

DA'WAH THROUGH ONLINE GAME APPLICATIONS (STUDY OF THE DA'WAH STRATEGY OF HAGO FRIENDS OF RELIGION)

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ABSTRACT

Research Objectives: To find out and describe Hago Friends of Religion's da'wah strategy in spreading Islam through the Hago online game application. Research Methods: Qualitative. Research Results: Hago Friends of Religion in their da'wah through the online game application Hago does the following things; strengthening effective management structures, presenting 24-hour da'wah content, namely morning migration motivation with Hago Friends of Religion, Morning Islamic study with Hago Friends of Religion, One day one juz, Live Evening Reflection with Hago Friends of Religion, Recitation of the holy verses of Al-Qur'an. Presentation of weekly or yearly content, namely Baca Rathib & Al-Kahf, Fadhilah of the Month of Mubarram, Maulid Nabi Muhammad ﷺ, Religious month of Ramadan, and weekly evaluations.

Keywords: online games, hago, da'wah

INTRODUCTION

The development of communication technology that runs so rapidly makes people flock to create works that are in great demand by other humans. We find and use various social media in this modern era, as a means of long distance communication, presenting the latest news, presenting various information from all aspects of life, as well as entertainment such as online games. Online games are a favorite of various groups, enthusiasts are not only children and youth but also adults. According to a marketing research institute from Amsterdam, Newzoo, there are 43.7 million gamers (56% of whom are male) in Indonesia, who have spent a total of US\$ 880 million. The



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largest number of Indonesian game players is in Southeast Asia, who play games on smartphones, personal computers and laptops, as well as consuls.¹

The increasing number of online game enthusiasts who use the excuse of filling their free time turns out to make them addicted and neglecting real life, isolated from their surroundings and even psychological disorders. Rahmad Nico Suryanto quoted the words of Chen and Chang in the Asian Journal of Health Information Sciences, saying that there are at least 4 units of online game addiction aspects, the four aspects are Compulsion (compulsion or urge to do continuously), Withdrawal (withdrawal), Tolerance (Tolerance), Interpersonal and health-related problems (Problems of interpersonal relations and health).² Even though online games have positive impacts such as being able to relieve stress due to school routines, the value of computer subjects is the most prominent at school, solving problems quickly (problem solving) in lessons, and easily making new friends who have the same hobbies,³ but that is not greater than the harm that is caused, therefore as a Muslim must avoid actions that bring about this harm.

Technological advances should be utilized by the Muslim community for various positive activities, one of which is as a means of proselytizing. Because da'wah is not only the duty of preachers, ustadz or a group of people called scholars, but is an obligation for all Muslims. This means that everyone must preach for himself and society wherever the individual is and at any time.⁴ As was done by one of the da'wah communities named Hago Sahabat Religion, which preaches spreading Islam through the online game media Hago.

Hago is an online game application that provides communication media features such as social media where application users can connect and chat using the personal chatroom and voice chat features. Hago is also an application that provides various kinds of games in it. Not only that, in this online game application there are also many user groups which are commonly called communities, families, squads or management officials, they carry out various activities to attract other Hago users to become members of the community. In this study, the writer will describe how Hago, Friends of Religion, carries out his preaching to Hago online game users.

RESULTS AND DISCUSSION

¹Abdi, S., & Karneli, Y. (2020). Online Game Addiction: Handling it in Individual Counseling. *Guidance*, 17(02), 9-20. h. 10

²Suryanto, RN (2015). Positive and Negative Impacts Online game play among students. *Come on Fisip*, 2(2). h. 4

³Ibid. h. 12

⁴M. Khoirul Hadi al-Asy`ari, "Mohammed Natsir's Transformative Da'wah" *Walisongo Journal*, vol.22, no.2, 2014, p.475

1. Online Game Applications

a. Definition of online games

Some experts express their opinions regarding understanding *online game*, including the following⁵:

- 1) According to Jhon C. Beck, online games (online games) are computer games that can be played by multiplayer via the internet. It is usually provided as an additional service from an online service provider or can be accessed directly (visiting the relevant web page) or through a system provided by the company that provides the game.
- 2) Young defines online games as games with a network, where interactions between one person and another to achieve goals, carry out missions, and achieve the highest score in the virtual world.

