



# Developing a profile website for mosque Qori and Imam as a medium for Da'wah

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## ABSTRACT

Information technology is getting faster and more advanced. Many activities utilize information technology in helping a job. Currently, information media is not only through print media but there are already media that utilize information technology to be able to reach the wider community. The emergence of websites has a positive impact on getting information widely and can be accessed anytime and anywhere. This provides the best solution for community service partners, namely Al-Barra Studio located in Malang City. Al-Barra Studio is engaged in video content, namely making video recordings for mosque Qori and Imam which later if people who are interested in using the services of mosque Qori or Imam can contact Al-Barra Studio. The development of this website uses parallel development with the help of using the concept of Custom Management System in the form of WordPress. It is hoped that the presence of this website can help in promotional media from Al-Barra Studio so that it can be known by the public at large and as a media for da'wah through information technology facilities.

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## 1. INTRODUCTION

Al-Barra constitute a video creator that produce recording a Qur'an Reciter and Imam of Sholat. Al-Barra Studio locate in Candi Trowulan 01 Number 102 Malang City. They have excellent quality in making Qur'an reciting video recordings, as showcased on their official YouTube channel, Albarra Studio. Unfortunately, Al-Barra faces limitations in scaling up its development from small to medium brands due to constrained human resources and capabilities. One of the founders of Al-Barra, [insert-name], mentioned that presenting the recording studio to clients posed challenges, as separate accounts (YouTube, Instagram, WhatsApp) had to be provided. To simplify marketing communication, they aim to establish a single platform that can encompass all information related to Al-Barra Studio in the form of an official website. In order to promote the Quran, recite records and Al-Barra itself to society, has experienced some constraint. Based on the problem mentioned above, Al-Barra needs promote media and need assist in use of Information Technology.

Information and Communication Technology (ICT) development has grown fast leads society to follow up technology trends in order to adapt with digital conditions. One of development which become a trend at the moment is the presence of a website. A website consists of one or some pages that share information, text, picture, video between network of internet users, where the websites developed both to run a business and to promote an organization (Budiyanto et al., 2022). Furthermore, the use of a website as tool or media to share information become all that matter as It can be accessed seamlessly (Khotimah et al., 2022). The Appearance of a website can assist the stakeholder or business owner in managing both data and information in order for society to know a portfolio of what they can offer to inside or outside society Malang City (Pandowo et al., 2022). Through its presence as a promotion media can increase the dissemination of information, with the result of a positive impact for stakeholder or business owners (Yel et al., 2022). Subsequently, its appearance can become a model of information delivery through the internet which is suitable along with the digital transformation era at the moment (Taqwa et al., 2022). Hence, using internet technology any information can easily access dan scattered with no limitations of time and space (Purwanti et al., 2023).

Al-Barra Studio faces limitations in managing their website due to a lack of knowledge and minimum experience in website development. To ensure effective maintenance of the created website, they require training in manage and customize their own website. After the training, Al – Barra Studio expected to be able to create the content they want and according to their wishes. However, along with some benefits obtained with website, it needs training and mentoring in order to do a maintenance and also manage its content very well (Jevanda et al., 2023). The development of a website can be strategic means, not only to increase dissemination of information, but also increasing society animo can also become a tool to make self-branding (Budiarto et al., 2022). Tehere are some articles contains community service which raise a topic of Development of Website such as assist in web-blog manufacturing as digital strategic pokdarwis jamrut thematic village. This article consists of utilization along with accompaniment in using web-blog as tools to promote jamrut thematic village (Tusyanah et al., 2022).

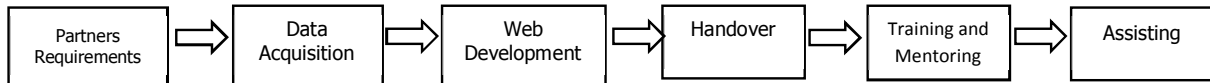
There are some articles consist of community service with such theme, introduction, and recognition of a website along with the social media for Small Medium Enterpirses (SME) at Gedongan, Tingkir District, Salatiga City for digital marketing activity. The introduction training covers many aspects of digital marketing, so that SME's perpretator can recognize and utilize digital promotion media seamlessly (Widyakto et al., 2021).

