implemented officially issued with Regional Regulation Riau Province Number 2 of 2009 about Management of Zakat (Ferdiani, 2019).

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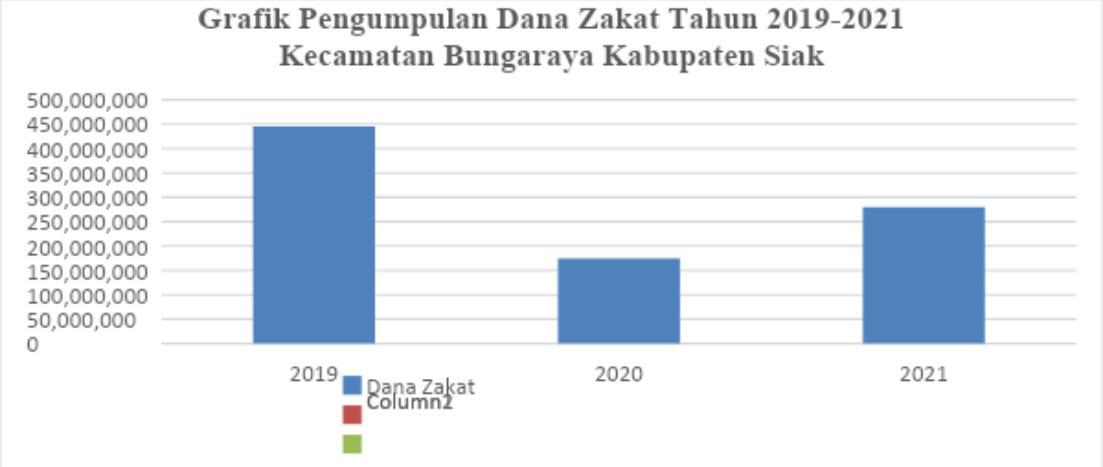
Siak Regency in Riau Province is one of the districts that has great potential for zakat management. According the date, potential fund of zakat can reach 90 billion per year (https://www.pekanbaru.go.id/p/news/potensi-zakat-pekanbaru-capai-rp90-miliar).

Unfortunately, even though the number of potential zakat is so high, there are still many people who do not participate in spending part of their wealth as a form of zakat. This can be seen from the lack of zakat collected. One of them is by UPZ, Bungaraya District, Siak Regency. The following is a graph of collecting zakat funds from 2019-2021.

Figure 1.1

Graphic of Zakat Fund Collection Year 2019-2021



From the graph above, it is known that the collection of zakat funds in the Bunga Raya District, Siak Regency is still not stable because there are still increases and decreases. In 2019, a large number of zakat funds have been collected, but in 2020 there was a drastic decline due to the covid 19 pandemic which attacked globally. However, the collection of zakat funds back began to rise slowly.

Apart from the graph of zakat funds which is still unstable, another factor that influences the lack of community participation in zakat is the lack of knowledge about the obligation of zakat itself. This is where the role of UPZ is needed, which must be more agile and observant in providing socialization regarding the obligation to pay zakat to the community (Astuti & Zulkifli, 2018).

To overcome the problem of lack of awareness and participation from the community regarding the obligation to tithe, the idea was sparked from KUA Bungaraya Mr. Harman S.Ag to create a zakat village program whose aims and objectives were for the lower strata of society to be backed up and assisted with their needs and the upper strata of society would participate directly in providing participation in the form of materials, money, ideas, facilities and others. In essence, the Zakat Village Program is the result of a collaborative idea from the KUA of Bunga Raya District, UPZ of Bunga Raya District, Bunga Raya Sub-district

Head, Bunga Raya Village UPZ, Bunga Raya Village Government, and Bunga Raya District Islamic Religious Extension. Even so, every activity in this program will be encouraged by the community to participate (Harman, 2023).

Spearheaded by community leaders (initiators), the initial success of the Zakat Village Program can be seen from the various events that have been held, including (Harman, 2023):

1. Launching with an event involving the Regent of Siak, Baznas of Siak Regency, Regional Office of Riau Province, Ministry of Religion of Siak Regency, Upika Bungaraya and community leaders in Bungaraya sub-district.
2. Conduct socialization directly to muzaki.
3. Provide information in the form of written media to muzaki and UPZ in the Bungaraya sub-district.
4. Improve coordination among UPZ administrators in the Bungaraya sub-district area which consists of 1 Sub-District UPZ, 10 Village UPZ, 7 Gapoktan UPZ and 20 Mosque UPZ.

The successful development of the Zakat Village Program certainly goes through a development process known as the diffusion of innovation. Moreover, the process towards this program is implemented on a community-based basis without any assistance from any party.