Another opinion from Januar and Turmudzi, in fact *online game* is a computer game that can be played by multiplayer over the Internet. So, it can be concluded that online games are types of games that are connected to the internet network and can be played using a computer or mobile phone. Online games can also be played by multiplayer, where these players can also interact with each other to achieve a goal, which is to get the highest score in the virtual world.⁶

2. Game Online Hago

The origin of the creation of the Hago online game application stems from a simple idea that emerged from the developer "Making Fun" from which a goal arose to make entertainment good. First of all they make mini games one on one then developer combines games and social on one platform so that gamers don't just play games in this application, we can also do social activities such as chat, send photos, voice chat and many other activities related to other social.⁷

Hago is an application originating from Singapore, founded by the company Hago Singapore PTE.LTD. This application was released in March 2018 and is currently ranked as the 10th most downloaded application in Indonesia (We Are Social and Hootsuite, 2019). This application gets a rating of 4.6 out of 5, has been downloaded 50 million times and there are 30 million active users in Indonesia. A Hago application user has an account profile that contains a photo of himself and personal data.⁸

Hago is an online game application that provides communication media features such as social media where application users can connect and chat using the personal chatroom and voice chat features. Hago is also an application that provides various kinds of games in it. Some are played alone, some are played in groups by inviting

⁵ Krista Subakti, The Influence of Online Games on Adolescents, Curere Journal, vol.01, no.01, 2017, p.32-33

⁶Ibid., 32-33

⁷FormerProGamer's youtube channel "HISTORY OF HAGO'S ORIGIN (THE SIMPLE IDEAS BEHIND THE CREATION OF HAGO)" published 9 Feb 2019

⁸Alvio Putri Matahari, "SELF DISCLOSURE OF HAGO ONLINE GAME APPLICATION USERS", Jurnal Kommas, 2020: Surakarta, p.4

friends. Not only that, in this online game there are also lots of user groups commonly called communities, families, squads or management who carry out various activities to attract Hago users to become members of the community.

In the Hago application there are 3 kinds of activities, not only presenting various kinds of games, Hago also provides parties (chat rooms, KTV, dating, social gathering, games, multi-video) and live streaming for officials who want to stream for their members. This room is provided for Hago users who want to do events with other game users. Usually this room is always filled with communities or management who want to hold activities, training, competitions, da`wah events and so on. The following is the appearance of the Hago online game:



Screen 1



Screen 2



Screen 3

The first screen display is part of the party which provides various activities in it such as chat room, KTV, dating, social gathering, games, multi-video provided in the Hago application. This chat room is a place for families or communities to interact with each other according to the official management they follow. In the party section there is a chat room or what is commonly called a room for Hago users where the author conducts research on the HSR family in carrying out their da`wah.

On the second screen display is part of the Hago user who is doing live streaming, the game user who is doing this live streaming is part of the members who follow management or have an agreement contract with an agency. In this Hago game, some users also seek income by joining a management and carrying out certain targets to receive a monthly salary in the form of money or diamonds according to the level that has been achieved in one month.

Phone screenshot third is a collection of games in it. Initially, Hago only featured games for entertainment, but continued to develop according to their target to attract enthusiasts of the virtual world of entertainment. From the observations made by the author, some of the games in Hago are for children's games, examples of existing games

are snakes and ladders games, crossword puzzles, sheep games, ludo, treasure hunts, motorcycle and car racing, guessing pictures, puzzles, and many other games. Hago is connected with people around the player's location, so when you want to play this game it will automatically be paired with a random opponent according to the player's distance and location or you can also use the invite friends option via social media such as Facebook, WhatsApp, and others. others available in Hago.

For da'wah activities, you can take advantage of the feature Chat on the official Hago user channel. Because anyone can create a channel for a community group and invite other users to join. As was done by the Hago Friends of Religion (HSR) community, they created a chat group which was then filled with da'wah activities. The Hago Friends of Religion Community was formed in mid-2018 by a Hago user named Fatimah Alkatiri (22 years) from Madura, a housewife who lives in Jakarta. Before this family was named HSR, the owner opened a chat room by playing recitations of the Koran and 24-hour lectures.



HSR logo

View multiple users Hago, who participated in the chat room and was always active 24 hours, finally changed his name to Hago Sahabat Religion on March 19 2020 by adding activities to the chat room.⁹This is also due to seeing the number of rooms or chat rooms that are not useful so that the intention arises to increase the number of Islamic religious rooms and widen the wings of Islamic da'wah.