The other articles of community services consist of introducing website and social media in a form of instagram ads for digital marketing as consumer increasing strategy for SME's in Tegal city. Through that event, society can utilize a promotion media for brand recognition through wide community (Farida et al., 2022). Furthermore, there are community services articles consisting of websites to monitoring and evaluation of literation of library at some school (Sulistyaningrum et al., 2021). The utilization of this website is not not only as monitor and evaluate tools at school library, but also can be tools to promotion media, thus school literation can manage to update and can give a positive impact for the students increasing a knowledge with school literation of library. Moreover, there are some community service articles that consist of utilization of website-based information system as registration media for competency examination to professional certification institutions of retail trade (Ardiansah, 2020). This website can be used to accommodate examination participants to do an examination procedure from start to finish. With those articles mentioned above, community service research and development teams decide to raise the relevant topics, Web-Profile for mosque Qori and Imam at Al Barra Studio. This Website can be tools to promotion media, branding, and monitoring media, thus Al-Barra as community service partners get some benefits, some benefits are branding and wide society recognition.

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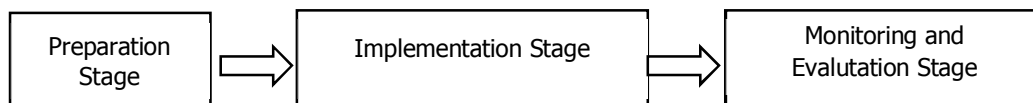
There are some problem-solving solution framework diagrams based on problems that exist in community service partners as shown at Figure 1.



**Figure 1.** The problem-solving solution framework

## 2. METHODS

There are three steps of methods conducted in the event of community service. There is a picture as shown in Figure 2 related to the methods. Three steps are consistent with preparation and coordination between the internal Research and Development teams on the date of August 16<sup>th</sup>, 2023, as step one. The next to do is coordinate along with Al Barra Studio teams on the date of August 24<sup>th</sup>, 2023, at Jalan Candi Trowulan 1 No 102 Kota Malang as Al Barra office address and also this community service event partner. In this process, interviews were conducted with two co-founders of Al Barra Studio, namely Andy Suryawan and Mohammad Aliby Robby. Information regarding the desired website, including interface models, colors, and content to be featured, is tailored based on the user-centered approach of Al-Barra Studio. Conducting internal team discussions, followed by several implementation processes ranging from wireframing, selecting appropriate web interface themes, customizing the website layout, filling the website content, Step two includes choosing the right web interface themes, host and domain selection. Development of Al-Barra profiling website took 2 months from August 30<sup>th</sup> until October 30<sup>th</sup> to fully complete and can be used use by Al-Barra Studio. Last but not least step three, is to evaluate and monitor in consist of handover event the website to Al-Barra Studio. Research and Development teams provide training and direction regarding the utilization of the website, in order to Al-Barra can maintain and manage the content themselves. The training is conducted face-to-face for two co-founders of Al Barra through interactive two-way communication. The team also provides guidebooks and video tutorials as documentation and learning materials on managing the Al Barra website. This last step will be conducted one day after finishing the website precisely on 1<sup>st</sup> November 2023. The Following is shown in Figure 2 regarding the stages of implementation of the development of the Al-Barra studio Profie website.

