

Developing A Sustainable Digital Ecosystem for Strengthening Religious Outreach: Evidence from Rumah Tahfidz Baitul Arqom

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ABSTRACT

Da'wah institutions in the contemporary era face significant challenges in expanding their outreach amidst digital disruption. Rumah Tahfidz Baitul Arqom, an institution focused on cultivating a Qur'anic generation, has experienced significant constraints due to limited public visibility. This limitation is rooted in the absence of an adequate digital platform to support its da'wah mission. In response to this challenge, a community service activity was initiated with the primary goal of building a comprehensive and integrated digital ecosystem. This study reports a community service initiative aimed at enhancing the digital visibility of Rumah Tahfidz Baitul Arqom through the development of a sustainable digital ecosystem. The program applied a structured approach consisting of needs analysis, digital infrastructure development, and capacity building through training. The outputs include an official website integrated with a blog and the optimization of social media platforms. The results indicate improved institutional visibility, enhanced information accessibility, and increased managerial capacity in digital content management. This integrated approach ensures sustainability by combining user-friendly technology with capacity development. The study demonstrates that a holistic digital ecosystem can effectively support the transformation of traditional da'wah into a modern digital format.

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INTRODUCTION

The industrial revolution 4.0 has become a catalyst for digital transformation that has penetrated all aspects of life, including the method of spreading religious teachings. In this era of seamless connectivity, da'wah no longer relies solely on physical pulpits but has evolved into virtual spaces that are more dynamic and have unlimited reach. The presence of digital platforms such as websites and social media is an imperative for da'wah institutions to remain relevant and effective in spreading Islamic values to the millennial and Z generations (Fajrussalam et al., 2023; Yati et al., 2023). This phenomenon, often referred to as "Da'wah 4.0", requires religious institutions to adapt and innovate so that their messages can be widely accepted (Maulana et al., 2024). This support for transformation is also in line with the government's program that aggressively encourages digitalization in various sectors, including the religious sector, to increase public access to information.

Rumah Tahfidz Baitul Arqom is one of the non-formal educational institutions that has a strategic role in producing a generation of Qur'an memorizers with noble character. With a noble vision and quality programs, this institution has great potential to have a positive impact on society. However, early observations identified a crucial challenge: the institution operates in silence in the digital world. The absence of an official website and social media accounts that have not been professionally managed causes the visibility of the institution to be very low. As a result, information about students' programs, activities, and achievements cannot be easily accessed by the wider community, potential donors, and parents of prospective students. This condition creates a gap between the real potential possessed and the public image that is built.

Various community service activities by universities have tried to answer the challenges of digitalization in religious institutions. Several previous studies have focused on the technical aspects of website creation as a means of information and branding for Islamic boarding schools (Fatimah, 2024; Ghazali, 2024; Yusuf, 2025). Other activities concentrate more on the aspect of human resource capacity building through social media management training for mosque youth (Amalia et al., 2024; Palah & Maryono, 2024). Although these initiatives make a positive contribution, many of them are partially operational, some are simply building their infrastructure without ensuring the sustainability of their management, or conversely, simply training without providing an adequate platform. The separation between the provision of tools (platforms) and the preparation of users (managers) is often a weak point that causes digitalization programs to be unsustainable.

Despite the growing number of digitalization initiatives in religious institutions, limited studies have implemented an integrated ecosystem approach that combines infrastructure development with capacity building to ensure sustainability (Panchenko et al., 2025). Different from the previous program, this service does not stop at creating websites and social media accounts. We designed it as an integrated ecosystem where websites serve as credible hubs, while social media acts as a dynamic bridge of interaction (Rahmayanie et al., 2022; Ubaidirrohman et al., 2024). More than that, the key innovations in this program are the implementation of a website that is integrated with a user-friendly blog and the implementation of intensive content management training. This approach is consciously designed to ensure the partner's independence post-program ends, so that they are able to manage their own digital footprint. Theoretically, this approach is in line with the Technology Acceptance Model (TAM), which states that the acceptance of a technology is largely determined by the perception of ease of use and perceived usefulness (Davis & Granić, 2024) By providing an easy-to-manage platform and training managers to experience the benefits firsthand, the sustainability of the program can be better ensured (Raharjo et al., 2024; Zahra & Pratiwi, 2024).

