Socialization of the PRM Tarai Bangun Website to Support Digital Marketing for Fundraising in the Construction of Al Kausar Mosque

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DOI : http://dx.doi.org/ 10.30983/dedikasia.v6i2.11588

ARTICLE INFO

Submit : 11 April 2026
Revised : 01 May 2026
Accepted : 23 June 2026

Keywords:
Website; Digital Marketing; PRM, Al Kausar Mosque

ABSTRACT

The rapid advancement of information technology has encouraged community organizations to use digital media for communication, publication, and public services. This community service program aimed to improve the knowledge and skills of the administrators of the Muhammadiyah Branch Leadership (Pimpinan Ranting Muhammadiyah, PRM) of Tarai Bangun in using a website as an information platform and a digital marketing strategy to support fundraising for the construction of Al Kausar Mosque of Muhammadiyah. The program was delivered through socialization, demonstration, hands-on practice, mentoring, and evaluation. The training materials covered website content management, news publication, documentation of activities, and the use of a donation feature integrated with digital media. The results indicated that participants gained a better understanding of the importance of a website as the digital identity of the organization, a medium for disseminating Islamic teachings, and a transparent and easily accessible information platform. In addition, participants acquired basic skills for managing the website independently. The website is expected to increase community participation in supporting the construction of Al Kausar Mosque while strengthening the organization's digital transformation through the sustained use of information technology.

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http://dx.doi.org/ 10.30983/dedikasia.v6i2.11588s

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Introduction

Developments in information and communication technology have brought significant changes to many aspects of life, including the management of religious organizations. Digital transformation encourages organizations to use technology for disseminating information, communicating, serving the public, and raising funds more effectively and transparently. One medium that plays a strategic role in supporting this transformation is the website. A website serves not only as an organizational information hub but also as a means of building a brand image, strengthening public trust, and extending the reach of da'wah (Islamic outreach) through digital media. Digital transformation is not limited to the adoption of technological devices; it also involves changes in communication processes, information delivery, public services, and organizational strategies for building relationships with stakeholders (Ogrean & Herciu, 2021; Verhoef et al., 2021; Vial, 2019)

The Muhammadiyah Branch Leadership (Pimpinan Ranting Muhammadiyah, PRM) of Tarai Bangun is a Muhammadiyah organization that actively conducts da'wah, educational, social, and community activities. PRM Tarai Bangun is currently constructing Al Kausar Mosque of Muhammadiyah, a project that requires support and participation from the community. However, the dissemination of information about organizational activities and construction progress is still dominated by conventional media and social media, whose content is not yet integrated. As a result, the information shared has not been well documented and has not reached the wider community.

In the digital era, people tend to search for information on the internet before supporting a social program or activity. Consequently, an official website has become an important publication medium that can present complete and accurate information that is accessible at any time. Beyond its informational function, a website can also serve as a digital marketing channel that supports fundraising for mosque construction by providing transparent information on construction progress, activity reports, documentation, and donation facilities that are easily accessible to the public. For social and religious organizations, openness of information through digital media is also important for building transparency and public trust, particularly when the organization seeks public participation and support to finance its programs (Hasugian, 2018; Lovejoy & Saxton, 2012; Waters et al., 2009).

Digital marketing has become an effective communication strategy for increasing public participation in social and religious programs. A website integrated with social media can extend the reach of information, enhance organizational credibility, and build public confidence to participate in infaq, sadaqah, and waqf activities. A website also constitutes the digital identity of the organization and strengthens the branding of PRM Tarai Bangun as an organization that adapts to technological developments and is committed to providing professional information services (Alhoqail & Floyd, 2021; Chaffey, D., & Ellis-Chadwick, 2022; Kotler et al., 2021; Nurlailah & Nova Wardani, 2023) .

A study of zakat management organizations in Banyumas Regency showed that digital fundraising through websites, applications, and social media can serve as a strategy for increasing the collection of ZISKA funds. This finding suggests that digital channels have the potential to widen public access to Islamic philanthropic programs, although they can still be combined with conventional fundraising methods (Yasifah & Makhrus, 2024).

However, the effectiveness of digital fundraising is not determined solely by the availability of donation facilities. Public participation in online charitable activities is also influenced by trust in, and concern for, the programs offered. Research on public participation in online charity indicates that trust plays a role in explaining participation behavior in internet-based charitable activities. This implies that organizations developing digital fundraising need to attend to credibility and trust in addition to the ease of transactions (C. H. Chen & Yang, 2019).