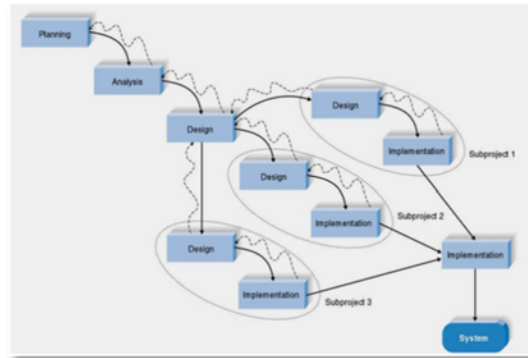


**Figure 2.** Stages of activity implementation

The use of a Software Development Life Cycle (SDLC) is also implemented during website development. The SDLC approach used in this development is Parallel Development. This method has 4 stages of process in which design and implementation steps are done at the same time (Wijayanto et al., 2023). The four stages consist of analyzing the requirements of the website, feasibility analysis of system utilization is also conducted, design a work plan model and decide the purpose of this system development.

The First stage is planning, though as mentioned above conducted on August 16<sup>th</sup>, 2023 in the form of a preliminary interview with Al-Barra Studio. The second stage is analysis, this stage is about

gathering information from sources to determine the system model. This stage is implemented during the first meeting of the Research and Development teams only. The third stage is design, this stage aims to focus on interface design, database design, and overall system architecture. This stages research and development teams often consult and discuss with Al-Barra regarding the primary color, element layout and content preferences. This stage is finished by literature study which collecting data theory in form a scientific journal, books as reference material. The last thing needs is implementing the system based on existing design, divided into two sides which are front-end development and back-end development. The development is supported by some chosen plugin (Anangkota & Muhdiarta, 2022).



**Figure 3.** Parallel development SDLC stages

### **Activity Method**

#### **Discussion and socialization**

This activity began by hold a meeting with Al Barra Studio as community service partners at Jalan Candi Trowulan 01 No. 102 Kota Malang. After that, community service teams conduct a discussion with Al-Barra regarding a requirement which can be realized. Al-Barra as community service partners has some constraints on promotional media and branding media in order to be recognized by the wider community. Hence, based on the problem mentioned teams have a solution to help Al-Barra in developing profile website thus they can give a positive impact and can be recognized by society, even in the world. Besides that, teams conduct an information gathering about the content that will be presented in the website. The contents of Al-Barra studio are in form of a Murrotal video from various reciter and Imam while they recite Al-Qur'an beautifully, also information about event regarding of training in optimize and utilization mosque sound system training information is asked by Al-Barra to be presented in the website. This activiity is the most time spent, from August 30<sup>th</sup> until November 1<sup>st</sup>, 2023.

#### **Problem solving framework**

After socialization, an evaluation design will be carried out which is used in community service activities. An evaluation is still being carried out of the effectiveness, accuracy and usefulness of the products given to Al-Barra Studio as partners. There are two monitoring and evaluation carried out, namely monitoring and evaluation during activities which aim to monitor the extent of the success of the community service team in developing a website to provide solutions to problems at Al-Barra Studio as partners. So that with this website it can help in promotional media and branding media for Al-Barra Studio as a partner. The second monitoring and evaluation is post-activity monitoring and evaluation

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where this monitoring and evaluation aims to monitor the usefulness of the website that has been given to partners. So that partners can be skilled and able to use the website optimally.

