Creation and Training of Online Media as a Means of Da'wah and Branding of IMM Baubau City

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ABSTRACT

Print media is one of several media types including newspapers, magazines, books, and so on. Electronic and online media are also included in the communication media, which functions as an intermediary in disseminating information. One of the functions of the internet is to disseminate information digitally or online that can be accessed by anyone, anywhere and anytime, while connected to the network. Communication media is a means of connecting that can help disseminate this information. Fast, precise, and accurate information is needed in various institutions and companies in the current era of globalization. This community service activity aims as a forum for information to institutional administrators and the Baubau City community, then as a place to report activities by IMM Baubau City, then the goal is to be used as a means of branding and marketing IMM Baubau City Branch to prospective members or sympathisers to be easily attracted to the management or activities of IMM Baubau City. The results of this socialization and training activity can provide solutions for leaders and commissariats to make the immbaubau.or.id website a centralized and trusted source of information. Once achieved, this will [insert benefits here] and can make the website an online archive that can be uploaded and downloaded anytime and anywhere.

INTRODUCTION

Print media are pages that contain information in the form of printed technology / publications, for example such as magazines or newspapers. To minimise the use of paper and ink, digital media can be used which can be published on electronic or digital media. one function of the internet is to disseminate information digitally or online which can be accessed by anyone, anywhere and anytime while connected to the network in it.

Communication media are tools or means that can help spread news and information (Nur, 2021)(Jakaria, Fitrani, and Kusumawardani 2022). Mass media is a tool or technology that has become a human need in finding and disseminating information in all aspects of life, the rapid development of the times supported by technology and information brings mass media from conventional systems to digital systems (Khalid, 2019). The use of online media or social media in Indonesia is growing rapidly, with various purposes, including seeking entertainment or being used to increase reading literacy. Media literacy of new technology users also plays an important role when wanting to implement a technology such as a website. (RB. Hendri Kuswantoro et al. 2022)(Kurniawan et al., 2021). Mutiara Ayu wrote that website-based media can be used with the aim of digital learning media during the pandemic, for example, the development of learning English subjects such as the basics of grammar (Ayu et al., 2021).

One of the functions of the internet is to disseminate information digitally or online that can be accessed by anyone, anywhere and anytime while connected to the network that is in it. The internet plays an important role in human development in this century. One of the contents of the internet is online media that presents data on individuals and institutions presented in the form of online news. (Wiwi et al., 2023)(Fitri, Rubiani, and Astuti 2018 Interconnected network stands for the word internet which means a global communication network system that connects communication technology, computers and other electronic devices with the aim of communicating or disseminating information.

The development of technology has made it possible to create a website that meets the needs of the institution to introduce its profile and vision and mission to the public at large. These websites, which are available on the internet, are an effective means of providing information about the institution's profile, vision and mission, facilities, and activities. By posting articles and updates on the website, the institution can easily and conveniently communicate the information to the public, increasing transparency and public engagement (Ardiyansah et al., 2021). According to Putri Nastiti and Y Priadi Wibisono, a website is a technology to create change, for example, such as campaigns, where websites and social media are tools to support campaign actions on digital platforms (Nastiti & Wibisono, 2019)(Heru Sugiyono et al., 2023).

Creative and visionary student institutions are institutions with innovations in utilizing technology through the internet as a medium to introduce themselves and their institutions. They can also be used as a medium for da'wah both within the scope of student affairs and to the community. Institutions or agencies have progressed with the many features in a company profile to provide transparent information for institutional purposes (Kristia Akmal & Jaenudin, 2018).

Muhammadiyah, one of the largest Islamic movement organizations in Indonesia, is named after the followers of the Prophet Muhammad, the most esteemed leader of Muslims worldwide. The organization is a community of devout Muslims who wholeheartedly embrace and practice the teachings of the Prophet. Muhammadiyah's overarching mission is to preserve and promote the Islamic faith, with the inspiring goal of establishing a truly Islamic society. Furthermore, Muhammadiyah plays a pivotal role in society, serving as a platform for the dissemination of Islamic teachings. (Anggoro et al., 2019). The Branch Management of the Muhamamdiyah Student Association (PC IMM) of Baubau City as a student organization that not only creates Islamic-based academics with noble character but also, in order to achieve the goals of

Muhammadiyah itself, must have an official website as a reference for students and the public to access credible and reliable information.

