

Digital consumer transformation to enhance Dawah in Muhammadiyah special branch Taiwan

Norma Sari ^{a,1,*}, Sunardi ^{b,2}, Sri Winiarti ^{c,3}, Ulaya Ahdiani ^{d,4}

^a Master of Law Program, Faculty of Law, Universitas Ahmad Dahlan, Yogyakarta 55191, Indonesia

^b Master of Electrical Engineering Program, Faculty of Industrial Technology, Universitas Ahmad Dahlan, Yogyakarta 55191, Indonesia

^c Informatics Program, Faculty of Industrial Technology, Universitas Ahmad Dahlan, Yogyakarta 55191, Indonesia

^d English Literature, Faculty of Literature, Culture, and Communication, Universitas Ahmad Dahlan 55191, Indonesia

¹ norma.sari@law.uad.ac.id; ² sunardi@mti.uad.ac.id; ³ sri.winiarti@tif.uad.ac.id; ⁴ ulaya.ahdiani@enlitera.uad.ac.id

* Corresponding Author

Received 4 July 2024; accepted 29 December 2024; published 29 December 2024

ABSTRACT

Muhammadiyah has grown rapidly throughout the world in quantity through special branches as well as quality by targeting the Dawah model, including digital Dawah. Muhammadiyah realizes that the development of digital dawah requires quality human resources and continues to develop to increase its capacity to promote dawah using digital technology. The leadership of the Muhammadiyah Special Branch Taiwan is one of the overseas branches that has developed digital dawah since its establishment. The purposes of the service are to help Muhammadiyah Special Branch Taiwan enhancing the dawah by applying digital technology and to help to transform digital consumers into digital creator. We expect this service will strengthen Muhammadiyah Special Branch Taiwan networking. This program contributes to the Muhammadiyah Special Branch in Taiwan to manage membership and activities, to link with other Islamic Organizations, and to spread the dawah internationally through an informatics system developed by the UAD team.



KEYWORDS

Digital consumer
Digital dawah
Digital technology
Digital creator
Muhammadiyah



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1. Introduction

The Special Branch of Muhammadiyah Taiwan introduced Surya Formosa as its dawah brand which means Surya is Sun as the symbol of the Muhammadiyah organization and Formosa as the other name of Taiwan. Meanwhile, the slogan accompanying the brand is “strengthening faith, enlightening civilizations. This organization was established by a plenary session of The Central Board of Muhammadiyah, as it decided starting from 25 Rabi'ul Akhir 1435 H / 25 February 2014 AD to determine and ratify the establishment of the Special Branch of Muhammadiyah Taiwan located in Taiwan whose wide working environment covers the entire territory of Taiwan through The Central Board of Muhammadiyah Decree No. 39/KEP/1.0/B/2014 [1].

The dawah movement carried out by Muhammadiyah must be capable of answering the challenges of the dynamic situation [2], [3]. Digital technology should be utilized by missionaries so that moderate messages can spread widely among society, especially the younger generation. In the Al- Qur'an surah an-Nahl verse 125, there are guidelines for dawah, calling people to His path with wisdom, good teaching, and polite debate. There are words of bil-hikmah in this verse. It should be our concern that in preaching we must use scientific media that is currently developing. Therefore, the channels of dawah (Muhammadiyah) need to be expanded [4].

Recent development in Muhammadiyah introduces a treatise on Progressive Islam which one of the dedication of progressive Islam is to the future. Progressive Islam emphasizes the importance of struggling in the present to create a better future. Allah obliges every believer to think and act not only for the benefit of today but also for the benefit of the future (QS al-Hasyr [59]: 18). God forbids the attitude of following lust, extravagant behavior, exaggeration and destruction of life, all of which lead to disaster for the future.

Allah condemns those who leave misfortune to those who live hereafter. Allah condemns those who focus on this world (short-term benefits) and forget the orientation of the Hereafter (long-term benefits). Preparation for a better future must be done by preparing future generations with insight, good ethics, science, technology, and life skills to be able to cope with the challenges of the times [5]. Science today increasingly determines human life through many different breakthroughs. Modern developments recognize that digital technology has developed much faster than previously imagined. The technological revolution must be used as a tool to enhance and equalize human well-being [6].

The Special Branch Muhammadiyah Taiwan has been developing digital dawah in some ways. Based on the writer's research, there was a website <http://suryaformosa.com> but now that website is no longer active. It is important for their position to be part of the mission that offers progressive Islam. To achieve this mission, it is necessary to strengthen the organization by utilizing digital technology to cultivate internationalization dawah. Hence, digital technology is needed that can be used by the Special Branch of Muhammadiyah Taiwan to strengthen the network and governance of the organization.