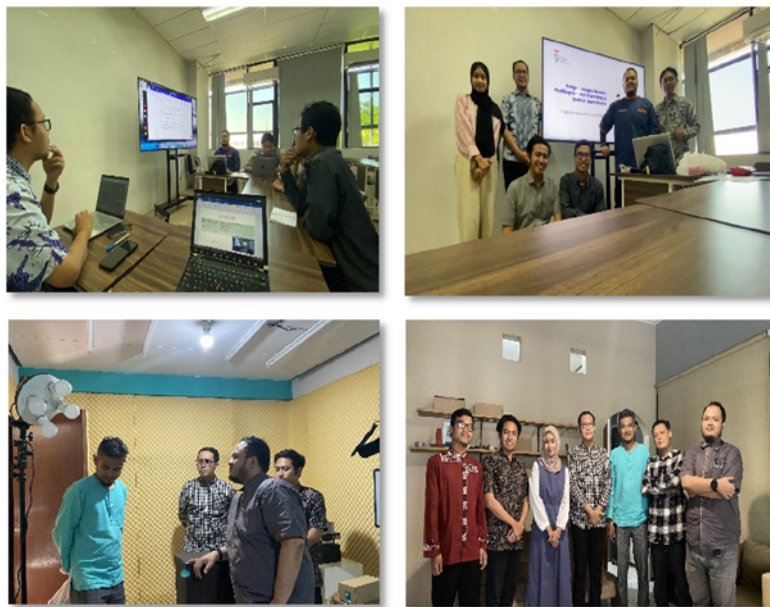
### Partners participation

Al-Barra Studio as community service partner participated in training and mentoring related to making this web profile. The training and mentoring itself was carried out by the community service team. In this training and mentoring, it helps Al-Barra Studio as community service partner to use, utilize, and optimize the website which has been created in terms of increasing media branding and also help in disseminating information widely.

### 3. RESULTS AND DISCUSSION

Community service activities are carried out in 3 stages including the preparation stage, activity implementation stage, monitoring and evaluation stage. In the preparation stage, it was carried out on August 16, 2023, which began with an internal meeting of the community service team to determine the scheduling of tasks and the division of tasks carried out. In addition, the community service team also prepares what is needed to help solve problems in partners. The photo of the activity is shown in Figure 4.

Then after carrying out an internal meeting, the community service team visited partners at Jalan Candi Trowulan 01 No. 102 Malang City to get data and information from partners so that it could be known what would be included on the website. The photo of the activity is shown in Figure 5.



**Figure 4.** Preliminary meeting by internal teams

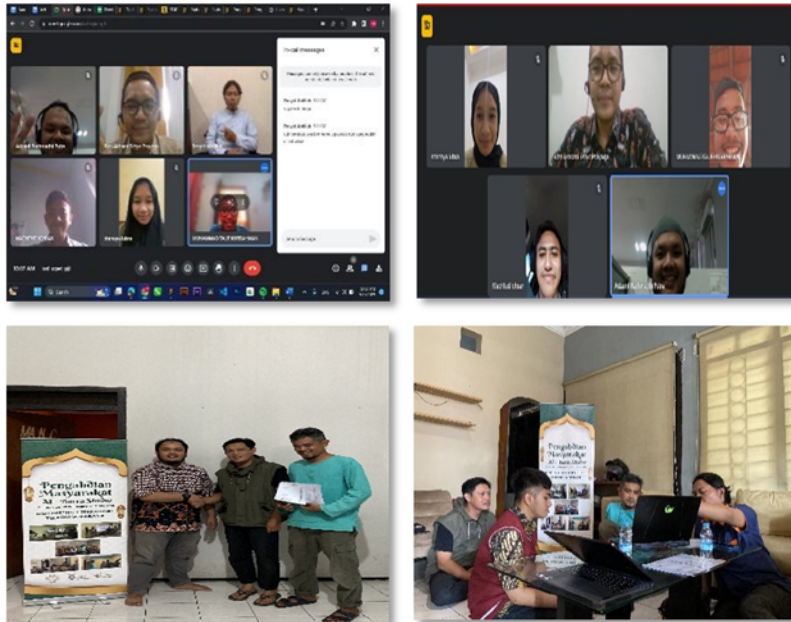
**Figure 5.** FGD meeting with Al-Barra Studio

After meeting and discussing with community service partners, enter the second stage, namely the implementation stage of activities where the community service team carries out work related to the



website, which in this work is carried out for approximately 1-2 months. The community service team also often discusses each process so that once a week an internal progress meeting is held to monitor the progress of making the website. The photo of the website's work progress activity is shown in Figure 6.

The third stage is monitoring and evaluation where at this stage the focus is on mentoring and training as well as handing over the website and manual book to Al-Barra Studio as a community service partner. The photos of activities during handover and mentoring are shown in Figure 7.



