

Empowering PCIM China through the establishment of a productive social business to promote the Risalah Islam Berkemajuan in the international world

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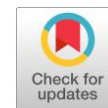
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ABSTRACT

Muhammadiyah is an amar ma'ruf nahi munkar movement that has proved capable of transcending time for more than a century. During this time, Muhammadiyah has demonstrated its ability to serve the Indonesian people via humanitarian endeavors in the sectors of da'wah, education, and health. Along with the organization's growth, Muhammadiyah began to pioneer and extend its worldwide presence in 2000. PCIM China is one of the PCIMs that are currently being developed. Initiated in 2016 and subsequently formally created in 2016, PCIM China was able to gather Indonesian students studying in China who had ideological and biological links to Muhammadiyah. However, when the COVID-19 epidemic struck, PCIM China was confronted with several issues that required treatment. First, due to the pandemic, all PCIM China administrators had to return to their homeland. Second, the number of cadres is limited. Students and students who join PCIM China do not only consist of cadres who really understand the organization, but also students who have never been involved in active management at Muhammadiyah. Third, there is no business charity that can be used as the main activity of PCIM China. The purposeful solution is the establishment of a productive social business in the form of activities that facilitate religious education and religious tourism activities in China in collaboration with the China Islamic Association (CIA). Since 2019, there has been good communication, including discussing the progress of Islam in China and the CIA's success in building mosques throughout China and madrasahs, or Islamic schools, in Beijing City. The implementation method that will be used is consult-training, Implementation of the solution is carried out by aiding, starting from planning the establishment of a productive business charity up to the operational stage. Apart from that, training will also be carried out for prospective business charity managers so that later they can manage productive business charities well.



KEYWORDS

Empowering
Social business
Productive
Muhammadiyah
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1. Introduction

PCIM China was founded in 2016 by bringing together Indonesian students who had biological, educational, or cultural connections with Muhammadiyah. At the 48th Congress on 19-20 November 2022 in the city of Solo,

Muhammadiyah formulated the Message of Progressive Islam outlined in five basic characteristics (al-Khasha'ishu al-Khamsu), namely; based on Tauhid (al-Mabni 'ala al-Tauhid), Sourced from the Qur'an and al-Sunnah (al-Ruju' ila al-Qur'an wa al-Sunnah), bringing to life Ijtihad and Tajdid (Ihya' al-Ijtihad wa al-Tajdid), developing Wasathiyah (Tanmiyat al-Wasathiyah), and realizing mercy for throughout nature (Tahqiq al-Rahmah li al-'Alamin). These characteristics should be broken down into all activities in Muhammadiyah's charitable efforts [1].

PCIM China has carried out a variety of activities that directly affect the Muhammadiyah community in China [2]. It directed toward members of the organization in Indonesia, such as conducting regular studies at several mosques in Chinese cities and collecting donations from various sources for the victim community through Lazismu calamities and pandemics in the nation, socializing tactics for acquiring undergraduate, master's, and doctoral scholarships in China, and bridging the MOU between PTM in Indonesia and Chinese institutions [3].

The worldwide COVID-19 outbreak has influenced the movement and advancement of PCIM. Internally, the PCIM China administration, all of which are Indonesian students, has been forced to return home since the epidemic began. Almost all students who went home after the outbreak were unable to return to China to study. Consequently, China's PCIM movement and activities have been restricted. During the pandemic, almost all the actions were conducted online. Owing to the rise and fall of COVID-19 instances, which continue to grow in new versions, a small number of Chinese college students are facing mobility challenges. Another challenge faced by the PCIM China is the limited number of cadres. As mentioned at the beginning, PCIM China management not only consists of cadres who truly understand the organization but also students who have never been involved in active management at Muhammadiyah. In this context, the PCIM China has the role and function of expanding its cadres. The aim of Muhammadiyah education for students currently studying in China is its primary goal. Therefore, Muhammadiyah in China must be open, dynamic, and embraced by all parties. Building sympathy so that the number of cadres increases to realize Muhammadiyah's goals in China.

These three issues can be divided into two categories: general management and operational management. Problems in developing a general management tourist business because of lack of expertise and experience. Operational concerns include expertise and experience in running religious tourism businesses. Based on preliminary discussions with the Chairman of PCIM China, it was agreed that these general management and operational issues could be resolved through a mentoring program for the establishment of productive business charities through the development and operation of religious tourism packages. The creation of this religious tourist package is the first step in efforts to strengthen the economy as Muhammadiyah's third pillar, while also anchoring the message of Progressive Islam. Once the tour package is operational, Indonesians will be able to enjoy tourism vacations supervised by Chinese PCIM members.

