

# WAQF ILMI IN UiTM NEGERI SEMBILAN; CREATING AWARENESS AND ACCEPTANCE THROUGH A-I-D-A MODEL PERSPECTIVE

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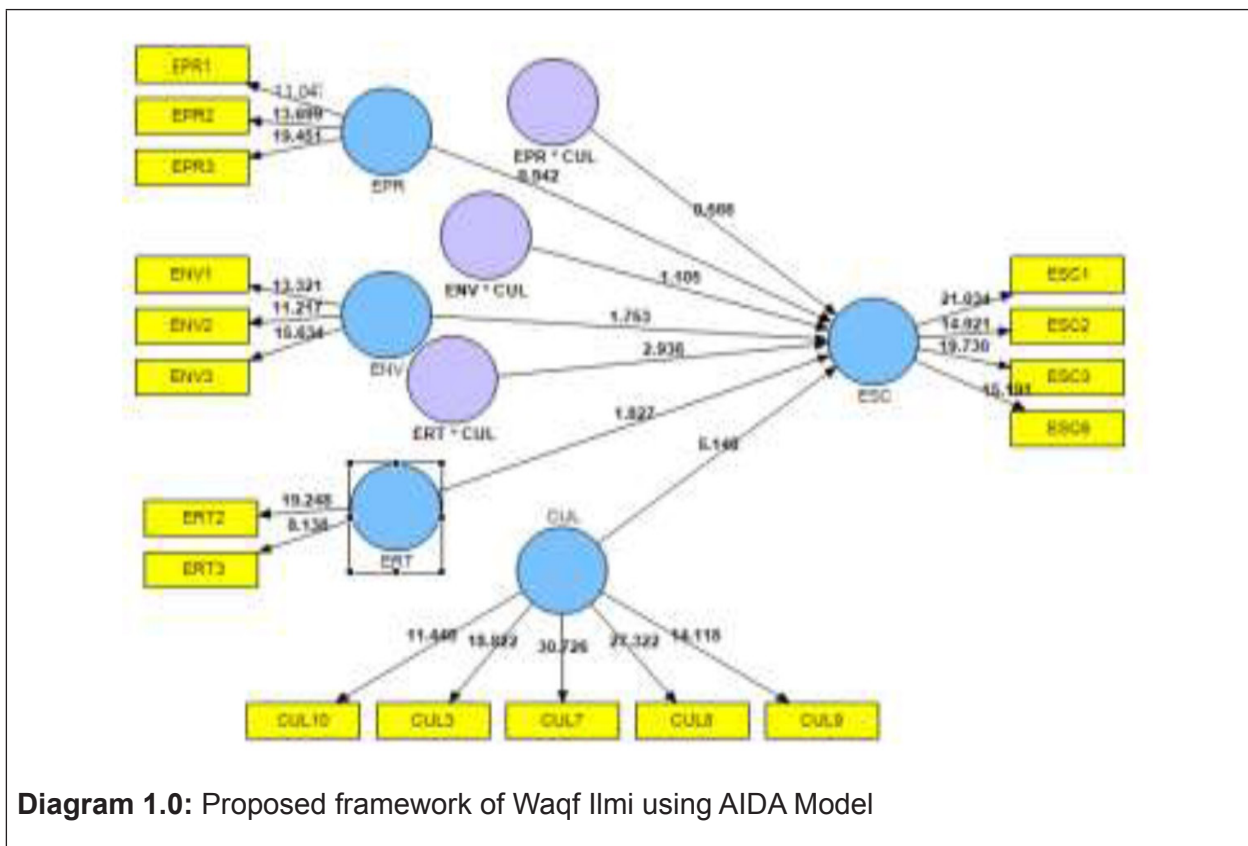
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## ABSTRACT