Transparency is an important mechanism for building such trust. A systematic review of transparency in nonprofit organizations indicates that transparency is a key component of

accountability in the nonprofit sector and is related to the relationship between organizations and their stakeholders (Ortega-Rodríguez et al., 2020) . In the context of digital fundraising, transparency can be realized by providing information on program objectives, fundraising targets, activity progress, documentation, and reports on the use of funds. Research on online financial disclosure has also found an association between financial information disclosed on websites and the donations received by nonprofit organizations. This finding suggests that a website has the potential to become a strategic means of supporting donation decisions by providing more open information to the public (Blouin et al., 2018)

The relationship between transparency and trust has become increasingly relevant with the growth of online donation platforms. The rise of digital donations in Indonesia has been accompanied by challenges such as the risk of fund misuse, limited transparency, and the need for adequate oversight mechanisms (Noor et al., 2025). Therefore, transparency and oversight are important for building public trust in online donation platforms. Recent literature also indicates that financial information transparency is one of the factors that may shape public perceptions of the trustworthiness of nonprofit organizations. Digital fundraising should thus be understood as an ecosystem that not only provides a mechanism for collecting funds but also integrates communication, transparency, accountability, and trust building.

In the context of Al Kausar Mosque of Muhammadiyah in Tarai Bangun, the development of the website is expected to be not merely a technological solution but also part of the organization's digital transformation strategy. The website can be used to strengthen the digital identity of PRM Tarai Bangun, extend the reach of communication, increase openness of information about the mosque construction, and facilitate community participation through donations. Accordingly, the development of the platform rests on the conceptual relationships among digital transformation, organizational communication, digital fundraising, transparency, and public trust. The integration of these five aspects provides the theoretical basis for developing the website as an instrument that supports the sustainability of the construction of Al Kausar Mosque of Muhammadiyah in Tarai Bangun.

Nevertheless, the use of websites as digital marketing media in religious organizations remains relatively limited. Organizational administrators generally lack adequate knowledge and skills to manage websites, develop digital content, and optimize digital media for publication and fundraising. This condition poses a challenge to improving the effectiveness of information delivery to the public.

Two main gaps underlie this activity. First, there is a gap in digital communication infrastructure, namely the absence of an official information hub that integrates organizational information, da'wah, activities, documentation, mosque construction, and donation information. Second, there is a gap in human resource capacity, namely the limited knowledge and skills of administrators in managing the website, developing content, updating information, and using digital channels to support digital marketing and fundraising. These two gaps are interrelated because

providing a website without strengthening the administrators' capacity does not guarantee that it will be used sustainably.

The urgency of addressing these problems is heightened by the fact that the website was developed not merely as a technological product but as a tool that the partner must be able to use and manage sustainably. A website without content management capability is likely to become a static medium that is never updated. Conversely, improving the administrators' skills without an integrated digital platform would also limit the effectiveness of information management and fundraising. The required intervention is therefore an approach that combines website provision, socialization, demonstration, hands-on practice, mentoring, and evaluation of the administrators' capabilities.

Nevertheless, the use of websites as digital marketing media in religious organizations remains relatively limited. Organizational administrators generally lack adequate knowledge and skills to manage websites, develop digital content, and optimize digital media for publication and fundraising. This condition poses a challenge to improving the effectiveness of information delivery to the public. Initial identification showed that, among the administrators involved in managing organizational information, only one person was able to manage a website, while the publication of activities was still carried out through social media. In addition, information on the progress of the construction of Al Kausar Mosque had not been documented on a single official digital platform.

On the basis of these conditions, the Community Service team of the Faculty of Teacher Training and Education, Universitas Muhammadiyah Riau (FKIP UMRI), carried out the activity entitled Socialization of the PRM Tarai Bangun Website to Support Digital Marketing for Fundraising in the Construction of Al Kausar Mosque in Tarai Bangun Village. This activity aimed to improve the understanding and skills of the PRM Tarai Bangun administrators in using the website as an information medium, a da'wah medium, and a channel for publicizing organizational activities, as well as a digital marketing strategy to support fundraising for the construction of Al Kausar Mosque in a more effective, transparent, and sustainable manner. Through this activity, the PRM Tarai Bangun website is expected to become the official information hub of the organization that can strengthen communication with the community, increase public participation, and support the digital transformation of Muhammadiyah at the branch level.

Methods

The Community Service activity entitled "Socialization of the PRM Tarai Bangun Website to Support Digital Marketing for Fundraising in the Construction of Al Kausar Mosque in Tarai Bangun Village" was implemented through socialization, demonstration, hands-on practice, mentoring, and evaluation. This approach was designed so that participants would not only gain an understanding of the importance of digital transformation but also acquire the ability to manage a website independently as a medium for information, da'wah, and fundraising.

