Analysis of Digital Da'wah Education Management at IDMI Palu City

Ade Purqan[1], Wibowo Wibowo[2], & Dewi Dewi[3]
[1] Islamic Religious Education Study Program State Islamic University Datokarama Palu, Indonesia
[2] State Islamic University Datokarama Palu, Indonesia
[3] State Islamic University Datokarama Palu, Indonesia

*Corresponding Author: Adepurqan E-mail: adepurqan@gmail.com

ARTICLE INFO	ABSTRACT
Volume: 2	Some conflicts originating from the wrong method of da'wah namely the spread of videos of IPB students declaring the caliphate, that the government system that is relevant to Indonesia is the khilafah system based on Islamic principles. That thinking, raises opinion about the haram of choosing a non-Islamic leader. Like the case of the election of the Governor of DKI Jakarta
KEYWORD	These events are a small part of the mistakes in preaching, which was originally intended so that people who are people who are Muslims can carry out religious activities in accordance with Sharia, but in reality it creates controversy. The possible causes are a lack of understanding and experience of understanding and experience of Islamic teachings, the wrong way of communication, the number of parties who take advantage of the situation by spreading false news (fake news). who take advantage of the situation by spreading fake news (hoaxes), low economic and social capital and so
Analysis of Digital Da'wah Education Management at IDMI Palu City	The purpose of this research is to determine the analysis of digital-based dakwah management in IDMI Palu city, which uses the method of interviewing the head of the IDMI dakwah organization in Palu city. In addition to using the interview method, it also uses literature methods such as books, documents, articles, and reports to complete this research. The findings of this research include: 1) As an organization, digital-based dakwah in IDMI Palu City includes good strategies and management in conducting Islamic dakwah. 2) The dakwah strategy used by the IDMI Organization includes strategies in the field of religion, on social media platforms such as Facebook and YouTube, which are daily, weekly, and annual. Recommendations in this research include: 1) The need for further research.

1. Introduction

Robert Kreitener provides a management formulation that states that Management is the process of working and trough others to achieve organizational objektives in a changing environment central to this process is the effective and efficient use of limited resources

Management dakwah is the process of planning, organizing, directing, and controlling dakwah activities to achieve predetermined goals. Dakwah management involves various aspects, including dakwah program planning, resource management, scheduling activities, dakwah strategy development, and dakwah outcomes evaluation. The main goal of dakwah management is to spread the teachings of Islam and invite people to practice them. In this context, dakwah management aims to achieve effectiveness and efficiency in implementing dakwah activities.

Some management principles that can be applied in dakwah management include:

---

[1] **Ade Purqan** is a Student Islamic Education Management Study Program at Postgraduate School, State Islamic University Datokarama Palu, Indonesia. This paper was presented at the 2nd International Conference on Islamic and Interdisciplinary Studies (ICIIS) 2023, as a presenter, heldby the Postgraduate School State Islamic University Datokarama Palu, Indonesia.

1) Planning: Planning dakwah activities to be carried out, including setting goals, objectives, and dakwah strategies to be used.

2) Organizing: Organizing dakwah activities, including managing human resources, budgeting, and necessary facilities and infrastructure.

3) Directing: Directing and leading the dakwah team to carry out activities in accordance with the established goals.

4) Controlling: Controlling the implementation of dakwah activities, including conducting monitoring and evaluation to ensure that dakwah goals are achieved.

In addition, dakwah management also involves several important components such as selecting effective dakwah methods, using appropriate dakwah media, and improving the quality of dakwah through training and education.

According to Siti Muriah, Dakwah etymologically comes from the Arabic word daa'a, which means to call, invite, urge, and plead.

So, Dakwah management is the process of managing preaching activities to achieve predetermined goals. In dakwah management, planning, organizing, directing, and controlling preaching activities are very important.