In this regard, in realizing it, the communication ability of the facilitator's innovation diffusion in conveying the message and objectives of the Zakat Village program to the community has a very important role. This is because the success or failure of the program is determined by how the facilitator communicates in influencing the community. Facilitators must be able to provide knowledge and understanding to the community. The facilitator must be able to disseminate information quickly, precisely and efficiently (Bashori, 2019).

The process of diffusion of the Zakat Village program's innovations carried out by the community leaders of Bunga Raya District in inviting the community to build a zakat village is an interesting thing to study. Given that the potential for zakat is so great if it can be managed properly and correctly, especially with the support and participation of the local community, it will certainly make it easier to realize the expectations of the program itself, so that the current success of Zakat Village can be adopted as a strategy for spreading innovation to other regions.

This process certainly greatly influences the participation of the local community in relation to the Zakat Village program. This is because the main capital in implementing the Zakat Village program is the skill of the facilitator in communicating and innovating in order to generate community participation in development. The existence of community participation is expected to be able to overcome the limited funds and the ability of the

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government in implementing urban development programs and urban village development (Mahfiyah, 2022).

Success in achieving the targets of implementing development programs is not solely based on the ability of government officials, but also related to the communication efforts of the facilitator's innovation diffusion in realizing the ability and security of the community to participate in the implementation of development programs. In innovation diffusion communication, there is a stage known as adoption. Harun and Ardianto in Rusli (Rusli, 2022) define adoption as a process when a person is aware of an innovation and decides to accept or reject the innovation. Rogers in (Harahap, 2020) says that there are five things that can affect a person's adoption rate: 1) relative advantages , 2) compatibility, 3) complexity, 4) divisibility, 5) communicability.

After the innovation diffusion communication process carried out by the facilitator is adopted by the community, it is hoped that active involvement or community participation will emerge. Participation is divided into four levels, namely participation in decision making, participation in the implementation of a program, participation in taking benefits and participation in evaluation (Latif et al., 2019).

Several previous studies have also discussed Islamic development communication. Such as research conducted by (Media Sucahya, 2017) regarding the diffusion of innovation in the waste bank program who received enthusiasm from public eventhough did not receive positive response at first. Also research by (Mahfiyah, 2022) regarding the management of zakat village program which is managed by planning to utilizing by Jember District Department of Religion and (Yushara & Mahyuzar, 2018) regarding the diffusion of innovation in the tourism village program. However, this research will integrate communication diffusion theory with the object of the zakat village program.

Based on the problems previously described, in order to maximize the implementation of the Zakat Village Program, communication of innovation diffusion from the facilitators (UPZ members), is necessary to increase community participation in forming awareness of paying zakat and increasing the potential of Siak Regency zakat funds so that the results are as expected by the program. . Researchers are interested to write about The Effects of Innovation Diffusion Communication on Community Participation in the Zakat Village Program, Bunga Raya District, Siak Regency.

RESEARCH METHOD

In this study, researchers conducted this type of research using field method with quantitative approach, whose interacts with responden trough questionnaire and gets data form number (Lexy J. Moleong, 2019). This research using phenomenology as an approach used to facilitate data collection. As for the data sources in the study using primary data and secondary data. Respondens are Bunga Raya District government, Chairman dan Chairman

Deputy 1 and 2 BAZNAS Siak and UPZ Bunga Raya, and the community, where in interview. The researcher asked a number of questionnaires regarding view on zakat and obligation to pay based on innovation diffusion theory.

Furthermore, for secondary data, researchers used some good literature from books, records, archives and documentation related to research such as journals and books on ZIS management as well as archives regarding UPZ Bunga Raya. Next for data collection techniques dIn this study, researchers used several methods, such as observation by conducting direct observation, disributing research questionnaires, and documents available on BAZNAS Siak.

Then select which data relates to the research problem, then associated with the theory of the diffusion of innovation, then after the data is collected, the researcher tries to present it so that it can bring up a description of this research.

RESULT AND DISCUSSION

Data Presentation

1. Overview of Research Locations

Geographically, Kampung Bungaraya is located at the coordinates of Longitude 162.004" — 00 20' 49" South Latitude and 1000 54' 21" 102° 10' 59" East Longitude. Physically, geographically, it has coastal and inland areas which are the Siak – Pakning / Siak – Bengkalis crossing roads. The landscape of Kampung Bungaraya mostly consists of lowlands in the east and some highlands in the west. In general, the soil structure consists of yellow red podzolic soil and rock and alluvial as well as organosol soil and gley humus in the form of swamps or wet soil. This kind of land is fertile for the development of agriculture, plantations and fisheries. This village has a tropical climate with temperatures between 25° -- 32° Celsius, with high humidity and rainfall.

Apart from being known as the Rice Village/Village, this area also has a Flower Garden which was inaugurated by the Regent of Siak H Arwin AS, and named Taman Maharaja Sri Wangsa, which is located in the middle of the Bungaraya village (Nurjana, 2022).