Number of users Hago's online games that participate in the Hago Friends of Religion (Faa) channel receive appreciation and awards from Hago as a favorite channel or special family in 2019.

Hago online game users who are part of the Hago Friends of Religion family or community are 850 active members. Fatimah Alkatiri also said that her members even reached 1000 members, but there were times when the administrators issued a Hago account that was inactive for 1 week in a row.



Favorite Channels

Vision and Mission of Hago Friends of Religion

Vision

"Become a forum for forming a generation of MUSLIM based on the Qur'an and Sunnah with the correct understanding or the Ahlussunnah Waljamaah (ASWAJA) wing."

Mission

1. To educate the younger generation/Muslim youth who prioritize IMTAQ (Faith and Taqwa) and AKHLAQUL KARIMAH.

⁹Owner Hago Friends of Religion, interview via WhatsApp, 23 January 2021

2. Bringing the younger generation / Muslim youth closer to the sciences of Shari`at (Islamic teachings).
3. Fostering and developing pure Islamic teachings and rahmatan lil'alam.
4. Increase awareness of the young generation / Muslim youth of the importance of AQIDAH ISLAMiyah in the wave of life.

Structure

The structure in the HSR family or community is different from the structure that usually exists in an organization or community. The structure is arranged according to the needs of HSR in carrying out da`wah in the chat room contained in this Hago online game application,

Owner (founder) : Faa (Fatimah Alkatiri)
 leader : Amalia
 Coleader : Isna
 Admin Absent : Bulan, Tanisa, Lilis
 hosts : Caa, Aisyah, Mrs. RT, Khumaira, Ocan, Sifa, Arum, Yaya.

Change of HSR structure or admin

owner : Faa (Fatimah Alkatiri)
 hosts : Caa, Ocan, Aisyah, Mrs. RT, Sifa, Arum, Lea, Yaya, Nova.
 Admin : Lilis, Liza, Tanisa.

HSR Community Absence Schedule

No	Stay/absent team	Hours of stay/absence	Explanation
1.	A Team	07.00-09.00	Hijrah Motivation + Questions and Answers
2.	B Team	09.00-11.00	Islamic Studies
3.	C Team	11.00-13.00	Religion Quiz
4.	D Team	13.00-15.00	Religious Poetry (Shalawat, Religious Poetry, Nasyid, Sharing, Azan)
5.	E Team	15.00-17.00	Questions & Answers & Afternoon Prayers
6.	Team F	17.00-19.00	One Day One Juz (Ngaji Live + Tahsin)
7.	Team G	19.00-20.00	Nighth contemplation

24-hour Ramadhan Month Broadcast Program HSR Chat Room

No	Shifts	Source person	hosts	Content
1.	03.00-05.00	Baby	Ruqayyah	Migration Motivation (Motivational Review +

				question and answer)
2.	05.00-06.00	Sheikh Rahman	Isna	Ta`lim Ramadhan (Reciting the Book of Risalatul Mu`awanah)
3.	06.00-08.00	Sis Beautiful	Isna	One Day One Juz (Al-Quran reading from HSR Religious Youth)
4.	08.00-09.00	-	Faa	The Spark of Faith (Recitation of the Holy Qur'an)
5.	09.00-10.00	Sheikh Rahman	Isna/Faa	The story of the Prophet (Discussing About Qishoh-qishah Rasulullah)
6.	10.00-12.00	Andi & Bustomi	Andi & Bustomi	CCI (Training Speed, Dexterity & Accuracy in Answering Questions)
7.	12.00-14.00	Ust. Hamid	Wow	tahsin (Improve Reading Al-Qur`an Correctly & Accurately)
8.	14.00-16.00	Aunt Khaidar	Miss Erte	Islamic Studies (Reciting the Book of Rhiqul Makhtum)
9.	16.00-18.00	Hokage	Hokage	Ngabuburit (Religious Games with HSR Islamic Youth)
10.	18.00-03.00		Faa	The Spark of Faith (Recitation of the Holy Qur'an)

Content Program Broadcasting Hago Friends of Religion (HSR)

No	Shifts	Source person	hosts	Content
1.	07.00-09.00	Brother Walad	Farah	Morning Motivation (Motivational Review +

