

Science and Technology for Communities: Internet Utilization for Brand Rejuvenation of Al Qur'an Al Falah Institution

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Abstract—The purpose of this activity is to develop appropriate technology (TTG) for Islamic da'wah activities at the Al Qur'an Al Falah Institute in Surabaya. This is done because Al Qur'an Al Falah Surabaya institution has only run da'wah with conventional methods only and without utilizing the advantages of information technology. The Internet as a product of the latest technology is regarded as the best communicating medium today, ultimately changing the ways of communicating. This is caused by the sophistication of the internet that is able to create ease of communicating to obtain information needed by the community and some form of convenience is realized in social media, video sharing and website. New opportunities to create major positive impacts especially in the field of da'wah; so it becomes a necessity that da'wah activities can also be done by utilizing the sophistication of information technology. The opportunity is broadened by the fact that internet users are increasingly growing over time to become an emerging new potential that continues to grow. One of the parties who should be able to take advantage of the advantages of information technology for good is the institution of the course Al Qur'an Al Falah (LKF).

Keywords— *Website, Social Media, Articles Management*

I. INTRODUCTION

All society is required to be able to take advantage of technological advantages as the support of everyday life as a result of technological developments that run very fast [1]. The Internet as a product of the latest technology is regarded as the best communicating medium today, ultimately changing the ways of communicating. This is caused by the sophistication of the internet that is able to create ease of communicating to obtain information needed by the community and some form of convenience is realized in social media, video sharing and website.

Social media is a means of online-based socialization on the internet. Social media users can communicate, interact, exchange messages as well as share and build networks. In other words, social media is an application used for social

networking [4]. On the other hand, social media is seen as an online medium that enables users to participate, share and create content easily as blogs, social networks, discussion forums, wikis and virtual worlds [6]. From this understanding then it can be seen that social media is one of the communication media so that not only used to share information but also self-expression, self-image, self-existence and so forth.

Social media eliminates human boundaries for socializing, limiting space and time [7]. Humans are enabled to communicate with each other wherever they are at any time. If the benefits of social media can be utilized then certainly can produce a big impact [2]. Social media can be used as a marketing medium, expand business networks, trade, add friendship and in particular can be utilized for da'wah.

By utilizing the benefits of the website, the reach of human communication becomes wider because the principle of communication on the website is one to all. In the sense that the message we deliver can be known by everyone who accesses it and whenever it is time[3]. One example of website utilization is as a medium of dakwah which is quite effective because the congregation of da'wah is also not limited space and time to follow the da'wah programs that run. Likewise for the preachers can run da'wah activities without being limited by time because every time and wherever they are able to perform da'wah activities and material propaganda they can be immediately sent to the congregation of da'wah [5]. Likewise for video sharing sites, which provide services to accommodate videos made to be viewable and viewable by visitors to the site. One of the video sharing sites is youtube.

With the advantages of output from information technology that raises new opportunities to create big positive impacts especially in the field of da'wah; so it becomes a necessity that da'wah activities can also be done by utilizing the sophistication of information technology.

The opportunity is broadened by the fact that internet users are increasingly growing over time to become an emerging new potential that continues to grow.

So far there has been no research on the effectiveness of Internet use for the benefit of Islamic da'wah. In academic circles have utilized the internet facilities optimally for the development of religious syiar. This is for example marked by many emerging new sites characterized by Islam. Therefore, it can be said through internet dakwah is very effective because it is supported by the nature of the internet is not limited space and time.

This becomes ironic because Al Qur'an Al Falah

perceptions of Al Falah mosque. But pilgrims who already have a strong brand awareness is a pilgrim who has been joined Al Falah Al Falah Institute since long. So in this case, Al Qur'an Al Falah Institute needs to do brand rejuvenation to attract new pilgrims with a wider reach. One effective way of brand rejuvenation is to take advantage of information technology advantages.

Brand rejuvenation becomes such a matter of urgency to be noticed by the Al Qur'an Al Falah Institute considering the age of the institution is classified as entering the stage of maturity in product life cycle. Organizations or companies that are in the maturity stage but not doing renewal strategies