2. UPZ Profile of Bungaraya District

The history of the formation of the Zakat Collection Unit in Bungaraya District started with the idea of the Bungaraya sub-district head for the 2012-2016 period, Mr. Dicky Sofyan, S.Stp. through the Bungaraya sub-district head's decision letter number; 01/Kec.BR/I/2015 dated 2 January 2015 the Amil Zakat Board of Bungaraya District was formed which was chaired by Mr. Bangun, S.Ag.

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In the early days of its formation, it was indeed full of challenges and problems faced. However, enthusiastically the management of the Amil Zakat Board of the Bungaraya District Together with the Bungaraya sub-district government and the Head of the Bungaraya District Religious Affairs Office continued to actively socialize in the villages by involving the village government so that the UPZ was formed. -UPZ Kampung and UPZ mosques in the Bungaraya sub-district.

In 2017 due to the regulation of the National Amil Zakat Agency number 2 of 2016 regarding the formation and work procedures of the Zakat Collector Unit, the name of the Zakat Amil Agency in Bungaraya District changed to Zakat Collector Unit in Bungaraya District, which subsequently changed its management structure.

Through the Decree of the chairman of the Zakat Amil Agency, Siak Regency number: 01.15/SK/BAZNAS-S/III/2017 dated March 5 2017, the management of the Zakat Collecting Unit of Bungaraya District was formed for the 5 year period 2017-2022 which acts as chairman of Mr. Bangun, S.Ag At this time the organizational journey of the Bungaraya District UPZ was going well (Khudoiri, 2017).

In mid-2021 there was a change in the composition of the UPZ management in the Bungaraya sub-district because the chairman, Mr. Bangun, S.Ag, had resigned due to moving assignments to the Pusako sub-district. which was then through the Decree of the chairman of the Siak Regency Amil Zakat Agency number: 01.33/SK/BAZNAS-S/VI/2021 dated 9 June 2021:

Chief	:	Rakhmat
Secretary	:	Kudus, S.Pd
Treasurer	:	Khairul Anwar, SE.
Distribution Section	:	Maryadi, SH, M.Sc
	:	Agus Subairi, M.Si
	:	Hambali, S. Hi
	:	Hartono, S.Pd
	:	Abdul Malik
Collection Section	:	Syafrudin, S.Ag

	:	Syaefuddin
	:	Nardisa
	:	Wawan Cariwan
	:	Junaifi

On July 7 2021, Bunga Raya was designated as Zakat Village by the Regent of Siak and is a flagship program from the Head of the Bunga Raya District Office of Religious Affairs with the hope that Bunga Raya District will increase its collection of Zakat considering that Bunga Raya is the food barn for Riau province.

The establishment of Bunga Raya as Zakat Village has more or less had a good impact, this is indicated by the increasing number of people who are aware of zakat, so that in 2021 UPZ of Bunga Raya District can collect as much as 445 million rupiah of zakat. The following is the UPZ that has been assisted in Bunga Raya District.

1	UPZ Kampung Bungaraya
2	UPZ Kampung Jatibaru
3	UPZ Kampung Langsat Permai
4	UPZ Kampung Temusai
5	UPZ Kampung Dayang Suri
6	UPZ Kampung Suak Merambai
7	UPZ Kampung Jayapura
8	UPZ Kampung Buantan Lestari
9	UPZ Kampung Tuah Indrapura
10	UPZ Kampung Kemuning Muda
11	UPZ Masjid Al-Muhajirin
12	UPZ Masjid Nurul Huda

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13	UPZ Masjid Al-Ikhlas
14	UPZ Masjid Taqwa
15	UPZ Gapoktan Barokah Jaya Langsat Permai
16	UPZ Gapoktan Harapan Jaya Dayang Suri
17	UPZ Gapoktan Mekar Jaya Tuah Indrapura
18	UPZ Gapoktan Suka Jadi Jatibaru
19	UPZ Gapoktan Karya Mukti Buantan Lestari
20	UPZ Gapoktan sumber Rejeki Bungaraya
21	UPZ Gapoktan Mulya Tani Jayapura
22	UPZ Gapoktan Sri Kemuning Kemuning Muda
23	UPZ Masjid Baiturrahmah
24	UPZ Masjid Sulamattaufiq
25	UPZ Masjid Baiturrahim
26	UPZ Masjid Burhan Babussalam

Data Analysis

1. Differential Statistical Analysis

a. Characteristics of Respondents by Age

Table III.1

Distribution of Respondents by Age

No.	Age	Frequency	Presentase%
1	20-29	41	41,84%
2	30-39	26	26,53%
3	40-49	17	17,35%