				Question and Answer)
2.	09.00-11.00	Kak Roby & Bib Khaydar	Farah & Isna	Morning Islamic Study with HSR
3.	11.00-13.00	Brother Faza	Isna	Religion Quiz (Training Speed, Dexterity & Accuracy in Answering Questions)
4.	13.00-14.00	Religious Youth	Tanisa	Religious Poems (Religious Poetry Prayer Live by HSR Religious Youth)
5.	14.00-16.00	Mr Khaydar	Tanisa	Live Marriage Advice with HSR
6.	16.00-17.00		Admin Room	Afternoon prayer with HSR
7.	17.00-19.00	Ust. Hamid/Sis Indah/Sis Dimas	Miss RT	One Day One Juz (Al-Qur`an Reading from HSR Religious Youth)
8.	19.00-21.00	Sis Saputra/Sis Habibah/Abi Wali	Miss RT	Reflection/Muhasabah/Qishoh Islamic Night Live HSR
9.	21.00-07.00		Faa	The Spark of Faith (The Screening of the Holy Quran)

Hosts in this Hago family broadcast content change and rotate from time to time. If broadcast content cannot be carried out, it will be replaced with sparking Faith content, namely playing the recitation of the holy Qur'an.

If referring to Fred R. David's strategic management concept which consists of 3 main activities namely Strategy Formulation, Strategy Implementation, and Strategy Evaluation, the stages of da'wah strategy carried out by Hago Friends of Religion to achieve their da'wah goals through the Hago online game application are as follows¹⁰:

¹⁰ Fred R. David, "Strategic Management Concepts and Cases", E-Book, Thirteenth Edition, South California. Chap.1, p.2

1. Da`wah Strategy Formulation

The strategy formulation consists of developing a vision and mission, identifying external opportunities and obstacles, determining internal strengths and weaknesses, setting long-term goals, generating alternative strategies and determining specific strategies.

a. Create a vision and mission

Vision is a statement that will answer the question "What do we want to become?" or "What will we be like in the future?". Developing a vision is the first step in strategic planning. Mission is a statement of purpose that differentiates a company's business from similar companies. A mission statement identifies the company's scope of operations in terms of products and markets. The mission statement answers the basic question faced by every strategist, namely "What is our business?" A clear mission statement describes the values and priorities of an organization.¹¹

Community strategy formulation Among the Hago Friends of Religion is creating a vision and mission for this community. This vision and mission applies to every member and admin in HSR.

Vision of the community Hago Friends of Religion is a place to form a generation of MUSLIM based on the Qur'an and Sunnah with the correct understanding or the Ahlussunnah Waljamaah (ASWAJA) wing. The mission of the HSR community is to educate the younger generation/Muslim youth who prioritize IMTAQ & AKHLAKUL KARIMAH, bring the young generation/Muslim youth closer to the knowledge of Shari'at (Islamic teachings), foster and develop pure Islamic teachings and rahmatan lil'alamin, and increase the awareness of the younger generation / Muslim youth of the importance of AQIDAH ISLAMiyah in the wave of life.

The formulation of the HSR vision and mission was carried out by the management at the beginning of the formation of this family. HSR has so far not socialized their vision and mission to members, only explained the purpose of having religious content in this HSR chat room to preach and make Muslim youth aware of the importance of religious knowledge and not just wasting time when entering games Hago online.¹²

Setting the vision and mission is one part of the management strategy in wanting to achieve a goal. As a driving force for da`wah, this is very important in the implementation of da`wah. Da`wah will run effectively and efficiently if it can first identify the problems being faced by the community. Then on the basis of controlling the situation and conditions of the place for da`wah, an appropriate plan is drawn up.¹³

The dynamics of society with its various problems require that da'wah actors be able to formulate an appropriate plan as the basis of a da'wah movement and organize and organize the subject of da'wah into certain da'wah units. To realize and ground

¹¹Fred R. David, "Strategic Management Concepts and Cases", E-Book, Thirteenth Edition, South California, chapter.1, p.1

¹²Fatimah Alkatiri (owner of HSR), interview, via WhatsApp, 19 August 2021

¹³Wahyu Budiyanto, Management Urgency in Developing Da`wah Activities, journal, KOMUNIKA, vol.1, no.2, 2016, p.283

Islamic teachings in people's lives, da'wah must be managed properly, to meet the needs of the community.

b. Identify Opportunities and Constraints

In identifying external opportunities and constraints, *owner* or the founder of the HSR family took advantage of the opportunity by creating a religious chat room to be able to preach with the chat room facilities provided by Hago for social activities. So on March 19, 2020, this family/community was named with the abbreviation HSR (Hago Friends of Religion). At first, this room only played the holy verses of the Koran 24 hours a day from mid-2018 until the formation of HSR with various religious content to carry out the mission. their da'wah.