Therefore, the main purpose of this service activity is to build a functional and sustainable digital ecosystem for Rumah Tahfidz Baitul Arqom. Specifically, this activity aims to: (1) Develop the official website as an information and branding center for the institution; (2) activate and optimize social media accounts as a means of communication and interaction; and (3) increase the capacity of administrators through digital content management training to be able to manage the platform independently and effectively.

METHOD

The implementation of this community service activity adopts a participatory and structured approach to ensure that the solutions implemented are in accordance with the needs of partners and can be sustainable. The activity process is divided into several main systematic stages, starting from problem identification to final evaluation. The steps for implementing the activity are described as follows:

Problem Identification and Needs Analysis

The initial stage began with a coordination meeting between the service team from the University of Muhammadiyah Surakarta and the management of the Baitul Arqom Tahfidz House. The meeting, which was held online through the Zoom application, aimed to identify specific problems faced by partners related to low digital visibility.

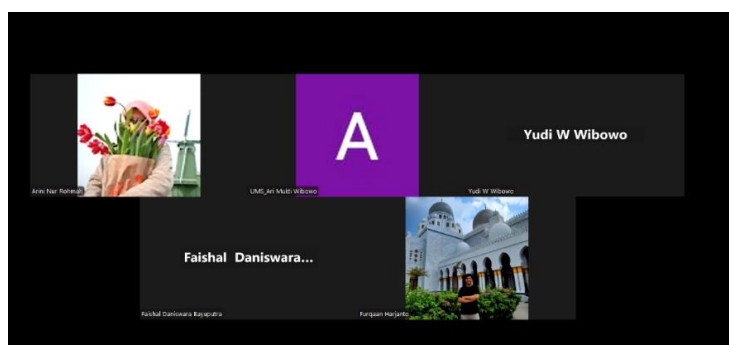


FIGURE 1. Coordination activities of the service implementation team via zoom.

Next, the team conducts a needs analysis to formulate the technical and functional specifications of the digital platform to be developed, which includes in-depth discussions with administrators and potential users.

Digital Solution Implementation

The implementation of the solution is focused on two main platforms: the official website and the social media accounts. The process of creating a website is carried out by involving a professional third party, where the service team acts as a coordinator who bridges the needs of partners with the developer. A strategic technical decision was taken by integrating the main website with the blogging platform. This approach aims to make it easier for administrators to update content independently without requiring programming skills, while also streamlining long-term data storage costs.

Training, Mentoring, and Handover

After the digital platform development process was completed, the activity continued with a handover ceremony to the management of the Baitul Arqom Tahfidz House. This event is packaged in the form of a Grand Launching Website which will be held on February 7, 2025 in Boyolali.



FIGURE 2. Grand launching of the baitul arqom tahfidz house website.

On the same occasion, the service team provided intensive training and assistance on website management techniques, how to fill in content on blogs, and basic social media management strategies. This training is designed to equip partners with the necessary skills to manage their digital assets independently and sustainably in the future.

RESULTS AND DISCUSSION

This community service activity has succeeded in realizing its main goal, which is to build a functional and sustainable digital ecosystem for Rumah Tahfidz Baitul Arqom. The main output of this activity was the launch of an official website and supporting social media platforms, which was accompanied by capacity building of managers through training. The availability of an integrated digital platform significantly enhances institutional credibility and accessibility, supporting previous findings that digital presence plays a critical role in organizational branding and outreach. This chapter will describe these results descriptively, interpret their meaning and impact, and discuss them in the context of similar service activities.

The concrete output of this service program is a ready-to-use digital infrastructure, consisting of an official website and social media accounts:

Official Website of Rumah Tahfidz Baitul Arqom

The most significant key result is a functional website that can be accessed publicly via the address: <https://baitularqomnogosari.or.id/>. There are 7 menus that can be chosen by website visitors, including: Home, About Us, Programs, Contact Us, Blog, Tasmi', Muhadhoroh, and Vision and Mission.