**Figure 6.** Coordination process during website development

**Figure 7.** Training and mentoring of website utilization

## Activity Implementation Phase

### Presentation

At this stage, explaining what activities will be carried out during the implementation of community service at Al-Barra Studio. As for some of what was discussed when presenting at internal meetings such as work schedules, PIC appointments in each part of the task, especially for website development and data collection as well as information, and team division. Then the second presentation was made during a discussion with Al-Barra Studio as a partner which discussed what was needed and what solutions were offered to Al-Barra Studio as a partner so that it could help partners in solving problems. And there are additions to every week there are internal meetings related to the progress of website work.

### Information and data acquisition

At this stage, it is intended that the community service team can take data and information that will later be posted on the website of Al-Barra Studio. Such as information on the history of the establishment of Al-Barra Studio, contacts from Al-Barra Studio, video content of mosque Qori and Imam recordings and several articles.

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### Implementation

At this stage focuses on working on the website based on the data and information that has been obtained so that at this stage it is more likely to be technical implementation because it requires energy and thought in developing this web profile. At this stage it takes approximately 1-2 months in the process starting from building the web, organizing content, selecting themes and plugins for the function of the website. In addition, every week the community service team makes weekly progress to monitor the extent of the development of the website from Al-Barra Studio as well as discussions if there are work constraints.

### Closing and handover

This stage is the last stage where the community service team handed over to Al-Barra Studio as a partner while providing training to Al-Barra Studio so that Al-Barra Studio can also utilize this website properly and of course Al-Barra Studio can be proficient in operating. This stage was carried out at Jalan Candi Trowulan 01 No. 102 Malang City where the address is the location of Al-Barra Studio as a partner of the community service team.

### Activity Material

The implementation of the community service program is adjusted to the number of meetings and the place of implementation. This meeting is divided into 4 times. Details of the activity material are presented in Table 1.

**Table 1.** Schedule of community activities services

<b>1<sup>st</sup> Meeting</b>	
Activity	- Implementation of community service to Al-Barra Studio - Introducing the community service team
Goals	- Looking for the needs needed by Al-Barra Studio - Knowing what the needs of Al-Barra Studio - Understand the condition of Al-Barra Studio so far about the website
<b>2<sup>nd</sup> Meeting</b>	
Activity	- Website Development for Al-Barra Studio - Manual book manufacturing as guide module in using the webiste
Goals	- Implementing the website which will later be handed over to Al-Barra Studio. - Create a usage tutorial to operate Al-Barra Studio profile website
<b>3<sup>rd</sup> Meeting</b>	
Activity	- Finalizing the website by adding some interesting plugins and themes. As well as adding content to the website such as videos, text, and images.
Goals	- Make the website more attractive so that many people are interested in addition to being able to introduce Al-Barra Studio widely.
<b>4<sup>th</sup> Meeting</b>	
Activity	- Presentation of created profile website - Training and mentoring regarding website utilization to Al-Barra Studio as community service partners - Closing handover events and community service activities
Goals	- Provide knowledge and skills to Al-Barra Studio in the use of the website profile - Provide convenience to Al-Barra Studio as a means of promotion and branding through the website - Farewell greetings to Al-Barra Studio as a community service partner

In the first implementation, it begins with an introduction to the community service team at an internal meeting as well as the first meeting with partners and providing an explanation of the objectives of the community service program to Al-Barra Studio as a community service partner. In addition, looking for what needs are needed by Al-Barra Studio as a partner so that later the community service team will assist in its implementation.

Activities carried out at the second meeting, namely website work and making manual books by the community service team at this stage tend to be more technical and require skills in the field of website programming. In addition, making a website requires accuracy and diligence so that it takes approximately 1 - 2 months in the process. In addition, every time there is an internal meeting held every week to find out the progress of the website work. Then the community service team made a manual book to help Al-Barra Studio as a partner in operating the website easily. Making this manual book also needs to wait for the website work to be completed because making a manual book requires stages and features on the website.

Activities carried out at the third meeting, the implementation of the final completion where in this process more focus on arranging content, selecting themes to make it more attractive, of course, the appropriate theme from Al-Barra Studio as a community service partner and adding plugins to maximize functions on the website. By using this plugin and theme, it can attract people to see the website so that people can visit the website.

