



IMNU DIGITAL BOARDING SCHOOL: CAMPAIGNING DIGITAL MEDIA AND BUSINESS TO THE ISLAMIC YOUTH

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Article Info

Article history:

Received April 24, 2023

Revised April 23, 2023

Accepted May 27, 2023

Keywords:

Digital Media

Digital Business

Digital Literacy

ABSTRACT

Digital media and business are rapidly growth. IMNU has a willingness to improve digital individuals' skills. They try to campaign using social media platforms and face-to-face workshops. explore the role of IMNU in implementing strategic campaigns of digital and business media. The research is a descriptive qualitative study in which participant observation is the primary data. The result shows that IMNU campaign consists of three categories: training, tutorials, and practitioners' sharing experiences on social media. They also present face-to-face digital training or workshop in NU-based Islamic boarding schools throughout Indonesia. The existence of IMNU has become important to help Islamic youth in developing their digital skill and accompanying them to provide knowledge on digital literacy.

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1. INTRODUCTION

The 21st century has been marked by a disruptive era characterized by rapid advancements in technology and the emergence of the Fourth Industrial Revolution, often referred to as Industry 4.0. This period of disruption is characterized by the fusion of digital technologies, physical systems, and the integration of various industries, leading to significant transformations across sectors. The industrial revolution 4.0 builds upon the foundations of previous industrial revolutions but distinguishes itself through the convergence of technologies such as artificial intelligence, robotics, the Internet of Things (IoT), big data analytics, and automation [1], [2]. These technologies have the potential to revolutionize industries, economies, and societies on a global scale. One of the key features of the disruptive era is the digitization of various aspects of life, including communication, commerce, education, healthcare, and governance. The impact of the disruptive era and Industry 4.0 extends beyond technological advancements. It encompasses social, economic, and cultural changes, reshaping the way societies function and individuals interact with each other.

Consequently, the digital media has significantly impacted the business landscape, providing new opportunities and challenges for businesses in the digital age. The integration of digital media into business strategies has become essential for companies to effectively reach and engage their target audiences. Digital media has transformed the way businesses sell products and services. E-commerce platforms enable businesses to reach customers globally, offer convenient online shopping experiences, and streamline the buying process [3], [4]. Digital media also facilitates targeted online advertising and remarketing strategies, allowing businesses to convert potential customers into actual buyers.

Nowaday, we face the social commerce, a subset of e-commerce that incorporates social media platforms and social interactions into the online buying and selling process [3], [5]–[7]. It leverages social media networks and user-generated content to facilitate product discovery, recommendations, and peer-to-peer interactions. Social commerce blurs the lines between socializing and shopping, allowing users to make purchase decisions based on social influence and personalized recommendations. It involves features like social sharing, user reviews, live-streaming shopping, and influencer marketing.

Ironically, the existing knowledge and understanding of digital media and business are currently fragmented and constrained. Further, digital media gives new opportunities for the youth to start their own businesses, connect with customers, and shape their entrepreneurial journeys. Mostly the Islamic youth especially those living in pesantren, lack of experience and information about digital media and business. This is due to the educational disparities in Indonesia, particularly in remote, developed, and outer regions (3T), they couldn't provide infrastructure and internet connectivity [8]. Pesantren also encounter similar issues, characterized by limited student enrollment and constrained financial resources, making it difficult to support digital infrastructure and facilities meanwhile some pesantrens are ready to implement digital literacy [9], [10]. Therefore, understanding media use by youth is crucial as it shapes their social interactions, cognitive development, and overall well-being.

Considering these facts, IMNU (Internet Marketers Nahdlatul Ulama) concern to make some campaigns of digital media and business for the Islamic youth, especially those who studying in pesantren (Islamic boarding schools). IMNU whom the member consists of digital expertises such as business owners, affiliates, YouTubers, bloggers, web developers, android developers, google ads advertisers designed a program named Pesantren Digital [11]. They encourage students to deepen their knowledge of digital business in addition to religious studies as it will serve as a valuable skill after graduation. Moreover, students can develop this skill to build their own business. This research seeks to explore the role of IMNU in implementing strategic campaign of digital and business media including communication networks, the training moduls which provided to the youth and the digital business applications they used.