There are several elements in da'wah. First, da'I or the subject of da'wah dai is the implementer of da'wah activities, both individually and collectively. individually or together in an organized. Every Muslim person is actually a dai who obliged to convey the teachings of Islam, even though what is conveyed is only one verse, as the Prophet's message in his hadith. only one verse, as the Prophet's message in his hadith. Meanwhile, to become a professional who can provide solutions in accordance with demands of the times must meet certain criteria, namely: Deepen the Al-Quran and hadith, understand the condition of mad'u, dare to reveal the truth, sincerely carry out the task of da'wah.

reveal the truth, sincerely carry out the task of da'wah without material favors that are only temporary, one word with one deed, and away from things that can provide solutions according to the demands of the times. deeds, and away from things that can bring down self-esteem.The second element of da'wah is mad'u, the object or target of da'wah.

da'wah. Mad'u is the recipient of da'wah both individually and in groups, Muslims and non-Muslims. groups, Muslims and on-Muslims Third, the method of da'wah, da'wah method is certain ways used by da'i in delivering da'wah messages. convey the message of da'wah. The message of preaching will be received well well if using the right method.

2. Literature Review

A. Dakwah Management
G.R. Terry in formulating the process of management stated that Management is a distinct process consisting of planning, organizing, actuating, and controlling, performed to determine and accomplish stated objectives by the use of human beings and other resources.Robert Kreitener provides a management formulation that states:
According to Arifin, dakwah is an invitation, both in the form of speech, writing, behavior, and so on, which is done consciously and planned in an effort to influence others individually or in groups so that they have an understanding, awareness, and experience of religious teachings as a message conveyed to them without coercion.
After analyzing the basic meaning of organization, management, and propagation, it can be understood that management and propagation are a process of working effort to achieve a goal. Management in carrying out its actions requires an integrated and orderly work pattern, while propagation requires improvement and progress based on Islamic teachings.

In digital da'wah management, it needs to be considered so that the objectives of the da'wah activities are achieved with limited resources. the holding of da'wah activities is achieved with limited resources. Managemen of Preaching is the process of managing da'wah through POAC, namely Planning (planning), Organizing (organizing), Actuating (mobilization), and Controlling (supervision/evaluation) in order to achieve the goals and objectives of da'wah that have been determined, with the limited resources available. and pre-determined da'wah goals, with the hope that the da'wah process will run

optimally, well-coordinated. process runs optimally, is well coordinated and obtains results more effectively and efficiently. more effective and efficient. (Tahir: 2019, 45)

1) Planning

   Planning and in Arabic terms called (takhtith) is the selection or establishment of organizational goals and the determination of strategies, policies, projects, programs, procedures, methods, systems, budgets and standards needed to achieve goals. standards needed to achieve goals. (Handoko, 200: 23 in Musholi: 2017, 500). There is some planning that must be done in order for online recitation to be carried out and achieve satisfactory results.

   online recitation can be carried out and achieve satisfactory results, firstly determine the theme of the recitation, second; determine the object of da'wah or target participants, third; devices and media or facilities that will be used, fourth; estimated funding, fifth; implementation time, sixth; speakers and hosts, seventh; committee or admin, eighth; equipment, posters, advertisements, etc. posters, advertisements, etc.

2) Organizing

   Organizing or in Arabic terms called (altanzim) is the entire grouping of people, tools, tasks, responsibility and authority, in such a way as to create an organization that can be moved as a unit in the framework of the organization. organization that can be mobilized as a unit in order to achieve a predetermined goal (Munir, et al, 2006: 117)

3) Actuating

   The mobilization of da'wah is an effort to make other people or members of an organization to be able to cooperate in achievingan organization to be able to work together in achieving (Mahmuddin, 2004: 87). This mobilization phase is the core of da'wah management. Every component in the organization will work together to cooperate in the success of the program implemented. implemented. (Musholi: 2017, 501)

4) Supervision

   Supervision is the process of monitoring activities to ensure those activities are completed as planned and Correcting any significant deviations Providing advice, feedback, evaluation of an organization's activities is a necessity to keep the organization in existence, so the need for evaluation and supervision is needed in an organization. supervision is needed in an organization. Evaluating the activities that have been carried out consists of evaluating the shortcomings, the shortcomings, where the success is, what is the ideal implementation. what is the ideal implementation. These things are evaluation materials used by leaders to provide learning so that implementation of the next activity can minimize the shortcomings that have occurred in the previous activity. that have occurred in previous activities. (Musholi, 2017, 496)

