

Islamic Legal Perspective towards Zakat Influencers in Endorsement Income with the Qiyas Approach

Syafril Wicaksono¹

¹ Faculty of Sharia, KH Achmad Siddiq University, Jember

Paper was presented at the 6th Indonesian Conference of Zakat (ICONZ)
30 November – 1 December 2022, Semarang, Indonesia

ABSTRACT

In zakat law is something assets that are required by Allah SWT with take certain person's property, with destination submitted to the right person accept with provision condition tertun. In analysis writer this focus to the law of zakat, celebrity influencer professio, then no far with user Instagram account or social media as means income or even popularity. Producing social media users income that is with become an Instagram influencer, already various millions man use it even produce more from worker agency from opinion such. With this writer formulate problem that is How does the zakat for Instagram influencers earn zakat and how does the zakat for celebrity influencers earn from the endorsement perspective law Islam with qiyas approach . Because with formulate this, author with destination analysis is in accordance with sharia Islam or no in accordance with terms. So based on analysis author , influencer 's income zakat in perspective law with qiyas approach , that's it income earned _ celebgram with provision acquired property _ in accordance with achievement condition Islam that is senishab , right for belong obligatory zakat on influencers must in accordance with provision sharia Islam that is Reasonable , mature or baligh , independent , religious Islamic , one nishab . This _ something approach that zakat influencers are allowed and zakat is obligatory because with condition in accordance with illat before.

Keywords: Influence, Income Zakat, Instagram, Endorsement

INTRODUCTION

Various income earned _ for a especially among youth student nor academics, with method get income with easy use application social media like Instagram. So no amazed with increasingly technological developments advanced used for transaction communication, even also used be happy.

This presence technology application as the place get fed up, fine muamalah sell buy cooperation etc. With the application used transaction Public this is a business field with method promote photos and videos from activities , as end spear in produce income good from followers and endorsement results even can called celebgram or Instagram influencers.

Instagram influencers are collaborative transactions with an owner advertised product to gram with destination get income from each of those who have a contract. From counting amount income or as score bid promotion to popularity, which is followers and viewers have power score to income gram.

So from that for people professional Islam as income program _ from advertisement /endorsement, mandatory practice get along Islam is zakat. If income a reach the Nisabah so from that obligatory zakat from a number of percent from income based on the Qur'an which has been said by Allah SWT: (Qs. Al- Baqarah: 48)

وَاتَّقُوا يَوْمًا لَا تَجْزِي نَفْسٌ عَنْ نَفْسٍ شَيْئًا
وَلَا يُقْبَلُ مِنْهَا شَفَاعَةٌ وَلَا يُؤْخَذُ مِنْهَا عَدْلٌ وَلَا هُمْ
يُنصَرُونَ

“Get up pray, pay zakat and bow together with those who bow.”

One people Islam required the law take out part of the property for tithe, because zakat is from get along Islam and make tree upholding Islamic sharia. That zakat alone is get along the 3rd Islam, which is truth in sources of the Qur'an and Hadith. And there are also terms as a professional charity that is still not yet many know among community, professional zakat is something obligation one who works as professions with job status in profession good in a manner individual nor what is done in something form the auspices of the Institution that brings income so that reach nisab that has been determined condition islamic.

Because the author interested with zakat income profession from the endorsement of it law Islam how is allowed or no with exists income from advertising, so writer lift a title this that is “Perspective of Islamic Law towards Influencer Profession Zakat Income Endorsement qiyas approach”.

Based on description background behind problem that has put forward above, then could formulated problem as following:

1. What is meant by the process of zakat income on Instagram influencers?
2. How zakat profession influencer income endorsement in analysis law Islam with qiyas approach?

LITERATURE REVIEW

Definition of Zakat

Zakat in etymology has the meaning of al - barakatu (developing), al-namaa (growing), at-thaharatu (purity) and ash- shalahu (good). And according zakat terminology is

something obligation one who worships to God with Secrete right his treasure certain with specified time, for class people obligatory Islamic Secrete right with reach minimum asset limit as well as for distributed to the rightful person accept it.