2. RESEARCH METHOD

This was a descriptive qualitative study in which observation was conducted, it facilitates the researcher to the most fundamental human experiences to understand the hows and whys of behavior in each setting [12]. Thus, the researcher can describe the role of IMNU in campaigning media digital and business. The participant observation was set as the primary data, the researcher participated the IMNU Digital Boarding School for two months during March and April 2022 in Tangerang. While interviews in-depth semi structured and documentation were set as the secondary data. Purposive sampling was used to select three informants, each of whom was a head or head division of IMNU, and the two others are IMNU trainees, those have participated on IMNU digital boarding school. These criteria can help and answer the research questions as Cresswell stated, the competent informant is that "all" participants in the study should be witnesses to the phenomena [13]. The study was conducted after obtaining approval from the head of IMNU and delegates a reputable person to be interviewed, the head of the economics division which also notable as a CEO of Demuria. While the documentation carried out by researchers was collecting data from the internet, newspapers and articles related to IMNU. All the collection data were analyzed and classified into some categories of communication networks, training modules, and applications to answer the research question. The validation of the data is triangulation of source checking method. As Bungin stated that triangulation involves confirming the accuracy of information gathered from other reliable sources [14]. Triangulation is a technique for ensuring the correctness of data by comparing it to data that is not the same as the data being used for verification or comparison [15].

3. RESULTS AND DISCUSSION



Picture 1. The differentiation of IMNU logo and NU logo

Communication Networks

IMNU is affiliated with the Islamic organization Nahdhatul Ulama. All members of IMNU are digital experts and digital entrepreneurs who are also Nahdhatul Ulama members. The embedding of the name NU after IM becomes the identity of this brand which indicates that Nahdhatul Ulama considered digitalization to survive in the current global challenge. The abbreviation of the organization name is easy to recognize and recall. The IMNU logo has the

same style with the NU logo, dominated by green and globe behind. The only difference is the inserted a wifi signal as a differentiator from the NU logo. It shows that the creator really paid attention to brand awareness in communicating this logo. According to Zahid, et al., brand awareness is basic knowledge that involves at least identifying a brand name or a structure that is built on certain information. The people capacity to identify and remember brands in various contexts is a fundamental and major constraint in brand-related search [16].

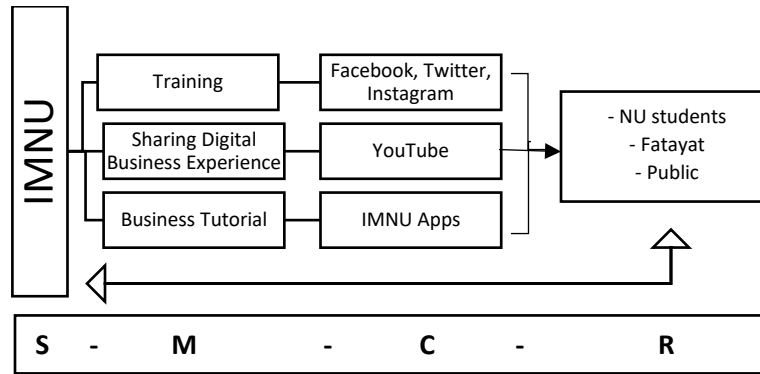


Chart 1. IMNU Campaign Design

The IMNU campaigns was organized into three categories: training, tutorials, and practitioners' sharing experiences. The campaigns used social media platforms such as Instagram, Facebook, Twitter, Youtube and IMNU apps on play store. The usage of social media platforms also varies: Instagram, Facebook, and Twitter to inform training, YouTube to share digital business experiences, and IMNU apps for business tutorial.