**Purpose** - The future success of socio-economic wellbeing significantly contributed from the nation's education other than the economic growth. Knowledge should be the main aspect that need to be considered by a human to growth, even Islam itself is emphasized by the very first word of the first verse revealed in the Quran, "iqra" which literally means read. In fact, education is important for a sustainable development of the society other than to reduce poverty and other religious purposes. Responding to this issue, waqf in higher education started growing as a mechanism in developing knowledgeable intellectuals other than providing an infrastructure for educational purposes. Through this, individual can contribute to the society not only by having cash or assets, but also by contributing the knowledge and expertise to the community which is called as "waqf ilmi". The unique features and good track of waqf in the prominent universities in the world has raised awareness for public universities in Malaysia to adopt waqf. However, the level of awareness should be instilled at an early date of the introduction of waqf ilmi as the waqf concept in Malaysia, specific in higher education is still at perceived level and less satisfactory. Hence, to foster the practice of waqf in higher learning institution, this study aims to promote the fundamental understanding by creating an awareness towards waqf ilmi within the community in Universiti Teknologi MARA (UiTM), Negeri Sembilan. A study starts with an explanation of waqf ilmi and how it can be implemented here. Then, a structured questionnaire was distributed to whom were selected randomly within 3 campuses of UiTMCNS to share their understanding and awareness on waqf ilmu using A-I-D-A model as a benchmark of measurement. The result of this study can be used as a starting point by various parties to promote waqf ilmi as a norm of educational development of the society.

**Methodology** - Waqf has been executed to benefit in many aspects not only limited to religious purposes but also education, healthcare, national security, commercial and business activities, transportation facilities, shelter and food for the needy and poor. The awareness and correct understanding of waqf should be possessed by -R Hussin, RA Rashid (2017).

The main purpose of the study is testing the level of waqf awareness among peoples in University Technology MARA, Negeri Sembilan (UiTMCNS no matter students, academic staff or even administrative staff. They are in one family. Additionally, the study attempts to examine whether there is any significant difference between the various groups of respondents based on gender, age and education level if applicable. Then, the study uses three main statistical techniques to analyze the data including frequencies, correlation and multiple linear regression analysis. The data was gathered by distributing the questionnaire to community in UiTMCNS. Using AIDA model, the study will examine whether the perceived is still at awareness, intention, desire or action. This will indicate the understanding as well awareness level of the respondent. Using below suggested framework in diagram 1.0 illustrate how the construct is intrerrelated with each other in order to measure the awareness and acceptance level of UiTMCNS toward the implementation of waqf ilmi.



**Findings** - The findings explain the awareness and acceptance level of waqf ilmi in UiTMCNS accordingly between students, academic staff as well as administrative staff, which academic staff is seen more aware and understand what is waqf ilmi and how its function to contribute to the sustainable socio-economic wellbeing. Then, the study also revealed that the awareness and acceptance level in UiTMCNS is still at the stage of intention. Basically most of the respondent agreed that they still need to have more exposure toward waqf understanding so that they can participate and acknowledge the roles of waqf for socio-economic development in UiTMCNS. Thus, it has a significant contribution to the body of knowledge as well as to the practitioners, researchers and decision makers.

**Keywords:** Waqf Ilmi, awareness, acceptance, AIDA model, sustainability.

## **CONCLUSIONS**

Muslims throughout the world are exposed to the Waqf practice, but it is difficult to measure the level of their knowledge awareness on the practice. In general, it is critical to ensure the awareness of waqf ilmi as it can help the development of education in Malaysia and benefits both students and individual who are donating its knowledge and skills in hereafter. Through this research, hopefully an effective model of Waqf Ilmi in Malaysia can be proposed in order to enhance the development of education system as well as the development of economy in Malaysia after the awareness is completely understood by all parties. Furthermore, hopefully an effective model of Waqf Education management in Malaysia can be proposed in order to enhance the development of education system as well as the development of economy in Malaysia

## **REFERENCES**

Hussin, R., & Rashid, R. A. (2017). Diversifying Income Generation Through Waqf In Public Universities In Malaysia: Efforts And Challenges.