2. Method

The community service program is conducted in three stages: use discussions (FGD), field studies, socialization, and workshops [4]–[7]. The steps involved in implementing the solution to overcome the problem can be explained as follows. The first stage is the preparation stage. After signing the contract, the team immediately conducted an FGD to discuss the program's operational plan in detail with the team. The output of this activity is a work plan and delegation of work to each team member. The next step is to conduct a field study by visiting PCIM China so that one can see the existing conditions firsthand and ensure partner involvement. The output of this activity is an integrity pact, which contains a commitment to implement the agreed work plan and documentation in the form of photos and videos, as well as advertorials in mass media. This preparation stage was carried out for two days. The third stage of the service activity was the completion stage. The activities carried out at the final stage of this service program are compiling reports and outputs of the program and monitoring activities.

The team members involved consisted of three lecturers who acted as coordinators and members who had expertise in management science and productive business charity operations. The program coordinator's job is to effectively manage the program and guarantee that the output of each stage is met with good outcomes. The task of team members was to perform activities as planned. Four students participated in this service. They come from the fourth semester of the Management Study Program, so they have sufficient knowledge and skills to accompany the students. The student's role is to support partners and assist in the process of establishing a productive business charity. In addition, students will be involved in monitoring programs to ensure that productive business charities operate in accordance with the plan.

Partner participation in this service program took the form of in-kind support from personnel and funding. In-kind funds are in the form of preparing premises, food, and equipment when the team conducts field studies, collects the required documents, processes the establishment of productive

business charities, and conducts periodic monitoring. Partners will also participate in processing permits for the establishment of productive business charities in the form of helping to provide four (4) staff who are ready to become the driving force behind the program for establishing productive business charities.

This programme is designed so that non-productive and productive partners become more economically empowered. The non-productive partner in this program is PCIM China, which will initiate the formation of productive business charities. This mentoring program will empower partners in the economic sector, because the establishment of productive business charities will encourage the development of PCIM in China. The partner empowerment process is carried out by involving it from the start, so that partners' knowledge can increase, and they have experience in the establishment and operational processes. Program implementation was evaluated through meetings between the team and nonproductive partners at the end of the service program period. In this event, the team presented the results of the mentoring program and recommendations for its development.

3. Results and Discussion

From September 18–22, 2023, the team made a direct visit to PCIM China at Focheng West Road No. 8, Jiangning District, Nanjing City, Jiangsu, China, to follow the previously mutually agreed-upon initiation of the establishment and development of a religious tourism business as a charity business for PCIM China. The team's activities included the following.

- Focused Group Discussion (FGD). The team met with the chairman of PCIM China at the Liji Islamic Restaurant for a discussion. On this occasion, the team expressed its goals and objectives for the visit, namely to urge PCIM China to start a philanthropic company in the field of religious tourism. China has a long history of being linked to Islamic development. China's historical and contemporary connections to Islam have significantly influenced the development of religion in Asia. The interaction between Islam and trade has been a key factor in the expansion of Islam along the Silk Road, with China's Muslim population playing a crucial role as a cultural intermediary [8]. The Belt and Road Initiative (BRI), a modern development program, is also influenced by Islamic economies, with China having unique advantages in engaging with these economies [9]. The history of Muslim merchants in China, dating back to the eighth century, further underscores the deep and complex relationship between China and Islam [10]. There are various noteworthy religious tourist attractions to visit in Southern China, for example, in the city of Guangzhou, such as visiting the grave of the Prophet Muhammad's companion, Saad bin Abu Waqqas, who was an important person in the development of Islam on the Chinese mainland [11], [12]. FGD show as Fig. 1.



Fig. 1. Meeting with PCIM China Team and Administrators

There are fascinating religious tourism locations in Nanjing that may be used as tour packages, such as the Jingjue Mosque, the city's oldest mosque [13]. This mosque is also known as the Cheng

Ho Mosque because it contains relics of the Admiral Zheng He [14]. The museum within the mosque chronicles the evolution of Islam in Nanjing, China. Because this mosque is not far from Fuzimiao's, it has the potential to be used as part of a tour package.