Picture 2. IMNU apps on play store

The training activities are possible due to IMNU's partnership with Nahdhiyin scholars and academics throughout Indonesia. The NU's broad network, make IMNU readily advocates and campaigns for digital media and business training in NU-based Islamic boarding schools. The dissemination of training used solely on social media. Naturally, it does not seek large-scale involvement but prioritizes those who require training. Participants were not restricted to the Islamic boarding school's students, but also small business seller, beginner, and novice entrepreneur. In practice, digital media and business training are typically held regionally. The training is available to anybody, anywhere. This training, named "pesantren" (Islamic boarding school), was designed to allow individuals to live at the NU pesantren while simultaneously participating in religious courses given by the pesantren.



Picture 3. IMNU flyers

These flyers reveal that IMNU member are digital marketing experts. These advertisements employ copywriting strategies that elicit emotional responses from the audience. Copywriting, unlike advertising, typically deals with themes and feelings that are intended to provoke a more complex reaction from the target audience. Prayoga (2015) stated that copywriting is the power of digital business content [16]. The copywriter's purpose is to capture the consumer's attention, stimulate interest, and then establish credibility for the brand's promises [17]. Someone may be quickly attracted in of the flyer because the words delivered are brief, clear, and simple. plainly leads to the goal. These flyers consist of sentences of offering and headlines. As Prayoga (2015) reveals that there are eight elements in copywriting such as: headlines, offers, reasons bonuses, testimonials, guarantees, call to action n.b. [16]. We can observe that the wording in the flyers consists of headlines and offers without using extensive sentences and are easily comprehended.

Training Modules

Essentially, the focus of the training is everything in digital area, including SEO, Landing Pages, InstaShop, and others. However, the training provided for digital boarding school is primarily focused on digital marketing through social media and marketplaces. The participants are trained to be a dropship agent. Thus, the participants may apply the modules and practice digital selling immediately. The materials given is around 20%, while practice is 80%. After 30-minutes discussion, participants are asked to create Shopee, Instagram and Tokopedia accounts. The dropship agent may sell the product on behalf of the owner without physically having the merchandise. The agents only provide a mobilephone or computer with an internet connection to promote the owner's products on social media and marketplace[17], [18]. The dropship transaction involved: the product owner, the dropship agent, and the client. Mr. A, informant 1, verified this:

"We do train them to be dropshippers because being a dropship agent is more flexible for them to have money and it doesn't require a lot of funds to start." (informant 1)

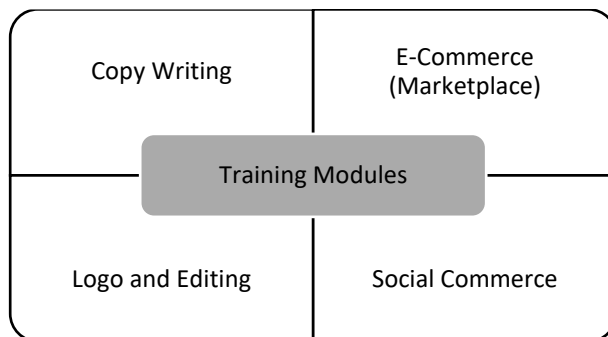


Chart 2. Training Modules

Participants learned the dropship business model for two months, and they already understood how to utilize the marketplace and Instagram's social media services. They also learned to edit videos, photographs, creating logos, and