*Ingames*Hago has 3 sections for entertainment activities carried out for Hago users, namely the mini games section by presenting a variety of interesting games, chat room channels for social activities, and live streaming. The HSR community took the opportunity to utilize this chat room as a means of da'wah. This chat room is on the channel host or chat room owner which is used as a place to carry out all social activities according to the wishes of the user. The Hago application is an application that updates quite often. After this update, the chat room is equipped with TV Concerts, Dating, Playing games together, Multi-video, and live for channel users. The following is a blank display of a chat room similar to that used for da'wah by HSR.



The image above is a chat room, as an illustration of the means used by HSR for da'wah in Hago. In the title sentence of the chat room is the place to write the name of the ongoing activity, for example if HSR gives the title of an ongoing study such as Morning Hijrah Motivation, One Day One Juz, and other studies. There are 8 empty seats for users who can speak, such as HSR hosts, administrators, and presenters who conduct live studies. For the remaining seats for members invited by the hosts

and admins. In this chat room can accommodate a maximum of 2000 users who want to join.

c. Determining Internal Strengths and Weaknesses

In determining the strengths and weaknesses of this HSR community, the authors found weaknesses or deficiencies in this community according to the results of interviews with the owner via WhatsApp, the weakness is in the lack of resource persons or presenters who will fill in da'wah studies. So far, the resource persons who are still active are the owner or admin colleagues who have often delivered studies on Hago. As for the strength of this community, it can be seen how cohesive the administrators or

administrators of the HSR community are. Strength is seen from the way the team members are divided for their broadcast shift hours every day 24 hours online to be able to absent members who are present in broadcasting this religious content.

Team division for this member is divided into 7 teams. Team A (07.00-09.00) with content broadcasting motivational hijrah + questions and answers, Team B (09.00-11.00) with content broadcasting Islamic studies, Team C (11.00-13.00) with content broadcasting religious quizzes, Team D (13.00-15.00) with religious poetry broadcast content, Team E (15.00-17.00) questions and answers & afternoon prayers, Team F (17.00-19.00) with one day one juz broadcast content, Team G (19.00-21.00) with evening devotional broadcast content. The purpose of this team for members is to make it easier for HSR members to take attendance every day, members are required to remain in the chat room for 2 hours during attendance. In addition to facilitating member attendance, the existence of this team is so that fellow members can get to know each other better in this HSR community,

d. Setting Long Term Goals

There are key terms in Fred R. David's strategic management, one of which is the term long term objectives. Objectives (objectives) can be interpreted as specific results that an organization wants to obtain in pursuing the basic mission of the company. Long term means more than one year. Goals are very important for an organization because they set direction, evaluate solutions, create synergies, set priorities, coordinate focus, and provide the basis for creative planning, structuring, motivating, and controlling.

However, according to the community owner who has existed since 2018, there is no long-term goal but will continue to carry out this da`wah as long as there is an official religious official to provide the best program for Hago users who are HSR members or outside HSR members. "While we still have official religious officials, we will definitely provide the best program for friends in Hago. so, playing Hago is not only a waste of time, but also studying"¹⁴

e. Generating Alternative Strategies

In the Big Indonesian Dictionary, alternative means a choice between two or several possibilities.¹⁵ Alternatives can also be interpreted in other ways to take an action. An alternative da`wah strategy carried out by the HSR community in implementing their 24-hour da`wah program is by making content reciting the holy verses of the Qur'an as a substitute for broadcast studies that cannot be carried out or become permanent content outside of a predetermined study schedule. This is done to keep filling the 24-hour broadcast in the chat room so as not to be cut off from the program that has been set, namely broadcasting religious content 24 hours.

¹⁴Fatimah Alkatiri, interview, via WhatsApp, 15 August 2020

¹⁵<https://kbbi.web.id/urgency>

f. Define Specific Strategies

For a special strategy carried out by HSR, namely taking absences by staying 2 hours every day and dividing the team to members. This is done to see how serious the members who participate in studying science are by providing studies that motivate them to dig deeper into religious knowledge.

The special strategy for absence and the division of the team is an HSR strategy to control the activity of the members. This is done to make it easier for HSR management to expel members who have been inactive for one week in a row.