In his research Wardah (2017) states that the problem in disseminating this information, there is a solution offered, namely by building a website that displays information related to the organisation. (Mardhatillah Wardah, 2017). Agreeing with Usmanto et al, website implementation can save costs and cut time. Thus, website development can make an organisation run effectively and efficiently (Usmanto et al., 2018)

The management has an interest and obligation to promote IMM (Muhamadiyah Student Association) Baubau City can use this digital media or website to convey ideas and ideas that can be written on the website page/content. The need for fast, precise and accurate information is needed in various institutions and companies in the current era of globalisation. The development of technology is expected to help simplify work, increase work efficiency, and increase creativity and activity, so that activists have better skills than before.

The proposed community service activity in the scope of the Muhammadiyah association (Baubau City IMM Branch Management) is to build a website as a medium of information and train the use or management of the website. The partner in this community service is the Baubau City IMM Branch Leadership Institution, which has not had a website before so the community or students have not received detailed and reliable information from one of these student movements. Building this website requires access to the internet and electronic media such as mobile phones, tablets, and laptops. The formulation of the problem in this service is how to build a trusted website that can provide direct information about the Baubau City Branch IMM institution and how to create online media for the Baubau City Branch IMM management to write news and access data centrally. And how to also access the Organisational Structure, History, Vision and Mission and goals of an institution that is online so that this information can be accessed anywhere and anytime.

This community service activity is aimed at one of the Muhammadiyah institutions and is specifically intended for students at Muhammadiyah universities or other universities. As for the objectives, among others, as a forum for providing precise information about the history, vision and, goals and benefits of the Baubau City branch IMM institution and reporting or providing information in the form of news of activities that have been carried out, besides that the aim is also to be used as a means of branding and marketing IMM Baubau City Branch to prospective members or sympathizers so that they are easily attracted to the management or activities of IMM Baubau City and online media or websites also aim to be a means of da'wah and increase the reach and influence of students and the wider community.

METHOD

The Muhammadiyah Student Association is a student movement based on Islam and Muhammadiyah, as well as an autonomous organization of Muhammadiyah which is engaged in the fields of Society, Student Affairs and Religion, meaning that it is implementing an Islamic society, creating academics-based on Islam with noble character and upholding funds to glorify Islam. PC IMM Baubau City is the branch leader of IMM within the scope of Baubau City, which accommodates 8 commissariats, including Pimpinan Komisariat (PK) Unidayan, PK IMM FISIP UM Buton, PK IMM FKIP UM Buton, PK IMM FAI UM Buton, PK IMM FEB UM Buton, PK IMM TEKNIK UM Buton, PK IMM HUKUM UM Buton, DAN PK IMM FAPERTA UM Buton.

This community service socialization activity was carried out in the campus environment of the Muhammadiyah Buton University which lasted for one day on Monday, 6 May 2024, the activity was attended by various groups from the university, including several lecturers and administrators and branch leaders of the Baubau City IMM. Making a website is the first step for the Baubau City PC IMM , and this

can provide solutions and benefits for branch leaders and commissariat leaders to write news and activity reports and upload documents needed later.

The method used in the implementation of this service is a literature study approach, including direct interviews with the administrators involved and discussions and expectations desired from administrators or users. Interviews and discussions are carried out with the aim of collecting data and problems in the field directly so as to get ideas for solving problems in the field. Next, training for website admins, administrators involved, and other users who want to be responsible for developing this website must be conducted. Training can be done directly by accessing the website or providing socialization related to what is needed.Stages The implementation of this training is carried out using several activity methods (Nasir et al., 2019) (Wiwi et al., 2023) including:

- Observation and problem detection. At this stage, the team conducted interviews with branch leaders about the existence of the website and the existence of administrators who have experience in the IT field or experience in using computers and have the ability to create and maintain web pages.
- Assist in needs analysis including determining website interface design, site menu, software, and software requirements.
- Lecture method or theoretical briefing Lecture method is used to explain the basic theories and general knowledge steps about using the Website. In addition, this method is also given to provide knowledge and introduction of components.
- Demonstration method, This method is given by demonstrating first how to create a website on the Website before the admin or writer practices it.
- Practice Method, This method is a means for participants to practice themselves how to manage a website. In the practice of making this website, each writer or admin will be accompanied by a team as an instructor, so that if there are participants who experience difficulties, they will be directly assisted by being directed to the website management process.
- Evaluation Method, Evaluation is carried out after each stage of the activity, both theory and practice, by measuring the percentage of progress of the admin or writer before and after the activity takes place.

