Publicizing Public Service (PPS) through the value of openness & consultation with ASNAF Community (OCAC). A Study at the Federal Territory of Islamic Religious Council, Kuala Lumpur.


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Abstract

Publicizing Public Service (PPS) has been an effective way to gain customer feedback (CF) dan reach customer satisfaction (CS). Customer satisfaction is one of the main indicators for quality public service (QPS). To obtain customer satisfaction efforts to localise services is a necessity. Among others, are through the inculcation of the value of openness and implementation of people's consultative program as mentioned in Guidelines for Publicizing Public Service, the Public Service Circular No. 1 year 2015. Government agencies is no exceptional when it comes into QPS and CS issues. The Federal Territory of Islamic Religious Council (Maiwp) is one of them that always gained public attention especially by asnaf community (AC) on the issue of zakah application and distribution. Various issues raised such as complaints on delay and difficulty in getting zakah allocation. While issues on the part of AC involving their perception about rights to get zakah, life style and attitude, financial and life problem, lack of knowledge and information on zakah and about zakah communication channels. These are among the issues identified in relation to zakah allocation and distribution and asnaf community. Thus, this action research project focuses on four aspects; Communication channels provided by Maiwp for zakah application and distribution; AC understanding about zakah and zakah distribution; AC knowledge and information on zakah and AC life style and attitude on how to lead better life without too much depending on zakah. The focus is hoped to achieve the objective of this project which are to understand life problems and financial stress amongst asnaf in PPR Seri Pantai, Lembah Pantai, Kuala Lumpur; to inspect AC information about zakah application and distribution communication
channels (ZADCC) provide by Maiwp; to provide understanding and awareness on how to manage financial and life stress to avoid `zakah dependent attitude`; to evaluate *asnaf* satisfaction on the series of the talk sessions organised; to draft an Islamic module suitable for *asnaf* human development and to recommend solutions related to ZADCC and human development activities for them. In achieving these objectives, this project has identified two modules or methods to be used. They are first, by conducting series of Islamic talk (IT) for *asnaf* self development (ASD) and second, through face-to face consultation (F2FC) or discussions with *asnaf* and stake holders. The IT sessions are aimed to give understanding, awareness and motivation on how to manage life and financial according to Islamic values.

Besides, the two modules are aiming at providing a direct and open way of communication between AC and/or stakeholder (Maiwp) and researchers as a middle person to work hand in hand in dealing with zakah issues effectively. Under the theme `Sayangi Diri, Syukuri Ilahi`, six IT sessions and four F2FC were conducted.(Refer to Table 1 below) The total number of AC involved were estimated around 300. Outcome of this module is pleasant including; first, *asnaf* community (AC) understanding and awareness about zakah information; how to apply for zakah and satisfied with ZADCC provided by Maiwp; Second, AC understanding on how to manage financial and life stress according to Islam; Third, AC satisfaction on the series of talk given. Finally, the talk series also gave aspiration to the NGO involved i.e PERWIDA. These impacts were obtained through varies ways including face to face discussions and interviews with the PPR Resident Association committee, oral feedbacks, voice recorded, video feedbacks, media social comment from the AC, PPR Residents Association, Maiwp Staffs and NGO involved. Besides increasing number of attendees came to the programs from the first IT session to the last session as indicator. This project is expected to continue benefit to the *Asnaf* Community understanding and attitude towards better life style and behaviour (to be more independent from receiving zakah) in a long run if the program is continuously projected for periods of time. To end this project, the researchers will conclude all the outcomes by highlighting best values and aspects suitable for AC human development module drafting. And propose suggestions for Maiwp improvement in zakah communication channel and also for other stakeholders human development program suitable for AC.

**Table 1: Important Dates for UMcares Researchers & PPR Sr Pantai Activities 2018/19**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>29.3.2018</td>
<td>Discussion with stakeholder-DBKL</td>
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<tr>
<td>15.4.2018</td>
<td>Discussion with stakeholder-MAIWP</td>
</tr>
<tr>
<td>10.5.2018</td>
<td>Discussion with stakeholder-MAIWP</td>
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<tr>
<td>11.12.2018</td>
<td>3 Islamic Talk Sessions with AC &amp; MAIWP</td>
</tr>
<tr>
<td>17.12.2018</td>
<td>Discussion &amp; feedback with stakeholder-PPR Sri Pantai Resident Association</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
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<tr>
<td>21.3.2019</td>
<td>Islamic Talk Session 5 with AC and feedback from NGO (Persatuan Wanita Islam Damansara Height-PERWIDA)</td>
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<tr>
<td>28.9.2019</td>
<td>Islamic Talk Session 6 with AC and DBKL &amp; PPR Sri Pantai Resident Association</td>
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**References**


Hairunnizam Wahid, Radiah Abdul Kader, Sanep Ahmad (2012), Localization Of Zakat Distribution, Religiosity, Quality Of Life And Attitude Change. (Perceptions Of Zakat Recipients In Malaysia) Proceeding The 13th Malaysia Indonesia Conference On Economics, Management And Accounting (Miicema)