Activities carried out at the fourth meeting, the presentation of the website results that have been done by the community service team and conducting training and mentoring at Al-Barra Studio as a community service partner. This activity is quite long because it is the closing in a series of community service activities. Starting the presentation of the website results that have been completed by the community service team and then presented to partners so that partners understand how the website can be used.

Then the activity is continued by conducting a review of the website that has been done to provide suggestions so that this website can accommodate the needs of partners. Then carry out training and assistance to Al-Barra Studio as a community service partner to be able and skilled in operating this website. It requires a kind of manual book as a guiding document and requires a community service team to provide examples of website usage to Al-Barra Studio as a community service partner.

## **Discussion**

This discussion will focus on the database design of the Al-Barra Studio website and the user interface of the Al-Barra Studio website. The Website can be accessed at [www.albarra-studio.com](http://www.albarra-studio.com). This database contains tables that function to store data from the website. The database design is presented in Table 2.

Entering the user interface of the Al-Barra Studio profile website. Al-Barra Studio has four pages, namely the "Beranda", "Artikel", "Kontak Kami" and "Tentang". Each page will display different information according to the page title. The first page is the homepage which contains several video recordings of Qori and the Imam of the Mosque while chanting the holy verses of the Koran. The following picture of the website homepage is shown in Figure 8.

Entering second page is an article that contains activities from Al-Barra Studio and programs from Al-Barra Studio. So that later the info in this article can be opened and read by the public so that Al-Barra Studio can be recognized. The following image of the article is shown in Figure 9.

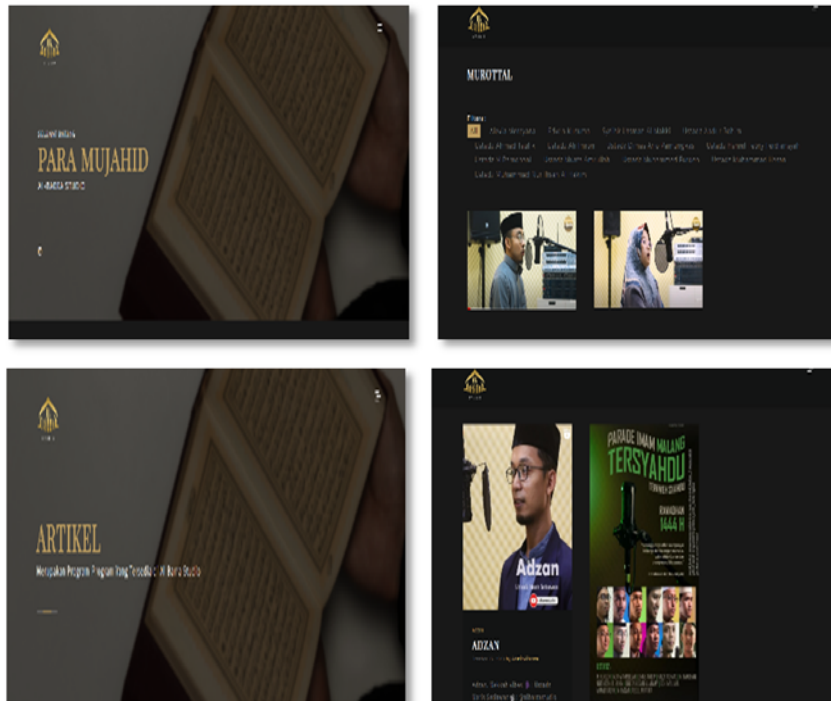


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**Table 2.** Database design

Table Name	Description
Posting	- This table focused on store Post Data on the website - This table can accommodate text later appear on the website
Table Name	Description
Media	- This Table focused on image and video data storage - This Table later can accommodate image and video later appear on the website - Pada tabel ini nanti bisa menampung gambar atau video yang nantinya muncul di <i>website</i>
Table Name	Description
Pages	- This table focused on pages database on the webiste - This table later can accommodate pages later appear on the website



**Figure 8.** Interface of home page "Beranda"

**Figure 9.** Interface of "Artikel" pages

Then enter on the third page there is our contact which contains the contact of Al-Barra Studio. If there are people who have the ability to read the Koran fluently and well, they can contact Al-Barra to make a recording. So that from Al-Barra ready to facilitate. The following image of our contact is shown in Figure 10.