According to Sayyid Sabiq, zakat is designation name as right of Allah SWT to oblige people to distribute the treasure reach specified to the poor. So this is called inner zakat content hope for mandapat blessing and cleansing soul in kindness. Zakat is also explained clean and purify, clean self after To do zakat obligations and someone named be careful holy and glorious that is someone who doesn't miserly and not excessive love treasure. Treasure is a great asset cherished and loved, but if one who spends treasure for others then glory and holiness for him Thing this something integration pay zakat.

Here is what makes base appropriate zakat laws with guidance in teachings Islam namely the Qur'an and Hadith:

a. The Qur'an

وَأَقِيمُوا الصَّلَاةَ وَآتُوا الزَّكَاةَ وَارْكَعُوا مَعَ
الرَّاكِعِينَ

“And build it pray, pay zakat and bow with those who bow down” (Surah Al-Baqarah: 43).

So zakat law _ is obligation for people Islam is a must done for people who can afford it , for those who carry out zakat will get reward if on the contrary no doing zakat then get sin .

b. Hadith

"From Abu Hurairah, that an Arab Bedouin (settlement) has come to Prophet SAW while said "Show me to me charity what if I do will cause I enter heaven". The Prophet replied" Worship Allah and do not associate Him with something, build it obligatory prayers, pay the obligatory zakat, and fast in Ramadan.” The Prophet said "By the one who is my soul is in His hands, i no add more from it”. When you

want left, the Prophet said, "Whoever want to see expert heavens, look at this person". (Narrated by Bukhari).

c. Constitution

Based on RI Law No. 38 of 1999 concerning management of zakat assets that are in nature must be issued by the people Islam or legal entity concerned character mandatory.

Law No. 2 of 2011 concerning management of zakat, namely obligatory zakat assets issued to one Muslim or business entity for given the right accept it in accordance Shari'a.

Definition of Professional Zakat

Profession in terminology Arab al-mihn. This is something form plural al -minhna is profession or service. Whereas profession in Islam the term al -kasb is acquired property in effort, fine form mind, physical, service. Professional zakat this is something which considerations to be source sufficient funding big, which is stay.

Regarding professional zakat this many various among those in the contemporary era. This is because development in producing skills share income from every field. Professional zakat is a zakat is imposed every field skill productive work income achieved the Nisab required for tithe.

Legal Basis of Professional Zakat

يَا أَيُّهَا الَّذِينَ آمَنُوا أَنْفِقُوا مِنْ طَيِّبَاتِ مَا كَسَبْتُمْ وَمِمَّا
أَخْرَجْنَا لَكُمْ مِنَ الْأَرْضِ ۗ وَلَا تَتِمَّمُوا الْخَبِيثَ مِنْهُ تُنْفِقُونَ
وَأَنْتُمْ بِإِخْتِيَابِهِ إِلَّا أَنْ تُغْمِضُوا فِيهِ ۗ وَاعْلَمُوا أَنَّ
اللَّهَ غَنِيٌّ حَمِيدٌ

“O you who believe, make a living (on the Allah’s way) in part from results your good work and part from what we put out from earth for you. And don't you pick the bad ones then you provide from it, though you alone no want to take it but with slender eye against him. And know, that Allah is Rich

again The Most Praised” (QS Al-Baqarah: 267).

Then what is meant provision The QS.Al-Baqarah 267 define in a manner general, provided that income exceed from right tree life and family and spared from debt or free from debt and reach one nishab.

Instagram Influencers

Not far know about Instagram influencers ie user account application Instagram already many the user in this social media. Instagram influencers often produce advantage from its popularity. And besides that too as public figures who get many networking with can acquire lots of endorsements from brands and online stores.

In the term endorser is actor or acting character in field’s product or service others will promoted or published on the Instagram account. With destination promote product or good service in the product so that interesting candidate consumer. And that is necessary income is also known that is with exists cooperate with the giving company service service for promote the product. Then influencers earn income in the form of money that has been agreed party together.