The first stage was preparation, which included coordination with the administrators of PRM Tarai Bangun, identification of partner needs, development of training materials, and preparation of the website to be handed over to the partner. This stage aimed to ensure that the activity was implemented in line with the needs of the organization.

The second stage was socialization, in which material was delivered on the importance of using a website as the digital identity of the organization, a medium for publicizing activities, a channel for disseminating da'wah information, and a digital marketing strategy to support fundraising for the construction of Al Kausar Mosque of Muhammadiyah. Participants were also given an understanding of the importance of information transparency and of using digital media to increase community participation.

Figure 1. Implementation Method



The third stage consisted of demonstration and hands-on practice. The community service team introduced the features of the PRM Tarai Bangun website, such as news management, an agenda of activities, a documentation gallery, an organizational profile, and a donation page. Participants then practiced managing the website directly, from adding content and uploading documentation of activities to updating organizational information, with assistance from the implementing team.

The final stage comprised discussion, evaluation, and handover of the website. In this session, participants raised questions, difficulties, and suggestions related to website management. The activity concluded with a symbolic handover of the website to the administrators of PRM Tarai Bangun as a form of implementation of the community service outcomes. Through this method, the

administrators are expected to be able to manage the website sustainably so that it can serve as an official information medium, strengthen digital da'wah, and support digital marketing for fundraising for the construction of Al Kausar Mosque of Muhammadiyah in an effective, transparent, and sustainable manner.

Evaluation data were analyzed descriptively as the percentage of indicators achieved. The activity was considered successful if at least 75% of participants demonstrated website management ability in the good category and at least 80% of participants gave a positive response regarding the benefits of the website for organizational publication, digital da'wah, and digital marketing for fundraising. In addition, successful implementation was indicated by the administrators' ability to carry out basic website content management independently.

The activity concluded with a symbolic handover of the website to the administrators of PRM Tarai Bangun as a form of implementation of the community service outcomes. Accordingly, the success of the activity was assessed not only by whether the socialization was carried out but also by improvements in understanding and practical skills, participants' positive responses, and the partner's readiness to manage the website sustainably as an official information medium, a channel for digital da'wah, and a support for fundraising for the construction of Al Kausar Mosque of Muhammadiyah.

Results

The Community Service activity entitled "Socialization of the PRM Tarai Bangun Website to Support Digital Marketing for Fundraising in the Construction of Al Kausar Mosque in Tarai Bangun Village" was held at Al Kausar Mosque of Muhammadiyah, Tarai Bangun Village, Kampar Regency. It was attended by the administrators of the Muhammadiyah Branch Leadership (PRM) of Tarai Bangun, the administrators of Al Kausar Mosque, and local residents who are concerned with the development of da'wah and the construction of the mosque through the use of information technology.

Figure 2. Website Socialization



In the first session, the community service team delivered material on the importance of digital transformation for religious organizations. The presenter explained that a website serves not only as an information medium but also as the digital identity of an organization that can enhance credibility, transparency, and the reach of da'wah. In addition, a website can be used as a digital marketing medium to support fundraising for the construction of Al Kausar Mosque, so that information on construction progress and on infaq, sadaqah, and waqf programs can be accessed by the public at any time and from anywhere. (Verhoef et al., 2021; Vial, 2019) (Alhoqail & Floyd, 2021; Hasugian, 2018)

The presenter also explained that an official website would increase public trust because all organizational information is presented on a single, easily accessible platform. Unlike social media, where information is quickly buried by new posts, a website can store documentation of activities, news, construction reports, and donation information systematically, which makes it easy for the public to find again. (Alhoqail & Floyd, 2021; Blouin et al., 2018) (Chen & Yang, 2019)

Socialization of the Use of the PRM Tarai Bangun Website

In the next session, participants were directly introduced to the PRM Tarai Bangun website developed by the Community Service team of FKIP, Universitas Muhammadiyah Riau. The presenter demonstrated the main features of the website, including the organizational profile page, activity news, da'wah agenda, documentation gallery, information on the construction of Al Kausar Mosque, and a donation page that can be used for digital fundraising.

In addition to the demonstration, participants received training on how to manage the website, from adding news items, uploading photographs of activities, and updating organizational information to publishing the progress of the mosque construction. Mentoring was provided directly so that the administrators of PRM Tarai Bangun could operate the website independently after the activity ended.

Figure 3. Handover of the Website to the Branch Chair



Discussion and Question-and-Answer Session

The discussion session was interactive. Participants showed high enthusiasm by raising various questions about website management, strategies for disseminating information through digital media, and ways of increasing community participation in supporting the construction of the mosque. The community service team also offered several strategies for optimizing the website through integration with social media such as Facebook, Instagram, and WhatsApp, so that published information can reach a wider audience.