4	>50	14	14,29%
Amount		**98**	**100%**

b. Characteristics of Respondents Based on Gender

Table III.2

Distribution of Respondents by Gender

No.	Gender	Frequency	Presentase%
1	Man	45	45,92%
2	Woman	53	54,08%
Amount		**98**	**100%**

c. Characteristics of Respondents Based on Last Education

Table III.3

Distribution of Respondents Based on Last Education

No.	Last education	Frequency	Presentase%
1	SD/MI	18	18,37%
2	Junior High School	22	22,45%
3	High School	33	33,67%
4	College	25	25,51%
Amount		**98**	**100%**

d. Research Instrument Validity Test

Table III.7

Value of the Validity of Variable X (Innovation Diffusion Communication)

Instrument	r_{table}	r_{count}	Information
Relative Advantage			
A.1.1	0.1986	0.459	Valid
A.1.2		0.499	Valid
A.1.3		0.459	Valid
Compatibility			
B.1.1	0.1986	0.508	Valid
B.1.2		0.705	Valid

B.1.3		0.515	Valid
Complexity			
C.1.1	0.1986	0.705	Valid
C.1.2		0.647	Valid
C.1.3		0.676	Valid
Divisibility			
D.1.1	0.1986	0.722	Valid
D.1.2		0.677	Valid
D.1.3		0.749	Valid
Communicability			
E.1.1	0.1986	0.546	Valid
E.1.2		0.700	Valid
E.1.3		0.688	Valid

From table III.7 From this it can be seen that all statement items in variable X totaling 15 statement items are declared valid because they have r_{count} which is bigger than r_{table} that is equal to 0.1986.

Table III.8

Value of the Validity of Variable Y (Public Participation)

Instrument	r_{table}	r_{count}	Information
Community Participation in Decision Making			
A.1.1	0.1986	0.546	Valid
A.1.2		0.676	Valid
A.1.3		0.661	Valid
A.1.4		0.672	Valid
Participation in Program Implementation			
B.1.1	0.1986	0.689	Valid
B.1.2		0.655	Valid
B.1.3		0.757	Valid
B.1.4		0.629	Valid
Participation in Benefit from Program Implementation			
C.1.1	0.1986	0.704	Valid

C.1.2		0.730	Valid
C.1.3		0.660	Valid
C.1.4		0.725	Valid
Community Participation in Development Program Evaluation			
D.1.1	0.1986	0.487	Valid
D.1.2		0.628	Valid
D.1.3		0.348	Valid

From table III.8 From this it can be seen that all statement items in variable Y totaling 15 statement items are declared valid because they have r_{count} which is bigger than r_{table} that is equal to 0.1986.

e. Reliability Test

The results of calculating the reliability value for variable X (Innovation Diffusion Communication) and variable Y (Public Participation) are as follows:

Table III.10

Value of Reliability of Variable X

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	15

Based on table III.10 above it is seen that the value*cronbach's alpha* the X variable of Innovation Diffusion Communication is 0.884 with a total of 15 questions. r $value_{table}$at the 95% confidence level (5% significance) with the number of respondents n = 98 and df = n-2 = 98-2 = 96 is 0.1986. Thus, value*cronbach's alpha* **0.884>0.1986.** So it can be concluded that the questionnaire is reliable. This reliability is also indicated by value*cronbach's alpha* as big **0,80 – 1,00** so it can be concluded that the measuring tool **very reliable.**

Table III.11

Y Variable Reliability Value

Reliability Statistics	
Cronbach's Alpha	N of Items
.896	15

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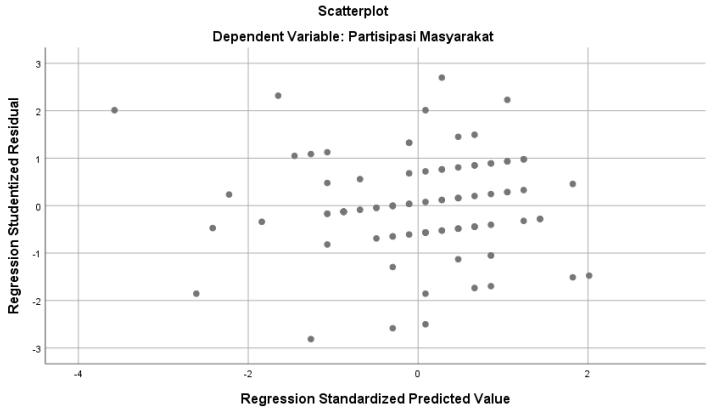
Based on table III.11 above it is seen that the value*cronbach's alpha* Variable Y Community Participation is 0.738 with a total of 15 questions. r value$_{table}$at the 95% confidence level (5% significance) with the number of respondents n = 98 and df = n-2 = 98-2 = 96 is 0.1986. Thus, value*cronbach's alpha* **0.896>0.1986**. So it can be concluded that the questionnaire is reliable. This reliability is also indicated by value*cronbach's alpha* as big**0,80 – 1,00** so it can be concluded that the measuring tool**very reliable.**