FIGURE 3. Home Page Of Rumah Tahfidz Baitul Arqom.

Supporting Social Media Platforms

In addition to the website, this program also activates several social media accounts to support the dissemination of information and interaction with a wider audience, including Instagram and Youtube. This platform is designed to disseminate shorter, visual, and dynamic content sourced from daily activities at Rumah Tahfidz.

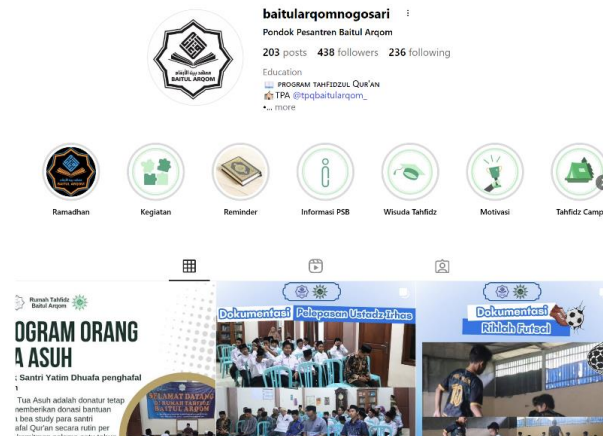


FIGURE 4. Instagram View Of Rumah Tahfidz Baitul Arqom.

The success of the program is not only measured by the availability of digital platforms, but also by the strategic design behind it that aims for independence and sustainability. The technical decision to integrate the main website with the blog platform was one of the key innovations in this service. The interpretation is as follows:

Overcoming HR Limitations

This design directly answers the problems of partners related to the limitation of human resources who have technical programming expertise. With a simple blog interface, administrators can easily publish content, news, and photos of activities independently, just like using regular social media. This ensures that the website will continue to live with relevant and up-to-date content.

Ensuring Cost Efficiency

Blog integration is also a smart solution for long-term cost efficiency. Dynamic content that is updated frequently does not overload the main server, thus reducing the cost of hosting websites. This is a crucial aspect for non-profit institutions such as Rumah Tahfidz to be able to manage their digital assets in a sustainable manner.

The direct impact of this digital ecosystem is an increase in the institution's professionalism and visibility. The existence of an official website provides a credible and trusted "digital face". Meanwhile, the structured registration information feature opens access for prospective students from a wider area, no longer limited to the surrounding environment.

When compared to the results of other service activities that have been published, the results of this program show a more comprehensive approach. Many similar programs focus on one partial aspect. For example, the service carried out by (Fatimah, 2024) succeeded in building a strategic model to improve the branding of Islamic boarding schools. The results of our activities are in line with those in terms of brand platform management, but go further by ensuring that the platform is very easy to manage by partners.

Thus, the results of this service confirm the advantages of a holistic ecosystem approach. The result is not just a product (website) or service (training), but an integrated solution that combines strategically designed digital infrastructure (custom-designed) with a user capacity empowerment program. The combination of an easy-to-use platform (through blog integration) and relevant training is what differentiates the results of these activities and magnifies the program's long-term sustainability potential over a partial approach.

CONCLUSION

This community service activity has succeeded in answering the problem of low digital visibility faced by the Baitul Arqom Tahfidz House. This study demonstrates that a holistic digital ecosystem approach effectively enhances the visibility and sustainability of religious institutions. By integrating digital infrastructure with capacity building, the program ensures long-term independence in digital management. Through the implementation of an official website that is integrated with blogs and social media, a functional and sustainable digital ecosystem has been built. The success of the program lies not only in the delivery of digital products, but in a holistic approach that combines infrastructure development with human resource empowerment through intensive training. Thus, Rumah Tahfidz Baitul Arqom now has the independence to manage its digital footprint, transform the syiar method from conventional to digital, and significantly expand its da'wah reach. This integrated model of devotion can be replicated for other religious institutions facing similar challenges as an effective strategy in accelerating digital transformation.

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