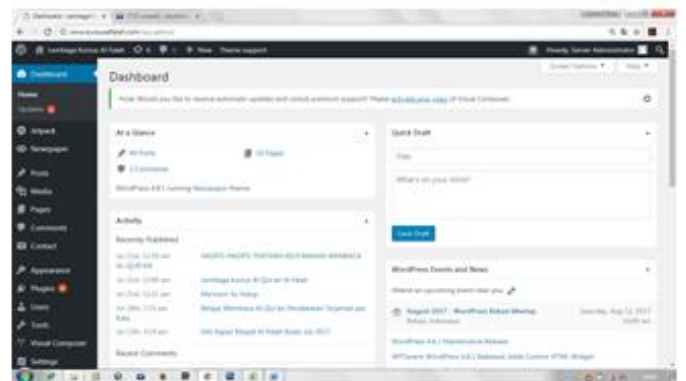
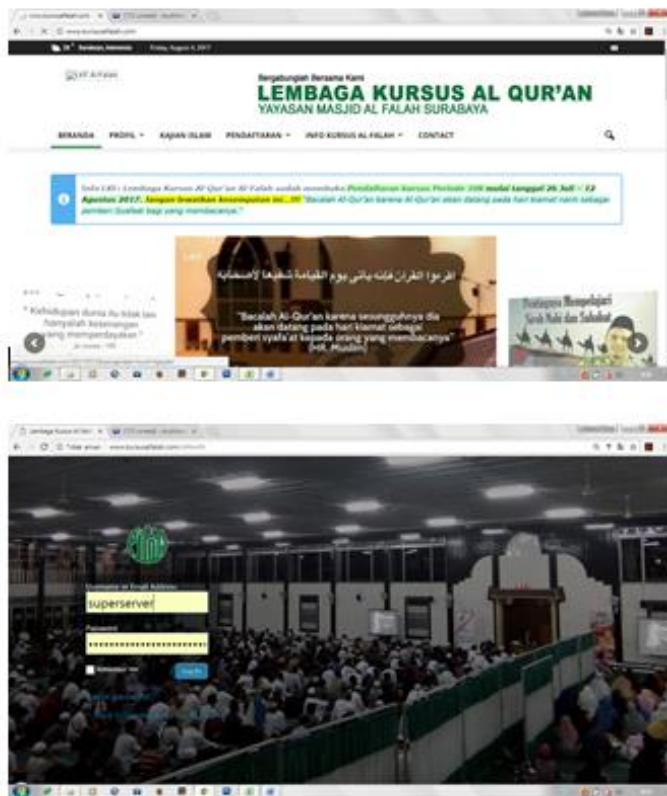


Figure 1. The Relationship between Students and Academic

institution as a da'wah institution with the number of santri that quite a lot but still using conventional da'wah method without utilizing the advantages of information technology due to the lack of mastery of information technology by the elements of organization that exist in the Institute of Qur'an Al Falah so that necessary debriefing about deepening insight utilization of information technology. Not only stop in terms of debriefing, but also must be equipped with mentoring as well as upgrading in order to really happen mastery of information technology more comprehensive.

In terms of brand awareness, Al Falah Institute already has a name that is quite embedded in the minds and

may cause the organization or company to enter the decline stage where there is a massive decline in performance and lead to losses that impact on the destruction of the existence of the organization or company.

In this view, brand rejuvenation becomes a crucial aspect for organizations or companies that are in the maturity stage. Therefore, assistance from other parties is needed in this case is the implementer of IBM PPM program of Institut Bisnis dan Informatika Stikom Surabaya (hereinafter referred to as Surabaya Stikom) in the application of appropriate technology. IBM programs offered in the form of training and mentoring the utilization of social media; websites and

video-sharing sites aimed at disseminating da'wah programs at the Al Falah Institute. In addition offered also website upgrading that contains about da'wah materials so that impact of dakwah can be more widespread impact.

II. PROBLEM STATEMENT

Dakwah activities that have been done by the Al Qur'an Al Falah Institute was conventionally and without utilizing the benefits of information technology. This is caused by the problems faced by the Al Qur'an Al Falah Institute as follows:

1. All elements of the Al Quran Al Falah organization come from the background of competence and education are homogeneous and not background of information technology.
2. Elements of the organization in the Al Qur'an Al Falah institution have no knowledge and adequate insight about information technology.
3. Lack of knowledge and insight into information technology makes Al Qur'an Al Falah institution not able to take advantage of the advantages possessed by information technology in supporting da'wah activities.
4. Unavailability of online infrastructure to organize da'wah through internet such as website, active social media and video sharing channel.
5. The absence of data managers in the da'wah of Al Qur'an Al Falah institution which is applied conventionally everyday.

III. URGENCIES

This activity has urgencies for both side of parties as follows:

1. Al Qur'an Al Falah Surabaya Institution is an organization that needs brand rejuvenation activities by utilizing the advantages of internet as the main media to do rebranding, so this opportunity can be utilized by Stikom Surabaya to apply all the advantages in the field of information technology.
2. Al Qur'an Institution Al Falah Surabaya has a santri or mass base that is big enough to about 4000 students per 3 months and consists of students who come from the middle and upper middle class, plus the base of Al Falah Mosque itself in conditions of mandatory worship such as Friday prayer can penetrate the number 10,000 worshippers. In the utilization of competence in the field of information technology, this is an excellent opportunity to be used as a forum to introduce the core competencies Stikom Surabaya to the people of Surabaya in more specific and targeted.
3. If the opportunities of urgency points 1 and 2 are not utilized properly then Surabaya Stikom lost the

opportunity to devote themselves and all the advantages possessed Stikom Surabaya to the community by providing more benefits for the community.

4. The Surabaya Stikom can also lose the opportunity to run appropriate targeted social responsibility camp if not implementing IbM at Al Falah Surabaya.