Based on the preliminary findings, the problems faced include; the need to transform from digital consumers to digital creators, the need to develop websites and information systems, the need to facilitate deepening Al-Islam and Muhammadiyah, and optimizing the use of digital technology to strengthen organizational networks. The aim of this international community service activity is to help this organization to increase the wider range of dawah by using digital technology as a transformation process from digital consumers [7]–[9] to digital creators to strengthen the network of Muhammadiyah Special Branch Taiwan.

2. Method

In implementing this international community activity, an interdisciplinary approach need to be choose to solve the partner program. The variety of expertise in this service activity is in the fields of law (consumer law), information technology, and literature [10]. The team consists of:

- Prof. Sunardi, S.T., M.T., Ph.D. as chief executive, has expertise in digital communications.
- Sri Winiarti, S.T., M.Cs., as member who has expertise in the field of information technology.
- Dr. Norma Sari, S.H., M.Hum. as the member has expertise in digital consumer protection.
- Ulaya Ahdiani, S.S., M. Hum. , as a member has expertise in the field of digital literacy

The service was conducted by using a blended method, online and offline [11], [12] with some stages of planning, implementation, evaluation, controlling, and improvement cycle [13], which means that community service activities should be sustainable [14]. The partners in this program are categorized as economically/socially unproductive partners. The implementation program is structured within 6 months (2 semesters) to carry out activities as a solution to partner problems. The detailed activities are explained as follows:

- Planning: carried out by coordinating with partners, to understand the problems and identify needs that are tailored to the expertise of the team proposing this community service. From this coordination, the team concluded the right method to resolve partner problems.
- Implementation: the implementation activities are: FGD Digital consumer transformation to strengthening organizational governance [15] through the use of information and communication technology and creating website applications that meet the needs of online dawah [16], [17]. The other activities are digital content training via social media and training on using website applications. This activity was held on 9 March 2024 and was attended by the leader and members of the Special Branch of Muhammadiyah Taiwan. The other activities are digital content training via social media and training on using website applications. Offline community service activities were conducted at Taipei Medical University, Taiwan on June 8-9 2024. Targeting Indonesian Muslim student partners in Taiwan and the management and membership of the organization.
- Evaluation: held by measuring the level of partner satisfaction with the implementation and products of community service by using a questionnaire measuring tool via Google Form.

- Control: directing for control are providing assistance in facing the challenges of the transformation process.
- Improvement: developing material for consumers to contribute in becoming actively digital creators for the continuation of international digital dawah.

3. Results and Discussion

After conducting an online program, on 8-9 June 2024, the team from Universitas Ahmad Dahlan conducted an on-site visit to Taipei. The Special Branch of Muhammadiyah Taiwan is located in 116, Wenshan District, Taipei City, Taiwan, but the activities of community service was held in Taipei Medical University (Fig. 1). In this training, Sri Winiarti explained that previously, the Muhammadiyah Special Branch in Taiwan profile only used a Website and Facebook with limited features. They developed a website application that contains profiles, member data, and information on the new activities PCIM Taiwan with one-way communication. This means that the current system is managed by the admin only. Based on the evaluation, it is necessary to develop a system where management is not only at the admin level but members in certain capacities can also manage content such as data input and limited uploading of content created to add information to the community. The new information system is not only at the Admin level in managing the web but also members and leaders so that communication becomes two-way [18], [19]. This new model of communication allows users other than admins to manage content or news, thereby reducing the burden on admins in managing content.

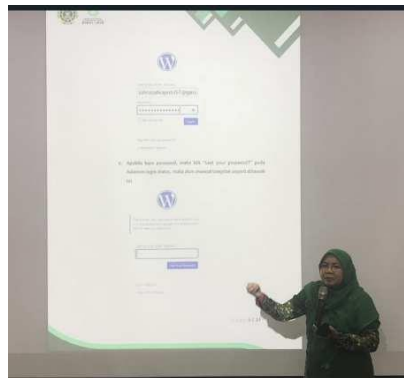


Fig. 1. Short training in the Use of Informatic System Application

Following the content of service is Focus Group Discussion about transforming digital consumers into digital creator by Norma Sari (Fig. 2). It is strategic for Muhammadiyah Special Branch in Muhammadiyah Taiwan to become a pioneer in developing its members not only as user but transforming to producer. The leader and members who are well-educated people are being role models in a digital era in the spirit of the enlightenment of Islam. Consumer empowerment is considered an integrated factor that promotes digital media adoption as it enables consumers to communicate and share views with others. With the increase in user-generated content available online, there has been a shift in power from practitioners to consumers and has therefore become an important factor in digital media adoption [20].