2. Classic Assumption Test

Picture III.1

Scartterplot



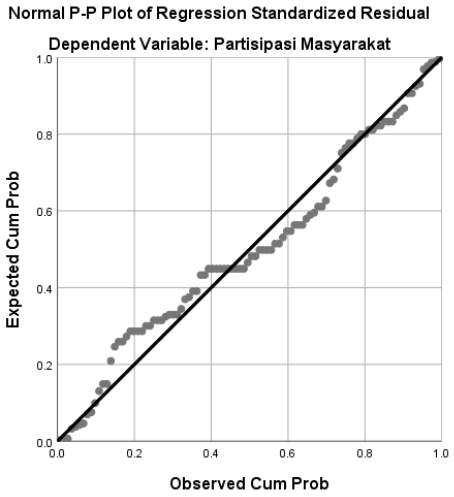
From Figure III.1 above, it can be seen that the two residual patterns are spread above and below point 0, or do not form a U pattern or an inverted U pattern. It can be stated that the regression model does not show Heteroscedasticity symptoms. The regression model is suitable for predicting the effect of innovation diffusion communication on community participation in the Zakat Village program in Bungaraya District, Siak Regency.

a. Test Requirements Analysis

1) Normality Test

Picture III 3

Normal Probability



Based on Figure III.3 above, it can be seen that the formed points spread around the diagonal line. Thus the data in this study has been normally distributed.

2) Simple Linear Regression Test

Table III.12

Simple Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	3.077	1.520		2.024	.046
	Innovation Diffusion Communication	.936	.031	.953	30.677	.000

a. Dependent Variable: Community Participation

Based on table III.12 there is a regression coefficient value by looking at the results in the table*coefficient* on column *Unstandardized* in column B, the sub column has a value*constant* (constant), with a constant value of 3.077 while the value of the regression coefficient for communication of innovation diffusion (X) = 0.936. Based on these results, a simple regression equation model can be formulated in this study, which will

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then be interpreted as the meaning and model of the regression equation. The regression equation is as follows:

$Y = \alpha + \beta X$

$Y = 3.077 + 0.936X$

The interpretation of the regression equation model is as follows:

a) A constant of 3,077 states that if the innovation diffusion communication is ignored or equal to zero, then community participation is 3,077.

b) The regression coefficient of the innovation diffusion communication is 0.936. this explains that for every one point increase, community participation will increase by 0.936, conversely if innovation diffusion communication decreases by one point then community participation will decrease by 0.936.

Table III.13

Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953[a]	.907	.906	1.55955

a. Predictors: (Constant), Innovation Diffusion Communication

Based on the table III.13 above, it is known that the R Square value is 0.907. This means that the contribution of the independent variable to the dependent variable is 90.7%. While the remaining 9.3% is influenced by other variables not included in this regression model.

3. Hypothesis Testing

a. Uji t

Table III.14

Partial Test (t test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	3.077	1.520		2.024	.046

	Innovation Diffusion Communication	.936	.031	.953	30.677	.000

a. Dependent Variable: Community Participation

The magnitude of the t value can be used as a guide to find out whether the independent variable has an effect on the dependent variable. WhenH_0 rejected (sig<0.05) means effect, ifH_0 accepted (sig > 0.05) means there is no effect.

Based on the data from the table**5.17** above known value of t_{table} at a significance level of 5% with the following equation:

t_{table} = n – k – 1: alpha/2

= 98 – 1 – 1: 0,05/ 2

= 96 : 0,025

From these results the results obtained t_{table} of 1,985 (can be seen in the t value distribution table$_{table}$ in the appendix).

From the table III.14 above it can be seen that the magnitude of the t value is 30,677 while the significant value is 0.000 which is smaller than 0.05, and from table IV.21 above it is also known that the T value$_{count}$>T_{table} (30.677<1.985) which means Haaccepted andH_0 rejected. Thus, it can be concluded that the innovation diffusion communication variable has significant influence in increasing community participation in the Kampung Zakat program, Bungaraya District, Siak Regency.

1) Partial Test (t test) Variables X1, X2, X3, X4 and X5 to Y1

Table III.15

Partial Test (t test)

Variables X1, X2, X3, X4 and X5 to Y1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	.776	.360		2.155	.034
	Relative Advantage	-.051	.030	-.040	-1.709	.091

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	Compatibility	.298	.038	.223	7.764	.000
	Complexity	1.020	.035	.854	28.846	.000
	Divisibility	-.031	.040	-.025	-.787	.433
	Communicability	.029	.037	.023	.779	.438

a. Dependent Variable: Community Participation in Decision Making

a) Variable X1 to Variable Y1 (Relative Benefits of Community Participation in Decision Making)

In table III.15 it is known that the sig value for X1 (Relative Advantage) towards Y1 (Public Participation in Decision Making) is equal to 0.091 > 0.05 and the value of t_{count} -1.709 < t_{table} 1.985, so it can be concluded that there is no influence between variable X1 (Relative Advantage) and variable Y1 (Public Participation in Decision Making).