METHODOLOGY

Method study this is an internal strategy analyze what is used by the author or researcher. With data collection and analysis used for answer investigated issue or researched. So writer use method study quantitative from collection of previous data with equate the data ever investigated by researchers. With study this analysis is also taken that is in a manner normative in accordance source base theorem or law that has there. Based on formula problem on so destination research this time are:

1. For find out the process of earning zakat on Instagram influencers;

2. For knowing the professional zakat influencer in endorsement income analysis law Islam with qiyas approach.

DISCUSSION

Analysis of Islamic Law in the Qiyas Approach to Zakat Professional Influencer Income from Endorsement

Zakat is something get along Islamic nature economic-social. This required for people Islam the law work order Allah SWT issue zakat, because in accordance he said:

وَلَقَدْ أَخَذَ مِيثَاقَ بَنِي إِسْرَائِيلَ وَبَعَثْنَا مِنْهُمُ اثْنَيْ عَشَرَ نَوْفِيًّا وَقَالَتِي مَعَكُمْ لَبِنَ أَقِمْتُمُ الصَّلَاةَ وَآتَيْتُمُ الزَّكَاةَ وَآمَنْتُمْ بِرُسُلِي وَعَزَّرْتُمُوهُمْ وَأَقْرَضْتُمُ قَرْضًا حَسَنًا لَّا كُفِّرَنَّ عَنْكُمْ سَيِّئَاتِكُمْ وَلَأُدْخِلَنَّكُمْ جَنَّاتٍ تَجْرِي مِنْ تَحْتِهَا الْأَنْهَارُ فَمَنْ كَفَرَ بَعْدَ ذَلِكَ مِنْكُمْ فَقَدْ ضَلَّ سَوَاءَ السَّبِيلِ

"And verily Allah has take agreement (from) the Children of Israel and We have raised them between they two twelve leaders and Allah said: " Indeed I am with you, actually if you establish pray and pay zakat as well have faith to my apostles and you _ help them and you lend to Allah a good loan indeed I will cover your sins. And indeed you will I enter to in heaven flowing water in it rivers. So whoever disbelieves among you after it is, actually he has lost from the straight path" (QS Al-Maidah: 12).

So statement on meaning in letter that is with Allah obligatory zakat for Muslims because for delete sins guarantee on enter his people heaven, and give instruction straight path the safety of the world and the hereafter.

In the hadith is also explained that reaping zakat is obligatory, which is hadith prophet reads:

From Abu Hurairah, that an Arab Bedouin (settlement) has come to Prophet SAW while said "Show me to me charity what if I do will because I enter heaven". The Prophet replied," Worship Allah and do not associate Him with something, build

it obligatory prayers, pay the obligatory zakat, and fast in Ramadan." The Prophet said "By the one who is my soul is in His hands, no add more from it". When you want left, the Prophet said, "Whoever want to see expert heavens, look at this person" (Narrated by Bukhari).

This could is known in statements above the Quran and hadith that is, an obligation a profession good all field especially earning Instagram influencers reach the Nisabah or even get advantages sustenance so order for pay zakat accordingly with word of God. And Instagram influencers are stamp from obligatory zakat, because earned income from promoting services the product so that interesting score bid to consumer. This mutual feedback produce to second split party so that get income achieved nisab.

Related in position law Zakat is obligatory for someone who is a professional Instagram influencer who earns from endorsements then writer state including in category minhan al hurrah namely is a professional zakat according to yusuf Qardhawi. And also explained he thought zakat obligation only a Muslim with various clarification condition obligatory zakat that can categorized as into the a number of under this:

First, Status in Islamic Religion. Majority in Indonesia the people many embraced Islam and also included as an Islamic country in the world, this is easy to find influencer as profession modern side. Like could our knowledge that is with promote product from other companies to advertise to others as the endorsement, then a professional must obligatory zakat because status is Muslim. This is also explained by the scholars who mutually agree that zakat is not required for unbelievers, and vice versa if zakat is not required for a Muslim then zakat is not legitimate for example paid by unbelievers. Because of the status not Muslim.

Second, deep mature. The scholars agree that Zakat obligation is with baligh or intelligent healthy already reach mature, if that that child small yet mumayyiz so must there is licensing from his guardian for represented. So has agreed by the scholars of the obligation of zakat namely brother a Muslim mature and have sense healthy.

Third, freedom. That is something freedom that is not hindered by anything and everything good from colonization, independent, no there is dependent or debt related etc. with independent. So with this independence too explained in a free sense to do all thing, owever no stray norms and regulations. This relates with celebgram influencers that a far and away from slavery, colonization related etc. with independent or free from the struggle that hindered him. Could proven with posting from the celebrity who advertised it so that could obligation for already tithe fulfilled.