Then on the fourth page there is About which contains the history of the establishment of Al-Barra Studio. Then in addition to the history of the establishment, it also explains what Al-Barra Studio is engaged in and explains the vision while inviting people to return to the holy verses of the Koran as a guide to life. The following image of our contact is shown in Figure 11.

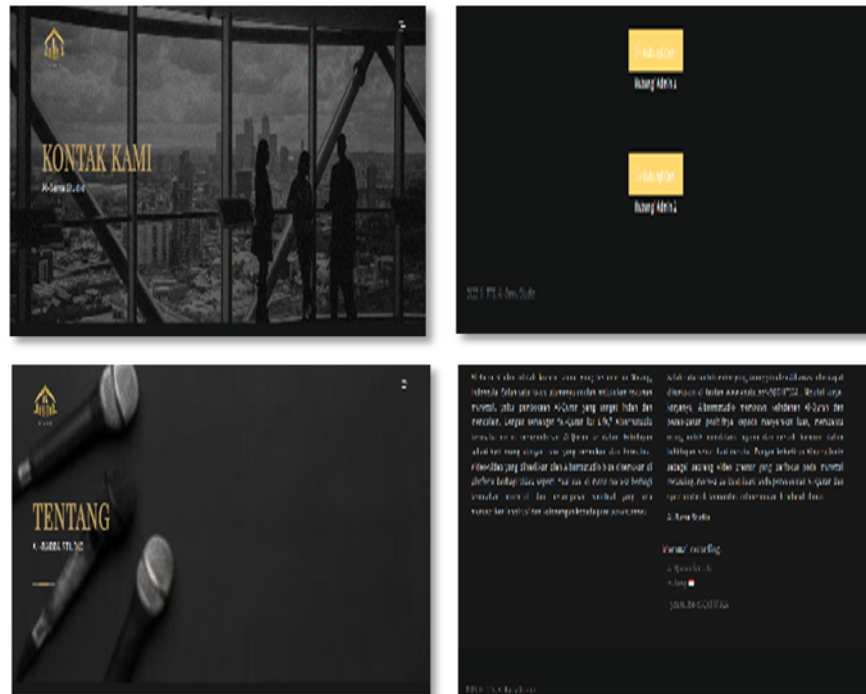


Figure 10. Interface form pages "Kontak Kami"

Figure 11. Interface form pages "Tentang"

The impact obtained by partners is how this website can help in disseminating information in the form of content from mosque imams and qori so that mosque imams and qori can be empowered at nearby mosques or other religious activities. In addition, expanding information from Al-Barra Studio so that it can be known by residents of the city of Malang to the nation. In addition, it can share information that can certainly be needed by the general public.

#### 4. CONCLUSION AND RECOMMENDATIONS

This community service program aims to provide training and apply the knowledge that has been learned during lectures to Al-Barra Studio as a community service partner. Apart from applying knowledge, of course, it can provide solutions for Al-Barra Studio. This community service activity focuses on creating a website at Al-Barra Studio. This can have a positive impact and help in promotional media and branding media from Al-Barra Studio. The results achieved in this activity are able to provide training and assistance to partners so that partners can operate this website properly and can make maximum use of it.

It is better if the community service program can be followed up through collaboration with partners in order to be able to implement knowledge to the community. So that by implementing knowledge, it can help in solving existing problems. Partners can provide information related to needs and problems so that they are resolved by implementing community service programs. In addition, with the rapid development of information technology, of course, it can provide variations in proposals for community service programs.

## ACKNOWLEDGEMENTS

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