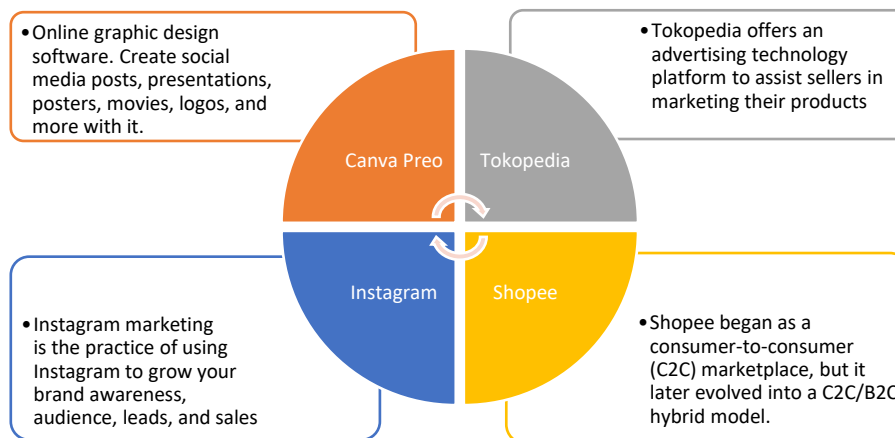
copy writing. Marketplace is used to sell products, Instagram is used for branding and consumer engagement, copy writing is used to attract consumer attention and logo is used to design products identity. The participants gained valuable experience from this training. According to the informant 2, Mr. M said:

“We frequently use social media and marketplaces, but there is lack of knowledge on how to utilize them to create my own revenue from these platforms. It has some techniques particularly indeed. I’m greatly thankful to the trainer, now I have some money from this”. (informant 2)

On the contrary, this training is not effective to whom works in the service sector. As informant 3 said:

“Product selling was not my skill, even this training was sufficient to inform our product on the marketplace. I’am passionate about automobile rental services. However, copywriting is the content that truly fulfills me. This information is highly valuable as a vehicle rental business, enabling us to be creative with short, concise, and convincing terms. This training was excellent for me; but it did not fulfill my needs as a businessman in service sector”. (Informant 3)

Media and Business Applications



The most important applications that participants must learn are Tokopedia and Shopee, two well-known Indonesian marketplaces. Tokopedia and Shopee are now the leading and most lasting marketplaces in Indonesia. Interestingly, according to a Tempo PDAT poll, women prefer Shopee while men prefer Tokopedia [19], [20]. The participants were provided information regarding a demographic survey on Shopee and Tokopedia. Participants must have seller accounts from these two marketplaces. Meanwhile, Instagram should be learned to build consumer engagement and product campaign and promotions. Instagram is still one of the programs that many Indonesians use. The expertise in design and copywriting skills are implemented on Instagram. This application will be required if our company's or product's popularity grow. While Canva is online application to create and design logo, poster, and flyers to assist the participants immediately. Mr. A, informant 1, verify this:

“We only provided training for these two marketplaces because these applications are currently popular. As beginners, we must follow the flow of buying crowd. Tokopedia and Shopee are thus the best applications to learn from”.

Based on the findings, we can infer that digital media and business campaigns may be launched by offering digital training in the form of a dropship business model that does not require a large investment of money or time. Because it will always interact with technology changes, this business model makes it simpler for young people to recognize the digital world and business. With a dropshipping business model, the software utilized may be gotten for free, the items sold do not need to be purchased initially, and earnings can be achieved fast and simply.

4. CONCLUSION

The findings of this research provide information about IMNU digital boarding School. regarding the IMNU digital boarding school. Because technology is always evolving, the youth must continue to educate and provide literacy in the digital domain. We are facing 5.0 and digitalization everywhere in the future. Thus, Individuals with knowledge in digital skills aid them to be successful in the future and to earn their own money. A digital workshop is essential, and it may be obtained through schools or other comparable training. Digital media and business training are beneficial in increasing the number of entrepreneurs. Digital media and business marketing must be developed further.

IMNU has a significant position in Nahdhatul Ulama to help Islamic youth in developing their digital skill. IMNU must accompany Islamic youth to continue providing knowledge on digital literacy. IMNU must update its training materials to keep up with technological changes and changing circumstances.

5. ACKNOWLEDGEMENTS

The researcher would like to thanks to IMNU member especially the Head of Economic Division/ CEO of Demuria, the Head of Pesantren Al-Ittihad, and all informants for their support.

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