Fourth, reach nishab, when the income that influencers get from endorsements and get fulfilled his needs so could for obligatory zakat. Because of Qardhawi explained if something the wealth that he can and fulfilled right need and have more sustenance so will for doing zakat obligations, because for guard wealth and safety in this world and the hereafter.

So could concluded from statement on that the endorsement influencer has enter requirements obligatory zakat, because already the fulfillment described by the opinion Yusuf Qadawi in the book *fiqhuz zakat*.

Qiyas Approach Method

In Islam law, qiyas approach also works our analysis regarding zakat influencer from endorsement, which one from a number of theorem law of the Quran and hadith on has mentioned. That's it for people Islam must fulfill his obligations good prayer, zakat, fasting, and this including the word of Allah SWT in Surah Al-Maidah verse 12. And

there is also surah Al-Baqarah verse 267 concerning fulfilled income needs right so that required for pay zakat. Besides it is also a hadith prophet from Abu Huraira which also explained about zakat obligation for people Islam in attained income nisab who knows from professional zakat income from all required field in accordance provisions that have explained on requirements zakat obligations.

So with this could known first law about zakat obligation for people Islam required with conditions required by sharia. And meanwhile income someone who exists Instagram influencer services because no there is theorem the law explains income from Instagram influencer services, then the scholars have agreed that income from endorsement profession with qiyas when approach no there is the law so with this bring closer. There is illat the law explain zakat obligations and requirements obligatory zakat explained on before.

This is what celebrity influencers mean income from endorsements, no far different from zakat argument that has been there is the illat. Because for a earning influencer from Instagram must in accordance with conditions that have determined on namely: One Muslim, mature or baligh, reasonable healthy, free or no related to debt, and income achieved the nishab. So they required to carry out zakat. So the Zakat of the Instagram influencer profession who earns endorsements is permissible for obligatory zakat.

Because the author also makes an analogy of the influencer's professional zakat, you can categorized as trade zakat. With the argument that similarity understanding, deep system jobs and income. Such as analogy a trader food sell various type quality food for consumers liked it, so many buyer and get profit. So, same case with which influencer posted the product with photos and short videos so that interesting buyer and get his promoted

opinion, with depend on account hers with proof many followers.

So that's how zakat influencers get analogy asa riches trade, because could various elements inside it so that fulfilled Deep Action sell and buy with intention earn profit. This with achieve it nishab and reach one year required for zakat.

CONCLUSION

It could concluded from analysis statement above various theory, base law, and analysis writer could is known that implementation of zakat influencer Instagram from endorsement income, namely:

First, that Instagram influencer as profession that can produce income from the endorsement, this is something advantage for a so that could Fulfill needs tree. But as the state of the people Islam has zakat obligation for Secrete his wealth, which reached one nishab Required implement it.

Second, in analysis law Islam with qiyas approach on professional zakat this is an Instagram influencer, got it is known required for those who have results and achieve nishab. Because it is based on the arguments of the Quran and hadith that obligation people Islam for tithe, and whereas income service as a celebgram

influencer no there is the law so from writer equate with qiyas approach the same event with the illat. This is something earning profession from mandatory influencers pay zakat because same with category of trade zakat.

REFERENCES

- Fuad ' abd al -Baqi ', Muhammad. Al-Mu'jam al - Mufahras Li Alfaz al-Qur'an, (Beirut: Dar al - Fikr, 1981): Pg.715-716
- Ghozali, Shukri et al. Zakat Guidelines (Jakarta: PT Cemara Indah, 1989): 107.
- Hafidhuddin, Didin. Guide to Zakat, Infaq, Alms, (Jakarta: Echo Insani, 1998): Pg, 103.
- Munawar, Agil. The Science of Fiqh and Its Development, (Jakarta: Logos, 2002): print 1, 243.
- Madani. Islamic Law: Zakat, Infaq, Alms and Waqf. (Bandung: PT Citra Aditya Bakti, 2016): Pg.14
- Royan, M. Frans, Marketing Celebrities, (Jakarta: PT Elex Media Komputindo, 2004): 36.
- Qardhawi, Yusuf. Fiqhuz Zakat, translation of Salman Harun, Didin Hafidhudin, and Hasanudin, (Bairut: Muassasah Treatise, 1991), 97