In its presentation, the team explained that the success of a website as a digital marketing medium depends not only on an attractive design but also on four main aspects, namely: (Chaffey, D., & Ellis-Chadwick, 2022; Hasugian, 2018; Zulkarnain et al., 2015)

1. Domain name quality, that is, a name that is easy to remember and reflects the identity of the organization.
2. Hosting quality, which ensures that the website can be accessed quickly and reliably.
3. Content quality, namely the presentation of information that is accurate, engaging, and regularly updated.
4. Management consistency, namely the commitment of the administrators to use the website as an information hub and an organizational communication medium.

These four aspects are important factors for enabling a website to improve the image of the organization, extend the reach of da'wah, and support successful fundraising for the construction of Al Kausar Mosque of Muhammadiyah.

To close the activity, a symbolic handover of the website was held from the Community Service team of FKIP, Universitas Muhammadiyah Riau, to the administrators of PRM Tarai Bangun. The activity ended with a group photograph session as documentation and as a shared commitment to developing the website as the official information medium of the organization.

Figure 4. Group Photograph of the Activity



Overall, this community service activity had a positive effect on participants' knowledge and skills in using a website as a medium for information, da'wah, and digital marketing. With the official PRM Tarai Bangun website in place, the dissemination of organizational information is expected to become more effective, transparent, and professional, while also increasing community participation in the sustained support of the construction of Al Kausar Mosque of Muhammadiyah.

Results and Discussion

The results show that the socialization and training on the PRM Tarai Bangun website produced positive changes in participants' understanding and skills in using digital media to support organizational activities and fundraising for the construction of Al Kausar Mosque of Muhammadiyah. These changes were evident not only in participants' involvement during the activity but should also be assessed on the basis of measurements of knowledge and website management skills.

In terms of participants' abilities, the material on digital transformation, website functions, digital marketing, information transparency, and the use of a website for fundraising appeared to be better understood after the activity. This result suggests that a socialization method accompanied by demonstration and hands-on practice offers a more concrete learning experience than the delivery of purely theoretical material.

This improved understanding is important because the partner's earlier problems concerned not only the suboptimal use of the website but also a limited understanding of its strategic function for the organization. In this activity, the website was introduced not merely as a medium for displaying an organizational profile but as a digital information hub that can integrate news, an agenda of activities, documentation, information on the mosque construction, and donation information. This understanding provides a basis for the administrators to shift the organization's

communication pattern from information scattered across various media to more structured digital communication.

This result is important from the perspective of program sustainability. Providing a website as a technological product does not automatically guarantee its usefulness to the partner. A website may lose its function if the administrators lack the ability to update its content and manage it routinely. For this reason, the present community service activity combined the provision of a platform with human resource capacity building through demonstration, hands-on practice, and mentoring. With this approach, the administrators not only received the website but also gained experience in managing content, which gives them an initial foundation for continuing its management after the activity has ended.

Nevertheless, this activity has limitations. Success was measured mainly in terms of improved knowledge, basic skills, and participants' responses after the training. Long-term effects, such as increases in website visitors, public interaction, the number of donors, or the amount of funds raised, could not be measured within the implementation period. Program sustainability therefore needs to be supported by monitoring website activity after the intervention, particularly the consistency of content updates, the number of publications, the reach of information, and the development of community participation in supporting the construction of Al Kausar Mosque.

Overall, the findings suggest that the approach applied here is more relevant to the partner's problems than merely providing a technological product. The website provides the digital infrastructure, while the socialization, practice, and mentoring give the administrators the capacity to make the best use of that infrastructure. Together, they form a basis for more structured, transparent, and sustainable management of organizational information and open opportunities to use digital channels to extend communication reach and support fundraising for the construction of Al Kausar Mosque of Muhammadiyah.

Conclusion

Based on the results of the Community Service activity on the socialization of the PRM Tarai Bangun website to support digital marketing for fundraising for the construction of Al Kausar Mosque, the activity has provided the administrators with the understanding and skills needed to use the website as a medium for information, da'wah, organizational publication, and support for fundraising. The positive responses and enthusiasm of the participants indicate that the website is acceptable as a digital communication channel for the organization. The website that was developed also provides a more structured, professional, and accessible medium for presenting fundraising information.

However, this activity did not directly measure the effect of the website on the number of donors, the amount of funds collected, or community participation. Accordingly, the expanded reach of digital marketing, community participation, transparency in fundraising, and acceleration of the

mosque construction remain potentials that need to be demonstrated through continued use and evaluation. Consistent website management and updating, accompanied by monitoring of usage indicators and fundraising outcomes, are required to assess the effectiveness of the website more objectively.

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