b) Variable X2 to Variable Y1 (Compatibility with Community Participation in Decision Making)

In table III.15 it is known that the sig value for X2 (Compatibility) to Y1 (Public Participation in Decision Making) is equal to 0.000 <0.05 and the value of t_{count} 7.764 > t_{table} 1.985, so it can be concluded that there is an influence between variable X2 (Compatibility) and variable Y1 (Public Participation in Decision Making).

c) Variable X3 to Variable Y1 (Complexity of Community Participation in Decision Making)

In table III.15 it is known that the sig value for X3 (complexity) towards Y1 (Public Participation in Decision Making) is equal to 0.000 <0.05 and the value of t_{count} 28.846 > t_{table} 1.985, so it can be concluded that there is an influence between variable X3 (complexity) with variable Y1 (Public Participation in Decision Making).

d) Variable X4 to Variable Y1 (Divisibility of Community Participation in Decision Making)

In table III.15 it is known that the sig value for X4 (Divisibility) towards Y1 (Public Participation in Decision Making) is equal to 0.433 > 0.05 and the value of t_{count} -0.787 < t_{table} 1.985, so it can be concluded that there is no influence between the variable X4 (Divisibility) with variable Y1 (Public Participation in Decision Making).

e) Variable X5 to Variable Y1 (Communicability of Community Participation in Decision Making)

In table III.15 it is known that the sig value for X5 (Communicability) towards Y1 (Public Participation in Decision Making) is equal to 0.438 > 0.05 and the value of t_{count} 0.779 < t_{table} 1.985, so it can be concluded that there is an influence between the variable X5 (Communicability) with variable Y1 (Public Participation in Decision Making).

2) Partial Test (t test) Variables X1, X2, X3, X4, and X5 against Y2

Table III.16

Partial Test (t test)

Variables X1, X2, X3, X4, and X5 to Y2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	.801	.364		2.200	.030
	Relative Advantage	-.007	.030	-.006	-.238	.813
	Compatibility	-.064	.039	-.049	-1.646	.103
	Complexity	-.056	.036	-.048	-1.568	.120
	Divisibility	1.086	.040	.885	26.924	.000
	Communicability	.284	.037	.231	7.626	.000

a. Dependent Variable: Participation in Program Implementation

a) Variable X1 to Variable Y2 (Profit Relative to Participation in Program Implementation)

In table III.16 it is known that the sig value for X1 (Relative Advantage) to Y2 (Participation in Program Implementation) is equal to 0.813 > 0.05 and the value of t_{count} -0.238 < t_{table} 1.985, so it can be concluded that there is no influence between variable X1 (Relative Advantage) and variable Y2 (Participation in Program Implementation).

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b) Variable X2 to Variable Y2 (Compatibility with Participation in Program Implementation)

In table III.16 it is known that the sig value for X2 (Compatibility) to Y2 (Participation in Program Implementation) is equal to 0.103 > 0.05 and the value of t_{count} -1.646 < t_{table} 1.985, so it can be concluded that there is no influence between variable X2 (Compatibility) and variable Y2 (Participation in Program Implementation).

c) Variable X3 to Variable Y2 (Complexity of Participation in Program Implementation)

Table III.16 shows the sig value for X3 (complexity) to Y2 (participation in program implementation) is equal to 0.120 > 0.05 and the value of t_{count} -1.568 < t_{table} 1.985, so it can be concluded that there is no influence between variable X3 (complexity) and variable Y2 (participation in program implementation).

d) Variable X4 to Variable Y2 (Divisibility of Participation in Program Implementation)

In table III.16 it is known that the sig value for X4 (Divisibility) to Y2 (Participation in Program Implementation) is 0.000 <0.05 and the t $value_{count}$ 26.924 > t_{table} 1.985, so it can be concluded that there is an influence between variable X4 (Divisibility) and variable Y2 (Participation in Program Implementation).

e) Variable X5 to Variable Y2 (Communicability of Participation in Program Implementation)

In table III.16 it is known that the sig value for X5 (Communicability) to Y2 (Participation in Program Implementation) is equal to 0.000 <0.05 and the value of t_{count} 7.626 > t_{table} 1.985, so it can be concluded that there is an influence between the variable X5 (Communicability) with variable Y2 (Participation in Program Implementation).

