

Fastabiq.Id: A Model of Muhammadiyah's Management Media Community at the Grassroots

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Abstract. This article focuses on evaluating community media through a media management strategy, considering the rapid development of the media in terms of function, information, and management. This development results from the emergence of community media with a smaller readership but similar purpose. The study aims to identify the existing management pattern by conducting in-depth interviews and open interactions with media executives. The selected community media platform, fastabiq.id, operated by an individual affiliated with Muhammadiyah in Minggir-Sleman, is investigated due to its consistent generation of news content despite limited resources. The research employs in-depth interviews and open interactions with media executives to determine the current management pattern. Qualitative analysis is conducted to study the media management model. Fastabiq.id, a community media platform affiliated with Muhammadiyah, is chosen based on its ability to consistently generate news content at the grassroots level, despite resource limitations. The findings demonstrate that the community media management model employed by fastabiq.id aligns with the movement within the Muhammadiyah community. The study evaluates how Muhammadiyah's community media at the grassroots level adapts to the popularized movements within the community and establishes a management model that aligns with the evolving media usage patterns. This study contributes to understanding community media by analyzing the management model employed by fastabiq.id, a media platform affiliated with Muhammadiyah. It highlights the adaptability of community media at the grassroots level and its significance in providing ongoing information. Keywords: media management, media community, fastabiq.id

1 Introduction

Media management is quite important in the development and innovation of media. Media management, according to Rahmitasari, is a science that studies how media management is carried out with the principles and the whole management process covering its management functions. The media is studied in total, its characteristics, position, and role in the economic, social, and political environment and system as well as where the media is

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located[1]. Whereas digital track record knowledge management is new, its impact is obvious. Knowledge management is carried out on digital media, which is used as an information portal and is often carried out for updating data[2].

The effect of marketing on digital media can produce several positive and negative results. Digital media marketing management is a broad field that becomes more complex when different contexts are considered. This area involves access to managers within the organization, making it more difficult than access to consumers or digital media posts and content[3]. So that online marketing media in the digital era seems to be the best way to solve a solution. That's why many people use digital media marketing as a driving force for their business wheels. This is referred to as a modern market, where merchandise is traded at the right price, so there is no bargaining activity with good service[4].

In its development, the media is promoted as a tool by utilizing technology. Therefore, according to[5], use of technology as a computer assistance tool. In line with this view, Muhammadiyah, which encourages the community to be skilled and advanced in using technology and other supporting media, therefore obeys [6] to create an expert community. It needs to be initiated through a button-up approach. This method was chosen by Muhammadiyah to create a smart community. In a different view, to realize a smart community as previously viewed, the community must be introduced to modern technology[7]. Andrina Granić calls it technology acceptance which is influenced by the understanding of the community in using and utilizing technology. Muhammadiyah, at the most micro-community level, chooses to use a button-up approach to encourage community. According to[8], through the use of technology such as web 2.0, the community can be mapped based on the information received and information shared, the benefits of creating a new discussion space for the community to discuss ideas openly.

In recent years this study has been viewed from a broad perspective, first from the community itself, second from the use of technology, third from virtual space, which is an interactive medium for the community through the use of technology. According to [9], smart community is seen from the function of technology in the community, how the community receives and manages information from the website[10], as a medium that provides warning information in emergencies [11], [12], or as a promotional tool for government policies and information[13]. Meanwhile, the main function of community media is to promote development and development through promotion[14]. According to[15], community has a background that encourages him to grow from the activities carried out. Therefore, according to him, community media usually increases the selling value and position of the organization[15]. Hohmeier [16] calls it a website promotion, which is based on humanitarian and volunteer activities that are carried out repeatedly, or, in the view of [17], as a media campaign to raise awareness.

Based on developments in the study of community media and the functions used in these media, we consider that there are still blurred boundaries in the previous analysis. This research assesses that previous research categorizes media functions from government organizations and the wider community, while the idea offered in this research is to see how the Islamic community utilizes technology websites to promote the religious values contained therein. This research underscores the possibility of the findings being how the Islamic community uses religious views in promoting its values through the use of technology. Apart from this, we have a micro-community level to see how the Islamic community survives in managing information through its website.

This paper describes the function of the Islamic community website *fastabiq.id*. as a digital media that develops positive journalism and encourages Muhammadiyah members to participate in providing their writings or various concerns around them. This paper has urgency because the public needs to know how to manage Muhammadiyah media at the grassroots, besides that this paper offers a management model for Muhammadiyah digital

media in the grassroots area because so far, the existing research has stopped until digital media has a national scale or has popularity. Based on this fascinating phenomenon, this paper will later offer a media management model for Muhammadiyah digital media based on positive journalism in the grassroots area.