IV. OUTCOMES – PROPOSED SOLUTIONS

This activity proposed some solutions as follows:

1. Intensive training on the basics of information technology and ways of developing appropriate targeted communication management strategies in order to be the basis for determining the material and communication style of da'wah.
2. Assistance to use various information technology advantages such as social media usage, website management and video creation to upload in video sharing channels.
3. Creating an online infrastructure to organize da'wah through the internet such as website websites, active social media and video sharing channel creation.
4. Formulate data governance in da'wah Al Falah Al Falah material for continuous use of information technology advantages can take place.

In the proposed IbM program as for the target output that will be obtained by partners are as follows:

1. All elements of the Al Quran Al Falah organization have knowledge and insight about the conception of information technology and ways of developing appropriate target communication strategies in order to be used as a basis in formulating the design of the use of comprehensive information technology.
2. Adding media of da'wah communication on line to reach the wider congregation.
3. Design website as a medium of communication and more specifically as a medium of da'wah.
4. Design a social media account and chaneel video sharing that is integrated with the website.

V. ACTIVITY METHODS

The approaches that utilized to offering solutions to the problems faced by the Al Qur'an Al Falah Institute is to provide training and assistance in enhancing knowledge and insight on the use of information technology to develop a broader range of mission, as well as upgrading for website creation, video sharing channels and corporate pages social media. Activity begins with coordination between members of the Implementing Team of IbM Program with partners; then formulate technical planning of website creation, video sharing channel and corporate social media page;

Implementation of appropriate technology making; Training on the basics of internet usage; Training of communication management strategy formulation; Website usage training, video sharing channels and corporate social media pages; Video editing training for video creation in video sharing channels; Delivery of equipment to partners; Assistance Management of equipment management; Reporting and Monitoring Evaluation.

VI. LITERATURE REVIEW

A. Website

Website is a collection of pages used to display text, image, animation, sound, static and dynamic information that form a series of interconnected buildings in which each is linked to the network pages that we call the link. Technically, the web is a system where information in the form of text, images, sounds and others stored in an internal webserver is presented in hypertext form (Janner, 2000). While Re-Design contains a sense of redesigning something so that there is a change in appearance or function. The elements contained in the website are as follows:

1) Domain Name

Domain is a unique name given to identify the name of a computer server such as a web server or e-mail server on a computer or internet network. Domain name serves to facilitate users on the internet at the time of access to the server, but also used to remember the name of the server visited. This domain name is also known as a unity of a website.

2) Hosting

Hosting is a place to store data on the internet either in the form of writing, pictures or other files.

3) Scripts or Program Language

Is the language used to translate every command on the site when accessed. This type of script determines the static, dynamic, or interactive of a site.

B. Website

Social media is a channel or means of social interaction online in cyberspace (internet). Social media users communicate, interact, send messages, and share, and build networks. If searching for the definition of social media in search engine google, by typing the keyword "social media meaning", then google display social media understanding as "websites and applications used for social networking" which means websites and applications used for social networking'.

In addition, social media can also mean an online medium, with its users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common form of social media used by people around the world. Social media is an internet-based application group that builds on the foundation of ideology

and web 2.0 technology, and which enables the creation and exchange of user-generated content.

Social media has characteristics that is 1) The message is conveyed not only to one person but can be to many different people for example messages via SMS or internet; 2) The message conveyed freely, without having to go through a Gatekeeper; 3) Messages in convey tend to be faster when compared to other media; and 4) Recipients of messages that determine interaction time.

C. System Analysis and Design

At this stage will be the analysis and design of the system, where the development model will use the waterfall model, where the waterfall model there are several steps that are done are needs analysis, system design, system coding, system testing, and system deployment. At the stage of system analysis performed a system analysis to determine the weaknesses of the system that occurs at the moment and the needs that need to be met. The results of the analysis will be used to improve and complement the existing system. The results of problem identification are shown in Table 1. Given the above problems then made the design needs analysis, starting from the process of identifying information needs of users such as, to whom information submitted, what information needs to be presented and how detailed the information is submitted and what needed to get that information.

D. Results

Al Qur'an Al Falah Surabaya Institution is an organization that needs brand rejuvenation activities by utilizing the advantages of internet as the main media to do rebranding, so this opportunity can be utilized by Stikom Surabaya to apply all the advantages in the field of information technology. From the implementation of activities carried out several times within the period of April - May 2017. The activities then proceed with formulating technical planning of making Appropriate Technology in the field of Information Technology such as websites, video sharing channels using youtube and corporate social media pages using instagram. The activity is done during the period Juni - July 2017 and produce a website with URL address that is <http://www.kursusalfalah.com> that can be accessed by all parties. Likewise, video sharing channels that use youtube with channel account "Al-Quran Al-Quran Al-Falah Surabaya Course" which can also be accessed by all parties and at least until this report was written account has been getting 43 subscriber. As for corporate social media page using instagram also been created with account [kursusalfalah](#) and already get follower as much as 527 followers.

VII. CONCLUSIONS AND RECOMMENDATIONS

From the implementation of the activities that have been done and it has brought significant impact as evidenced by

the growing number of website visitors, the increasing number of followers instagram account and the addition of the number of youtube subscriber, these activities are important to continue so that the sustainability of the benefits obtained can be achieved.

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