3) Partial Test (t test) Variables X1, X2, X3, X4 and X5 to Y3

Table III.17

Partial Test (t test)

Variables X1, X2, X3, X4 and X5 to Y3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	.370	.644		.575	.567
	Relative Advantage	-.006	.053	-.005	-.116	.908
	Compatibility	.179	.069	.129	2.611	.011
	Complexity	.039	.063	.031	.611	.543
	Divisibility	.077	.071	.060	1.079	.284
	Communicability	1.033	.066	.797	15.659	.000

a. Dependent Variable: Participation in Taking Benefits of Program Implementation Results

a) Variable X1 to Variable Y3 (Profit Relative to Participation in Taking Benefits of Program Implementation Results)

In table III.17 it is known that the sig value for X1 (Relative Advantage) to Y3 (Participation in Taking Benefits of Program Implementation Results) is equal to 0.908 > 0.05 and the value of t_{count} -0.116 < t_{table} 1.985, so it can be concluded that there is no influence between the variable X1 (Relative Advantage) with the variable Y3 (Participation in Taking Benefits of Program Implementation Results).

b) Variable X2 to Variable Y3 (Compatibility with Participation in Benefit from Program Implementation)

In table III.17 it is known that the sig value for X2 (Compatibility) to Y3 (Participation in Taking Benefits of Program Implementation Results) is equal to 0.011 <0.05 and the value of t_{count} 2.611 > t_{table} 1.985, so it can be concluded that there is an influence between the variable X2 (compatibility) and the variable Y3 (participation in taking the benefits of program implementation).

c) Variable X3 to Variable Y3 (Complexity of Participation in Taking Benefits from Program Implementation)

In table III.17 it is known that the sig value for X3 (complexity) to Y3 (Participation in Taking Benefits of Program Implementation Results) is equal to 0.284 > 0.05 and the value of t_{count} 1.079 < t_{table} 1.985, so it can be concluded that

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there is no influence between variable X3 (complexity) and variable Y3 (participation in taking benefits from program implementation).

d) Variable X4 to Variable Y3 (Divisibility of Participation in Taking Benefits of Program Implementation Results)

In table III.17 it is known that the sig value for X4 (Divisibility) to Y3 (Participation in Taking Benefits of Program Implementation Results) is equal to 0.011 <0.05 and the value of t_{count} 2.611 > t_{table} 1.985, so it can be concluded that there is an influence between the variable X4 (Divisibility) and the variable Y3 (Participation in Taking Benefits of Program Implementation Results).

e) Variable X5 to Variable Y3 (Communicability of Participation in Taking Benefits of Program Implementation Results)

In table III.17 it is known that the sig value for X5 (Communicability) to Y3 (Participation in Taking Benefits of Program Implementation Results) is 0.000 < 0.05 and the value of t_{count} 15.659 > t_{table} 1.985, so it can be concluded that there is an influence between the variable X5 (Communicability) with the variable Y3 (Participation in Taking Benefits of Program Implementation Results).

4) Partial Test (t test) Variables X1, X2, X3, X4 and X5 to Y4

Table III.18

Partial Test (t test)

Variables X1, X2, X3, X4 and X5 to Y4

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	3.250	.897		3.624	.000
	Relative Advantage	.299	.074	.373	4.050	.000
	Compatibility	.039	.096	.046	.408	.684
	Complexity	.017	.088	.023	.197	.844
	Divisibility	-.063	.099	-.080	-.632	.529
	Communicability	.292	.092	.370	3.177	.002

a. Dependent Variable: Community Participation in Development Program Evaluation

a) Variable X1 to Variable Y4 (Relative Benefits of Community Participation in the Evaluation of Development Programs)

In table III.18 it is known that the sig value for X1 (Relative Advantage) to Y4 (Community Participation in the Evaluation of Development Programs) is 0.000 <0.05 and the t value$_{count}$ 4.050 > t_{table} 1.985, so it can be concluded that there is an influence between variable X1 (Relative Advantage) and variable Y4 (Community Participation in Evaluation of Development Programs).

b) Variable X2 to Variable Y4 (Compatibility with Community Participation in the Evaluation of Development Programs)

In table III.18 it is known that the sig value for X2 (Compatibility) to Y4 (Community Participation in the Evaluation of Development Programs) is 0.684 > 0.05 and the t value$_{count}$ 0.408 < t_{table} 1.985, so it can be concluded that there is no influence between variable X2 (Compatibility) and variable Y4 (Community Participation in Evaluation of Development Programs).

c) Variable X3 to Variable Y4 (Complexity of Community Participation in Evaluation of Development Programs)

In table III.18 it is known that the sig value for X3 (complexity) to Y4 (Community Participation in the Evaluation of Development Programs) is 0.844 > 0.05 and the value of t_{count} 0.197 < t_{table} 1.985, so it can be concluded that there is no influence between variable X3 (complexity) with variable Y4 (Community Participation in Development Program Evaluation).

d) Variable X4 to Variable Y4 (Divisibility of Community Participation in the Evaluation of Development Programs)

In table III.18 it is known that the sig value for X4 (Divisibility) towards Y4 (Community Participation in Development Program Evaluation) is equal to 0.529 > 0.05 and the value of t_{count} -0.632 < t_{table} 1.985, so it can be concluded that there is no influence between the variable X4 (Divisibility) with variable Y4 (Community Participation in Development Program Evaluation).

e) Variable X5 to Variable Y4 (Communicability of Community Participation in Evaluation of Development Programs)

In table III.18 it is known that the sig value for X5 (Communicability) to Y4 (Community Participation in the Evaluation of Development Programs) is 0.002 <0.05 and the value of t_{count} 3.177 > t_{table} 1.985, so it can be concluded that there is an influence between the variable X5 (Communicability) with variable Y4 (Community Participation in Development Program Evaluation).