2. Da`wah Strategy Implementation

Motivating employees or managers to put the strategy formulation into action that supports the strategy that has been formulated. Often considered the most difficult stage in strategic management. The main requirement for successful strategy implementation is interpersonal skills. According to Fred R. David the implementation stage is the stage where there are activities to carry out or implement a plan that has been formulated. This stage is to move the strategy that has been formulated into action.

a. Developing a Culture that Supports the Planned Strategy

To support the strategy that has been planned and carry out the good intentions of preaching through the Hago online game application by utilizing the chat room in it, the HSR family/community carries out activities to spread Islamic teachings or content every day for 24 hours. These contents are Motivation for Hijrah with HSR, HSR Morning Islamic Studies, One Day One Juz, Live HSR Night Reflections. Recitation of the Holy Qur'an.

1) HSR Hijrah Motivation

This live migration motivation study was held at 07.00-09.00. from the results of observations that the author carried out various themes that have been brought up by sources from this motivation, such as the story of the Prophet who preached to invite his friends to return to the way of Allah, the migration of the companions of the Prophet, namely Umar Bin Khattab, Sumayyah, and other friends as well as explaining how we apply ourselves to the migration



that we do like the migration of friends. After the review is over, it is followed by questions and answers from Hago members or users who are in the HSR chat room.

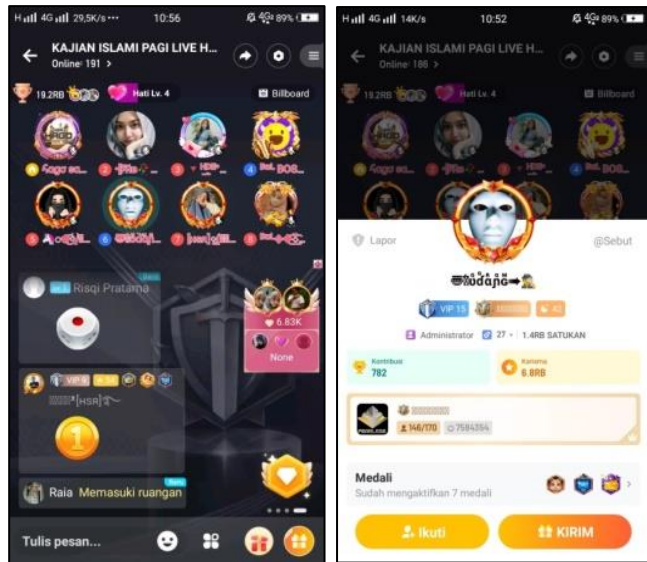
The page above is a screen display of HSR in carrying out da`wah broadcasting religious content, with mad`u or Hago users who are active in the chat room totaling 108 people while the speaker is the user name Hago Walad.

2) HSR Morning Islamic Studies

The next Religious Content will be held at 09.00-11.00 after the motivational activity to move with HSR. from the results of the observations made by the author, the themes presented are in accordance with what the speakers convey such as marriage studies, how to build a good and right family, charity, how to use free time and with other themes. The duration of the study this morning lasted for 2 hours by giving the members or mad`u the opportunity to ask questions about the theme being presented, it was not uncommon for mad`u to ask questions outside of the topic of the study at that time.

Besides, there is a display of HSR family/community activities with a total of 190 online users, along with user account profiles who were resource persons for Islamic studies that morning. This morning's Islamic study took place after the morning migration motivation which broadcasts every day in the official Hago Friends of Religion chat room.

3) One Day One Juz



The contents of this one day one juz activity are carried out at 17.00-19.00 every day. During the month of Ramadan, this content will be held from 06.00-08.00 which is directly accompanied by Kak Indah. This activity contains recitations and listening together for HSR members or other Hago users who are invited to climb onto the chat room chairs provided with a total of 6 seats for anyone who wants to read the Koran, one seat for the official HSR account number 1 and one more for the keeper. In addition, the listeners also improve the reading for members who recite both in makhârijul hurûf, short length, and recitation of the tajwid, in this content observation activity the author was also once invited to go up to learn the Koran in the HSR chat room.



4) Evening Reflection With HSR

This evening reflection with HSR was carried out in accordance with the presence of the resource person to bring a few strings of words with religious reflections that motivate us to istiqomah in moving, making the most of the time we have, as well as other heart-touching reflections. Due to the lack of preachers filling in the material in the HSR community proselytizing activities, the same user name always appears to be the presenter every time the study takes place. The following is the activity screen in the chat room with HSR, with 97 active users.



