



**PROFILING THE ZAKAT PAYERS AT
PUSAT ZAKAT MELAKA**

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“DECLARATION OF ORIGINAL WORK”

I, Noor Ashikin binti Abdul Latiff

Hereby, declare that,

- This work has not previously been accepted in substance for my degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

ACKNOWLEDGEMENT

“With all the praises with the one and only mighty God”

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ABSTRACT

Pusat Zakat Melaka is the Zakat Collection Centre established by Majlis Agama Islam Melaka. The organization has various types of promotion tools to increase awareness among Muslim people and wants to increase to total of zakat collection for every year. Researcher in this thesis has examined the current promotion activities based the demographic structure of zakat payers of Pusat Zakat Melaka. The further observation researcher found that Muslim people aware about the zakat obligation but their commitment still low to pay zakat. Therefore, Pusat Zakat Melaka needs to associate between profile of the zakat payers and the promotional activities implemented by Pusat Zakat Melaka in order to be more effective organization with suggest which promotional activities would be strengthens. In the final of this research, numerous conclusion and recommendation are made from the results and feedback from respondent. Researcher believes that this information would be of great value to Pusat Zakat Melaka.

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