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Thus, through hypothesis testing through the t test that has been carried out, it can be concluded that the innovation diffusion communication variable has a significant influence or contribution in increasing community participation in the Zakat Village Program in Bungaraya District, Siak Regency, with a significant value of 0.000 <0.05, and a significant value of Q_{count}>T_{table} (30.677>1.985) which means Ha and Ho rejected.

Then, for the most dominant variable indicator contributing to shaping community participation is the variable X3 to Y1 (Complexity of Community Participation in Decision Making) with a sig value of 0.000 > 0.05 and a t $value_{count}$ 28.846 > t_{table} 1985. Meanwhile, the variable indicator that has the lowest influence is the indicator variable X1 to Y1 (Relative Advantage to Community Participation in Decision Making) with a sig value of 0.091 > 0.05 and a t $value_{count}$ -1.709 < t_{table} 1.985.

b. Oji F

Table III.19

Simultaneous Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	2288.845	1	2288.845	941.056	.000[b]
	Residual	233.492	96	2.432		
	Total	2522.337	97			

a. Dependent Variable: Community Participation

b. Predictors: (Constant), Innovation Diffusion Communication

On the table **III.19** above, it turns out that F_{count} is 941,056 with a probability of 0.000, while F_{table} 3.94 (F table = F (k ; n – k) = F (1 ; 96) = 3.94) with a significant level (alpha) of 5%. So it can be concluded that F_{count} = 941.056 > 3.94. Thus, all indicators of Innovation Diffusion Communication together have a significant effect on community participation in the Zakat Village Program in Bungaraya District, Siak Regency.

This research has revealed the effect of innovation diffusion communication on community participation in the zakat village program in Bunga Raya District, which is 90.7%. This figure is very strong, indicating that community participation is influenced by as much as 90.7% by the innovation diffusion communication carried out by the Government and BAZNAS of Siak Regency. That is, after the community has received communication of innovation diffusion in the form of exposure to the

relative benefits/advantages that will be obtained if the Zakat Village program is implemented, program compatibility, visibility, and communicability between the government and BAZNAS of Siak Regency.

Thus, the zakat village program was carried out with the main factor being the communication of innovation diffusion, while the other 9.3% was influenced by other variables not included in this study.

Percentage of Innovation Diffusion Communication in the Zakat Village Program

Based on the results of this research, it can be seen that there is a very large influence with a percentage of 90.7% between the innovation diffusion communication built by the Siak District Religious Department and the Bungaraya sub-district government on community participation in getting involved in the zakat village program.

Diffusion of innovation is one of the communication theories of community development. In the diffusion of innovation theory, new ideas can be spread in society through communication which will ultimately form a new culture in society.

Based on June 2023, there are only 514 zakat villages in Indonesia, out of the Indonesian Ministry of Religion's target of 1000 zakat villages. It's indicates that it is important to provide information to the public for the establishment of zakat villages as an effort to accelerate poverty alleviation in Indonesia.

Looking at the research results in the Bungaraya zakat village, it increasingly emphasizes that all stakeholders need to continue to diffuse innovation to the community so that more zakat villages are established. The assumption that the establishment of a zakat village will be accepted because, in its concept, the diffusion of innovation will be accepted if it is compatible with society. Of course, as Muslims, the majority of explanations regarding the importance of giving zakat are known to the public so they are easily accepted.

Then, it can be tested. Here lies the importance of communication, by conveying facts in various places that have succeeded in alleviating poverty with good zakat management. Take Malaysia, for example. So that people are more enthusiastic.

Likewise, the relative benefits that will be obtained by the community, poverty alleviation will be achieved more quickly. All of these things will ultimately provide benefits to the local peoples.

CONCLUSION

Based on the results of research conducted by researchers regarding the Effect of Innovation Diffusion Communication on Community Participation in the Zakat Village Program in Bunga Raya District, Siak Regency, it can be concluded that first, the effect of innovation diffusion communication on community participation in the Zakat Village

program in Bungaraya District, Siak Regency is influential or contributes with a variable contribution to community participation of 90.7%. Second, the communication of innovation diffusion has an effect on community participation, the result is a significant value of 0.000 <0.05, and the T value$_{count}$>T$_{table}$ (30.677>1.985).

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