B. Digital proselytizing

Da'wah etymologically comes from the word daa'a from Arabic which means calling, inviting, inviting, calling, encouraging, and begging. In terminology, da'wah is an invitation, whether in the form of oral, written, behavioral and so on that is carried out consciously and planned in an effort to influence other people individually or in groups so that an understanding, awareness of the attitude of appreciation and experience of religious teaching as a message conveyed to him without any elem There are several methods that can be used for da'wah, namely delivering orally (directly), writing (bi al-qalam), deeds (haal), home visits (silaturrahim), infiltration (insertion), and through digital. In this digital da'wah method, it can get around the limited time owned by mad'u with their busy daily routines and lecturers because of the tight schedule of lecture invitations in various places. It can be a solution for breadwinners who go home at night, so that these studies of knowledge

can be enjoyed on the sidelines of their rest time or when experiencing traffic jams on the road and free time at the office. Why then is this important in the midst of society, because in this way the knowledge can reach well to the seekers without involving the physical presence of the deliverers of knowledge. Da'wah messages spread everywhere without having to make th Several searches show that at least on the two main channels of his lectures on Youtube, namely Tafaqquh Online and Fodamara, UAS videos have been watched a total accumulation of 16.255 million views from a total of 1,410 videos that include him. So, on average one video is watched almost 12,000 times, on Facebook and Instagram fan pages, two personal social media accounts that are actively used by him, his total followers are close to 300,000. Hence, his name has been all over the country's online universe in the last few months.e preacher walk everywhere, very effective and efficient isn't it ent of coercion.

c.   Religious Moderation

Moderate Islam, also known as Wasathiyyah Islam, comes from two words: Islam and wasathiyyah. Islam as it is known is a religion full of blessings, and a religion brought by the Prophet Muhammad Saw. Islam is the majority religion in Indonesia with the largest population in the world today. The word moderation in Arabic means "alwasathiyyah". Linguistically "al-wasathiyyah" comes from the word "wasath" (Faiqah & Pransiska, 2018; Rozi, 2019).

According to Quraish Shihab, there are important pillars in moderation (wasathiyyah), namely (Zamimah, 2018): First, the pillar of justice, this pillar is very important, some of the meanings of justice described are: First, fairness in the sense of "equal", namely equality in rights. Someone who walks straight and his attitude always uses the same measure, not double measures. It is this equality that makes a just person not take sides with one of the disputants. Fair also means placing something in its proper place. This leads to equality, even though the quantity may not be the same. Fairness is giving the owner his rights through the closest way. It is not demanding that one person give his right to another without delay. Fairness also means moderation 'neither less nor more'.

Second, the pillar of balance. According to Quraish Shihab, balance is found in a group in which there are various parts heading towards a certain goal, as long as certain conditions and levels are met by each part. With the gathering of these conditions, the group can survive and run to fulfill the purpose of its presence. Balance does not require all parts of the unit to be equal. It is possible for one part to be small or large, while its smallness and size are determined by the function expected of it. In Quraish Shihab's interpretation, balance is the main principle in wasathiyyah. Because without balance, justice cannot be realized. Balance in creation, for example, Allah created everything according to its size, according to its quantity and according to the needs of living things. Allah also regulates the system of the universe so that each circulates in balance according to the level so that the sky and celestial bodies do not collide with each other.

Third, the pillar of tolerance. Quraish Shihab explains that tolerance is the measuring limit for acceptable additions or subtractions. Tolerance is a deviation that previously had to be done not to be done, in short, a justifiable deviation.

3. Methodology
In this study, the type of research used is case study research. According to Suharsimi Arikunto, a case study is an intensive, detailed, and in-depth approach to a particular organization, institution, or phenomenonThis section should contain detailed information about the procedures and steps followed. It can be divided into subsections if several methods are described. The approach used by the author is to use a qualitative approach because it looks at the conditions and realities in the field.