2 Methods

This research is descriptive qualitative with a case study method. Data was collected by in-depth interviews with the fastabiq ID team when managing digital media. Another data collection is by studying archives of various news and information published by fastabiq ID. This research began with library data collection, especially focused on research results published in journals and books on digital media in Indonesia. Data collection through literature search is complemented by web observations from fastabiq ID. After searching the literature and observational data is sufficient, proceed with compiling a research proposal.

Data collection was carried out using various data collection techniques, namely by means of in-depth interviews with the fastabiq ID media team when carrying out production activities for news distribution. Other data collection techniques are by observing and studying documents or archives. The interviews were conducted in depth in this study, which were flexible and open, did not have a strict structure, were not in a formal setting, and could be repeated with informants[18]. The selection of informants used purposive sampling or criterion-based selection, namely the fastabiq ID team, starting from the field coordinator to the leadership. While the observational data is in the form of observations of the editorial room of the fastabiq ID media team, which are recorded in field notes.

The third stage of research is data reduction and data processing. Data reduction in this study is part of the process of selecting, focusing, simplifying, and abstracting data from in-depth interview transcripts and field notes. Data presentation is an assembly of information organization and description in narrative form that allows research conclusions to be carried out. At the same time, concluding needs to be verified so that they are sufficiently stable and can be accounted for. Therefore, it is necessary to carry out repetition activities to stabilize and trace data back quickly. Verification can also be done by replicating other data and developing accuracy to make the research conclusions more robust and reliable[19].

The fourth stage is the preparation of a research report. The research report is prepared according to a predetermined systematic. The data presented in the report has been processed systematically using research triangulation to ensure the data presented is valid.

3 Results and Discussions

One of the digital media that is widely used today is promotional media, namely websites. This is because the media used is cheaper than other promotional media such as print and mass media. Websites have broader functions, but optimization of web utilization is needed by paying attention to content or content from the web. Uploaded articles can attract readers' interest and give a good impression. Therefore, optimal web management is needed to provide maximum benefits[20]. In addition, a site with an information function generally emphasizes the quality of its content because the site's purpose is to convey its range [21]. This aligns with the author's aim to identify management patterns from the Fastabiq.id website.

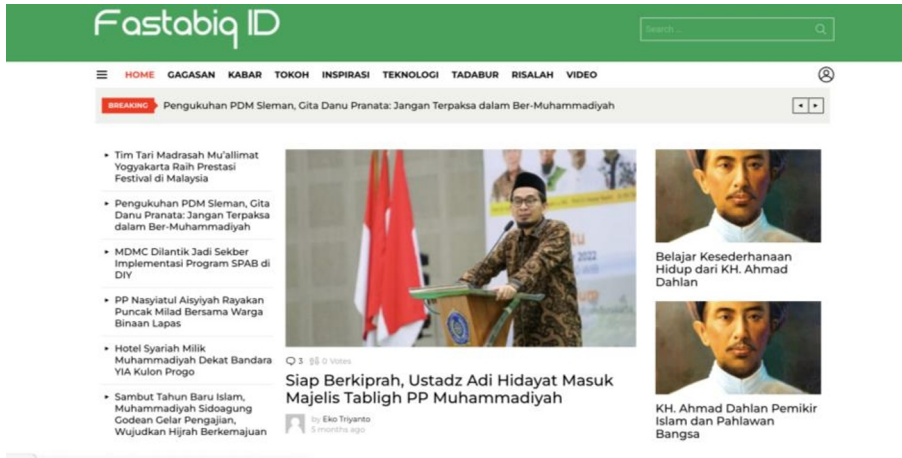


Fig.1. The main page of the Fastabiq.id website

These findings describe how the community manages media as a source of information and interaction media [14], promoting espoused values. This form of activity is motivated by the views of the Muhammadiyah community on issues such as religion, education, society, politics, and health. This way, [15] referred as the background that encourages community media to grow. This finding categorizes the function of community media from the tagline it promotes, which we use as a background for growth.

The results of interviews with informants, namely Eko as the Manager of Fastabiq.id, the author sees related to how the management of community media is carried out by Muhammadiyah, especially on the Fastabiq.id website. Management is carried out in a team. Community media partnerships have also been specified in the Republic of Indonesia Minister of Communication and Information Regulation Number: 07/per/m/Kominfo/6/2010. Government Regulation No. 21 of 2005 contains provisions that community media are independent, non-commercial, and are expected to be able to mobilize public communication participation[22].