Another method, in this case, uses the Research and Development (R&D) method. A service method used to produce specific products and test their effectiveness. Needs analysis research is used to create certain products and to test the efficacy of these products so that the community can use them as a whole (Okpatrioka, 2023). The Research and Development method is a procedure or stage used to make new products or improve existing products. This method is very popular in the business world or the industrial world.
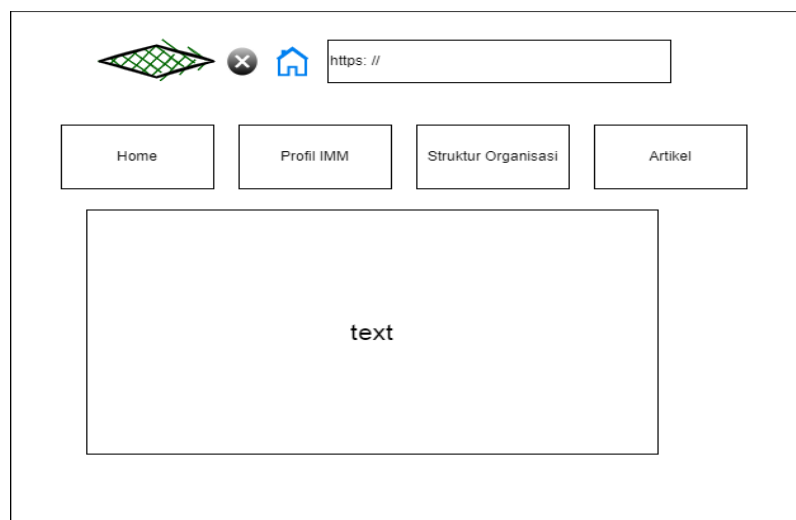

FIGURE 1. Block diagram of website development

Based on the picture above, the website will display the IMM Logo, in the profile there is a delivery of the vision and mission of the IMM Baubau City Branch, as well as in another menu, there is a branch management structure, and there are articles that stakeholders can write about their ideas and ideas. As well as a series of activities or news/articles carried out by branch leaders and administrators.

RESULTS AND DISCUSSION

Training and empowerment in the scope of autonomous organisations including Muhammadiyah Youth, Aisyiyah, Muhammadiyah Student Association and Muhammadiyah Student Association in Baubau city as an Islamic organisation that always wants to broadcast Islam in general and in particular convey the vision and mission of institutions that are easily accessible anywhere and by anyone. Socialisation and dissemination of the vision and mission of the Autonomous Organisation Institution has not been seen optimally because it does not have its own website so that it is less effective and efficient to be known to the wider community or students on campus, this is in line with the program that has been carried out (Adli Azhari Sitompul, 2023) namely the communication or information process can be done by building a website as a tool for communication. Branding or institutional recognition is very important to know and be known. In making online media or websites, it is not only to write the vision and mission that can be stored or viewed on the website page but some file storage as well as news or important information from institutional funds can be read on the website that has been online.

FIGURE 2. Discussion and interview about the preparation of socialisation and website management of PC IMM Baubau City.

Before creating a website, the preparations made in addition to interviews, we made a discussion group directly to be able to provide input and requests from the management about what should be displayed on the website, as shown in Figure 2. namely conducting discussions together with users or users or the target is the IMM Branch Leadership within Baubau City and several IMM Commissariat Leaders in Baubau City.

PICTURE 3. Socialisation and questions and answers about the website of the Baubau City IMM branch board.

In Figure 3, we, as a community service team and several administrators, carried out an action activity about launching the Baubau City IMM website, conducting socialization, and answering questions and answers about using the website. The name of the website or website domain is immbaubau.or.id. The domain represents the Baubau City IMM branch management and uses the suffix or.id because it represents an organization in the Republic of Indonesia. The main display or homepage of the Baubau City IMM Branch Management website, when first accessed using the domain www.immbaubau.ori.id is as follows.
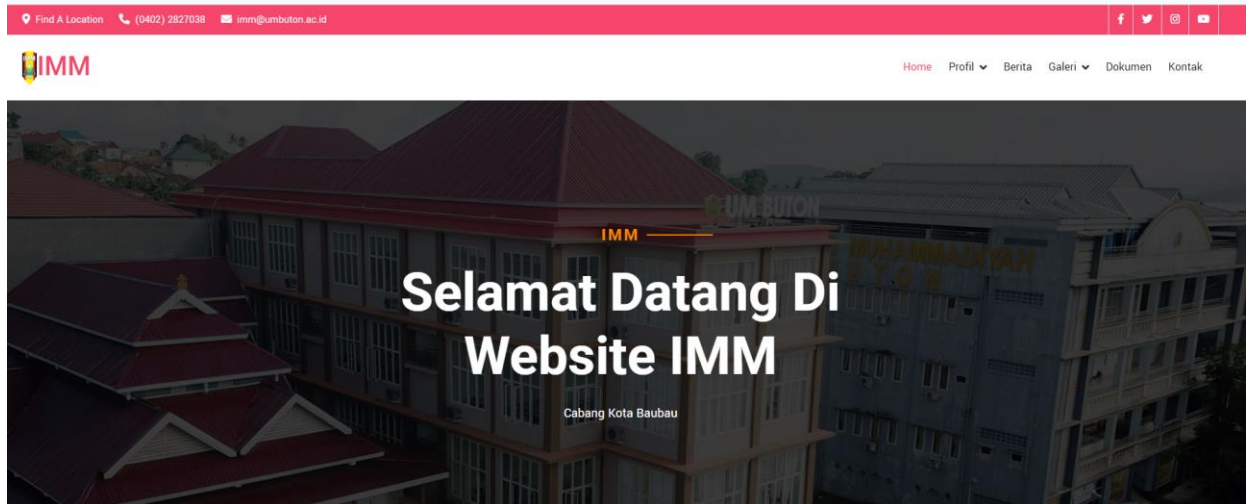