Fig. 2. FGD entitled Transformation of Digital Consumer

Ulaya Ahdiani delivers about dawah by introducing culture in digital content (Fig. 3). To spread religious teachings, we can do dawah through simple things that exist in our daily environment, for example through food or cultural events such as wayang characters in order to convey to the world that preaching about Islam is not something very complicated, but can be done with something that comes from everyday life. Dependency on digital technology is increasing rapidly and much consideration needs to be given to how individuals use digital technology, how individuals interact online, and the skills that individuals and organizations have to carry out tasks related to digitalization [21].



Fig. 3. FGD entitled Digital Literacy

The participants, who are the leaders and members of Muhammadiyah Special Branch Taiwan, welcomed this activity and hoped that this site would be useful not only as a means of preaching but also as a means of communication between Muhammadiyah Special Branch Taiwan members. On this occasion, a technology handover event was also held. The UAD International Community Service Team handed over the website that had been developed to Muhammadiyah Special Branch Taiwan.

The end of this community service is evaluation. Evaluation is carried out on the overall implementation of International Community Service which is a response from partners. Several indicators measured in the implementation of International Community Service activities are presented in Table 1.

Table 1. Measurement of partner satisfaction with PkM implementation

No	Question	Scale	Number of respondents	%
1	Implementation of the program is conducted on time and as planned	Very Satisfied	15	100
2	Short training in the Use of Informatic System Applications works fluently	Very Satisfied	13	86,7
3	FGD about the Transformation of Digital Consumers runs smoothly	Very Satisfied	14	93,3
4	Digital Literacy FGD runs well	Very Satisfied	13	86,7
5	The community service gives benefits in many aspects	Very Satisfied	14	93,3
	Average		13,8	92,00

From the measurement results, data visualization is presented in graphical form as in Fig. 4. The measurement results of the implementation of international community service as a whole have been implemented well, with an average success rate of 92% of the 15 respondents who answered that the implementation of International Community Service activities is vary in accordance with planning. Measurements have been taken of the implementation of international community service for indicators of the usefulness of activities that have been implemented in this program. Overall, partners stated that the implementation of service to The Muhammadiyah Special Branch Taiwan provided beneficial values. Based on the questionnaire filled out by 15 respondents, an analysis was carried out to determine the usability indicator reaching a value of 93.3%. Partners in this program also showed their satisfaction by spreading information about the implementation of International Community Service activities through the Muhammadiyah Special Branch Taiwan social media @pcimtaiwan as shown in Fig. 4.



Fig. 4. Publication on Instagram by partner

4. Conclusion

This international community service is a bridge between Universitas Ahmad Dahlan and The Special Branch of Muhammadiyah Taiwan in collaboration with the spirit of Islam which advancing towards enlightenment is a form of Al Ma'un 's transformation to present dawah and tajdid in an actual way in the life struggle of the people, nation, and universal humanity. This program contributes to the Muhammadiyah Special Branch in Taiwan to manage membership and activities, to link with other Islamic Organizations, and to spread the dawah internationally through an informatics system developed by the UAD team. The content of transforming digital consumers into a digital creator, digital dawah through culture, and digital literacy itself, give enlightenment for the leaders and members to promote the organization's activities. The next step of this program is to enhance the digital creator by other capacity like awareness about digital security, digital entrepreneurship skill as the parallel action of dawah, and digital fundrising. The follow up program from The Muhammadiyah Special Branch Taiwan and Universitas Ahmad Dahlan need to be arranged.

Acknowledgment

The authors would like to thank to Rector of Universitas Ahmad Dahlan, and Research and Development Institute of Universitas Ahmad Dahlan for the support through International Community Service Grant 2024. We also extend our gratitude to Muhammadiyah Special Branch Taiwan as our partner in this international community service.

Declarations

Author contribution. All authors contributed equally to the main contributor to this paper. All authors read and approved the final paper.

Funding statement. None of the authors have received any funding or grants from any institution or funding body for the research.

Conflict of interest. The authors declare no conflict of interest.

Additional information. No additional information is available for this paper.

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