Community media in online media format is also easy to promote through digital media. In this study, community media is defined as grassroots media access initiatives. The main characteristics of community media are, Developed organically at the local level, Based on freedom of expression and participatory democracy, Has the main objective to develop community and foster a sense of solidarity[23]. The basis of the website is the tagline. According to Altstiel & Grow (2016), the main purpose of the tagline is to build or strengthen the brand[24].

“Fastabiqh has the tagline “Proclaiming the Good”, so we want to take pictures of Muhammadiyah’s special activities and positive personal profiles of Muhammadiyah. We promote positive journalism in the sense that what we report is good, because we think that even though there is currently a lot of interesting content, it turns out to be negative when we understand it. Therefore, we want to continue to provide positive content. From this, I also think it can help move people to continue to do good.” (Interview with Eko, Manager of Fastabiq.id, 10 March 2023)

Besides the tagline, Fastabiq.id also has a process for creating content from Pre-Production to Post-Production. This must indeed be passed and carried out to get results in the form of satisfactory news or information. Pre-production usually starts from finding and forming ideas or ideas for content up to what design you want to use. Production

(Implementation) is carried out when the concept of the idea is finished so that it remains only to execute. Finally, Post-Production is the final completion or refinement stage of production. This stage includes editing photos or videos, making special effects in the form of agency templates, and so on, and publishing content[25]. According to [17], using a tagline is a way to raise awareness for the community with the tagline used. This method works well to increase public awareness of certain issues.

“First, in terms of activity content, we have a group as the enthusiasm arises when there are big moments. For example, yesterday, ahead of the congress, there was a media group active by MU, media covering the congress. So I take the content from one because that group has many post-releases. Starting from MDMC, Lazismu, several PDM, and PCM who also sent there. Second. Profile content, such as my own inspirational character. Actually, I want this Fastabiq not to lead to news content but content that can be read at any time but is still interesting. For example, “Portrait of KH Ahmad Dahlan’s Independence” because if you read it now, tomorrow, for years to come, it will still be relevant. There is some hard news content because we have not been able to fill in future content regularly. We do this to maintain search rankings on Google.” (Interview with Eko, Manager of Fastabiq.id, 10 March 2023)

The content published and created by Fastabiq.id refers to the vision so that it reaches readers’ hearts. Vision is a goal, desire, or wishful thinking (picture) of the future of an individual/institution that is built, selected, and raised so that the vision is made based on strong beliefs, assumptions, and a quality-oriented work culture, short-term and long-term strategic statements[26].

“One of them is making writing which is read not only by the upper middle class but also by the lower class. If you look at the statistics, it has not reached my vision, and in fact, just depending on the website is hard. We have to manage some content, such as video content and images/visuals. Because the combination of media convergence is very important, because if written media alone cannot lift and attract people’s attention too much.” (Interview with Eko, Manager of Fastabiq.id, 10 March 2023)

Even though they have a limited team, Fastabiq.id also thinks about an ideal newsroom. The editorial room here is a place for ideas to gather in creating the content itself. The ideal newsroom also influences the results of the content presented to the public. Fastabiq.id is trying hard, even with a limited team, to fulfill an ideal editorial room.

“Even though it is not ideal, we started to concentrate on filling out content this year. Coincidentally, my friend also has a passion for websites, he opened a design service, and we collaborated to make a website where people can do online training. So my friend gave me about the design, and I’m about the content. Our website is for people who want to study journalism and public relations.” (Interview with Eko, Manager of Fastabiq.id, 10 March 2023)

Several aspects managed by Fastabiq.id in managing digital community media also build interest for readers. Even though the interactions are not direct, the audience can interpret what they see on the website. Community media represents people who want to feel safe and comfortable in publishing various information related to related communities, so Fastabiqh focuses more on future content.

“I want Fastabiqh to focus more on feature content because if we review it again, so many materials owned by Muhammadiyah interest them. The problem is that we

are currently serving academics, so the content produced is for middle and upper-class people, not the grassroots. If you need grassroots like ust. A does abc. That is what attracts a lot of people.” (Interview with Eko, Manager of Fastabiq.id, 10 March 2023)

In general, the content that is given continuously is on religious topics, especially Muhammadiyah. Also, some of the content that is produced is also the service of academics who want to publish their writings.

4 Conclusions

Based on the analysis, the authors see that community media management has been structured in content creation from pre to post-production. Even though they have a limited team, Fastabiq.id strives to create an ideal newsroom. With its tagline, Fastabiq.id wants to give good news to the public, especially Muhammadiyah’s activities, as well as favorable personal profiles of Muhammadiyah. The content presented is positive content so that it can move people to continue to do good. The content presented also needs evaluation to measure whether the content provided is right on target and cannot be separated from Fastabiq.id’s vision. The author concludes that Fastabiq.

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