Zhou and Zhang [15] said that Fuzimiao, also known as the Confucius Temple, is a historical and cultural site situated in Nanjing, China. Dedicated to the great Chinese philosopher and educator Confucius, it was originally constructed during the Song Dynasty (960-1279). The temple has a long history and has undergone several reconstructions over the centuries [16]. Temple complexes showcase traditional Chinese architectural elements, including halls, pavilions, bridges, and exquisite gardens. It served as a hub for Confucian studies and education, attracting scholars who would gather to pay their homage to Confucius. The statues of Confucius and other significant figures in Chinese history adorn this complex.

Fuzimiao not only holds immense historical and cultural value but has also become a popular tourist destination. Visitors interested in Chinese history, architecture, and traditional culture are drawn to the site. The surrounding area has evolved into a bustling district, with shops, restaurants, and entertainment, making it a dynamic part of Nanjing's cultural scene.

Beijing has the potential to become a religious tourist destination [17]. This is one aspect of the larger spiritual awakening that has occurred in China, as noted by Aikman in 2003. The presence of Muslims, along with their historic and functional mosques, also adds to the region's appeal as a religious tourist destination. The unique combination of Islam and the local culture in China contributes to the development of Muslim tourism as a form of ethnic tourism [18].

The PCIM China management was pleased with the team's description of the possibility of producing religious tourist packages. According to one of the administrators, after Friday prayers, travelers from Malaysia and Indonesia frequently ask them to take them on a tour of the city's Islamic heritage. This finding demonstrates that tourists are more interested in visiting religious tourism locations

- **Field studies.** After completing the FGD, the PCIM China team and administrators conducted field studies at the tourist destination locations. The first destination visited was the Jingjue Mosque. Our arrival was welcomed by Imam of the mosque. Even though it was already evening, we were still warmly welcomed and allowed to enter the museum and take photos. In addition, we can attend Isha prayers in congregations at mosques. Many things can be told to tourists if the mosque is used as a religious tourism destination. During the trip, the PCIM China representative seemed enthusiastic about welcoming the idea of creating religious tourism packages. Meet with Jingjue Mosque Imam show as Fig. 2.



Fig. 2. Meet with Jingjue Mosque Imam

Several problems are likely to arise if this package is implemented. First, not all Indonesian students in China have the skill to become tour guides. Therefore, it is vital to provide follow-up training on how to become successful tour leaders. Studies have consistently demonstrated that training improves tour guide efficacy. The relevance of transformative training, which alters guides' attitudes and behavior, was highlighted by Christie and Mason [19] and Weiler and Wakler [20], while Lopez [21] discovered that human relations training increases passenger pleasure. Weber and Ladkin [22] emphasized the importance of passion, commercial acumen, and interpersonal abilities in effective leadership. These results highlight the necessity for thorough, hands-on, and transformational training programs that provide tour leaders with the abilities and success-oriented mindsets they need. Second, Indonesian students in China will continue to change, and the need to become tour leaders might arise at any time; hence, an institution is required to represent the tour leader. The demand for tour leaders has increased and is influenced by various factors, including changing tourist preferences, the rise of the experience economy, and technological advancements [23]. These professionals play a critical role in transforming a tourist visit into a memorable experience, and their leadership style significantly affects tourist satisfaction. The tourism industry requires leaders who possess business acumen, effective communication skills, determination, and open mindedness [24]. Female tour leaders are highly effective as advertising endorsers in the Pan-Asia region because of their ability to fulfill consumer needs [25]. PCIM China has been accepted as an institution's representative.

4. Conclusion

This international community service activity has a broad dimension for the Muhammadiyah Association. On the one hand, this activity succeeded in motivating PCIM China management to establish a productive business charity by offering religious tourism packages. On the other hand, this activity also contributes to grounding the message of progressive Islam by opening da'wah relations between Southeast Asians and Chinese Muslims. At the initial stage, the service team visited and inspected three cities that could become halal tourism destinations: Guangzhou, Nanjing, and Beijing. Visiting these three cities resulted in places that could be recommended as halal tourist packages when visiting China, apart from Shang Hai.

The next stage of this service activity is to analyze the costs of halal tour packages, which we hope will reach Indonesian pockets. In addition, this halal tour package will also collaborate with and be managed by the Travel and Tourism Bureau, PT Surya Citra Madani, which is a business charity owned by Muhammadiyah Regional Leader, D.I. Yogyakarta. In China, tourists are guided by students studying under the coordination of the PCIM China.

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Declarations

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