The qualitative method aims to describe " Management Analysis of religious protelizying in the Digital Era Based on Religious Moderation". The use of qualitative research is intended to support field data that is considered sufficient to explain and analyze research results. Qualitative research is an attempt to analyze social life by describing the social world from the perspective or interpretation of individuals (informants) in a natural setting. In other words, qualitative research seeks to understand how an individual sees, interprets, or describes their social world.

4. Results and Discussion

From the results of this discussion, we interviewed one informant from the IDMI dakwah organization in Palu City regarding the effectiveness and points related to digital-based educational dakwah management in Palu City. The interview results provide answers related to the discussion on the theme of educational dakwah management, including:The results of the discussion regarding digital da'wah education management are as follows:

1) The use of information and communication technology (ICT) in preaching of education can improve the effectiveness and efficiency in delivering da'wah messages to the community. With digital platforms such as websites, social media, or mobile applications, da'wah can be more easily accessed by many people.

2) Digital da'wah education management involves careful planning in determining content andThis section is a comparative or descriptive analysis of the study based on the study results, previously literature, etc. The results should be offered in a logical sequence, given the most important findings first and addressing the stated objectives. The author should deal only with new or important aspects of the results obtained. The relevance of the findings in the context of existing literature or contemporary practice should be addressed.

Case studies are included in descriptive analysis research, which is research conducted focusing on a particular case to be observed and analyzed quickly to completion. The cases in question are single or plural, for example in the form of individuals or groups. Here it is necessary to analyze sharply the various factors related to the case so that finally an accurate conclusion will be obtained. A good case study must be carried out directly in the actual life of the case being investigated.

The case under study can also be obtained from all parties who know and know the case well. According to Bugin, an interesting case study is the freedom of the researcher in the object of research and the freedom in determining the domain to be developed.

5. Conclusion

Based on the results of the author's research with the title analysis of digital-based da'wah management in Palu City, there are several points found during the research. including digital-based da'wah management. in an effort to make it easier for preachers to convey religious messages, especially Islam in an organization called IDMI in Palu City.The author should clearly explain the important conclusions of the research highlighting its significance and relevance.
In conclusion, digital proselytization education management is the process of managing proselytization education activities

using information and communication technology (ICT). Digital da'wah education management involves planning, organizing, directing, and controlling da'wah education activities conducted digitally. It is important to consider the use of appropriate media and technology, involve competent educators, and conduct regular evaluations to improve the effectiveness and efficiency of digital da'wah education programs. In digital da'wah education management, it is also necessary to pay attention to financial and administrative aspects in managing educational programs.

Conflicts of Interest: in this research I have no conflicts from any party. shows that this research runs smoothly in accordance with the expected results. no role in the design of the study; in the collection, analyses, or interpretation of data; in the writing of the manuscript, or in the decision to publish the result

References.

Arifin, *Psikologi Dakwah Islam*, (Jakarta: Bumi Aksara, 1997), 6.

Dja'am Satori dan Aan Komariah. *Metode Penelitian Kualitatif*, (Bandung: Alfabeta, 2014),207

George R. Terry, *Principle of Management* (6th Edition, Richard D. Irwing Inc. Georgetown , 1972), h. 4.

Robert Kreitner, *Management* (4th Edition; Boston: Houghton Mifflin Company, 1989), h. 9.

Siti Muriah, *Metodologi Dakwah Kontemporer*, (Yogyakarta: Mitra Pustaka, 2000)

Sudaryono, *Metodologi Penelitian,* (Cet, 2 ;Raya Leuwinanggung, 2018), 91

Suharsimi Arikunto, *Prosedur Penelitian Suatu Pendekatan Praktek*, (Jakarta : Rineka Cipta, 2002,)

Tahir, M. *Implementasi Manajemen Dakwah Pada Majelis Ulama Indonesia (MUI), Ponorogo* : Uwais Inspirasi Indonesia 2019, hal. 11