FIGURE 4. the main display or home menu of the Baubau City IMM Branch Management website

Figure 4. has a symbol of IMM Baubau City and a welcome greeting, and when scrolled down it will display some information, namely several sections about (about us) and some information about the last news written or posted. In the main display, there are also several other social media icons that are linked so that it makes it easier for visitors to directly access the website, then there are several menus, such as profiles that contain the organizational structure, vision and mission of the Baubau City IMM Branch management, the News Menu is a menu that will post activities or writings that are informative and the thoughts of the management who want to convey to the readers, especially students of the Buton Muhammadiyah University. And there is a gallery that contains photos or videos as documentation of activities carried out, then the document menu as, a menu that contains documents needed by readers and administrators for information needs or important announcements to be announced, and there is a contact menu as a medium for contacting administrators through website media.
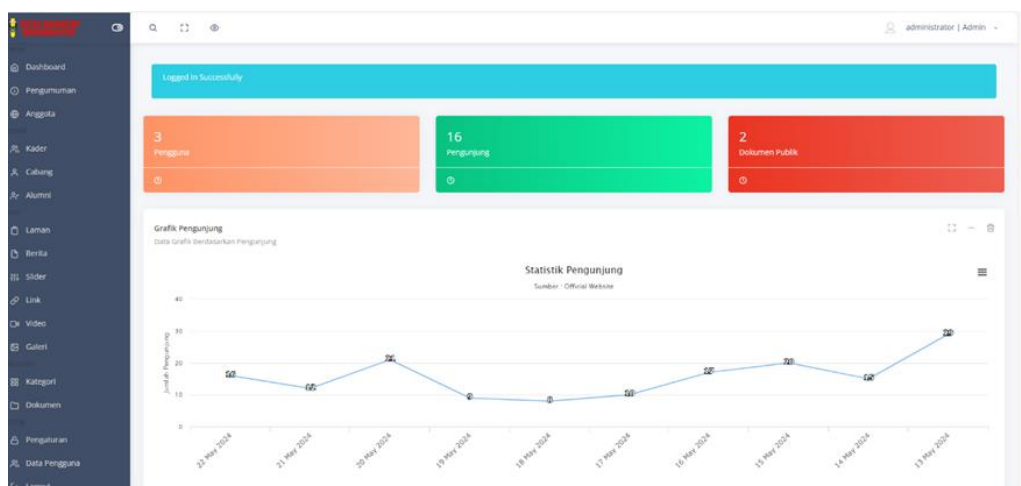

FIGURE 5. admin page view

In addition to the public display or display that everyone can see, there is also an admin or operator display that functions to make posts and edit news or manage information that will be displayed on the home page or homepage, as shown in Figure 5. As for the making and training of this community service activity, we from the research team evaluate the website that has been made, namely testing the system both from the main display for readers and also from the admin side to monitor, edit, and manage the appearance and features of the website.

CONCLUSION

Based on the results of the activities achieved from the implementation of community service, namely producing a website or online site media that can make the institution better in terms of its information system than the Website of the Baubau City IMM Branch Management, shows that it can help disseminate the latest information (up to date), for example, such as announcements, organizational activities, and others. In addition, this website serves as an institutional branding to be more famous and reach all levels of society in Baubau city. With the features available on the admin or operator page, news or activities from IMM can be posted as a source of information for readers and members of the Baubau city IMM branch management. Any advice to the board should have an individual responsible for managing the website, both from maintaining content updates and filtering information that will be posted.

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