5) Spark of Faith (Playing Recitation of the Holy Qur'an)

The playback of these verses of the Qur'an is from the memory of the administrator's cell phone which is played for the members to enjoy and absorb. This broadcast is carried out in empty hours after the implementation of religious broadcast content every day for 24 hours non-stop. Even though they only listen to the recitation of the holy Qur'an, members who are online will still be present, although not as much as when there is a study.



members who are online will still be present, although not as much as when there is a study.

This recitation of the holy verses of the Qur'an was the only content that was broadcast before the creation of this HSR family, and now it is the longest religious

content if there is no ongoing study and content that accompanies HSR for 24 hours outside of study time.

b. Creating an effective Organizational Structure

Unlike the structure in general, in the world Hago who has a family/community has the structure they need in a chat room or in their family. If in the Hago family, their management structure is like that of family members consisting of father/i, mother/i, children (sisters, older siblings), uncles, aunties. If you follow an official account that takes part in agency management, then you have a different structure. Whereas in the Hago Friends of Religion community who prioritize their goals, namely preaching in the Hago application, they have an effective structure according to what is needed in chat rooms such as Leader/Owner, Host, CoHost, Administrator absent/typing.

1) Leaders/Owners

leader or this owner is the one who created this HSR religious channel community. Usually the owner uses an official account which is active 24 hours non-stop except for constraints from the internet network. The HSR leader is Fatimah Alkatiri (23 years), a housewife who lives in Jakarta, here is the profile that the author got on this HSR leader's Hago account.



2) *hosts*

hosts is a Hago user who has a chat room or channel from a community/family. It is this host that

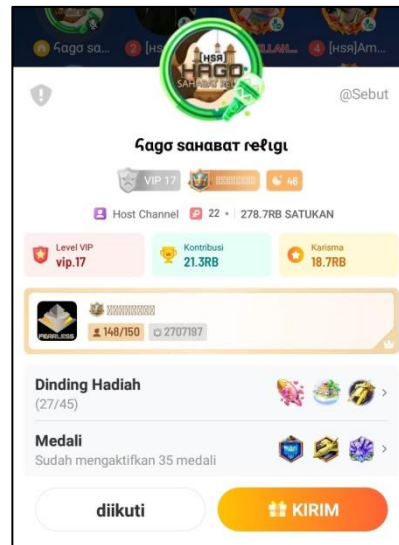


has the authority to make anyone an administrator, who changes the title of broadcast content. Usually the host in the room will be marked with a picture of the house on his account while in his room. This is one of the signs so that the hosts in the channel are known by every user. In the HSR room, the host is usually occupied by an official account at number 1, the host can also be replaced by an admin if they are carrying out their da'wah mission in every study that is held. Here's a view of the host sitting with other users in the chat room.

3) *Admin* Absent and Taying



Administrator This is the room admin used by the channel host to be able to replace him when any problems occur. Usually the admin room is marked with a purple person icon, in one room there are 5-10 administrators. In the HSR channel there are 10 admins made by the host. The admin's task is almost the same as that of the channel host except for permission to become admin and cannot change the broadcast title in the channel. Apart from that, they are also tasked with confirming new users who want to join the HSR channel, there are also channels that can be joined without having to wait for admin approval. Because this HSR is a religious channel which is quite popular in Hago, it is necessary to wait for



has the authority to make anyone an administrator, who changes the title of broadcast content. Usually the host in the room will be marked with a picture of the house on his account while in his room. This is one of the signs so that the hosts in the channel are known by every user. In the HSR room, the host is usually occupied by an official

the approval of the room admin when you want to join it.chat. Here is the HSR admin name card:



c. Directing Business In Marketing

Efforts made by the HSR community to direct their da`wah efforts so that they are in great demand by Hago users by recruiting new members of the Hago Friends of Religion



community family. Recruitment of new members is carried out with the Youth auditions provided on this community channel.

In recruiting new members of the HSR community. the management created another chat room to hold auditions for youth who will join the Hago Friends of Religion community/family. In this audition, 3 main conditions will be given to be able to join this channel, including being absent with a minimum stay of 2 hours in the official HSR room, not being allowed to enter negative rooms (DJ room, TMO or matchmaking events, MP3 music, and room- rooms that are not useful at all), cannot register members at other official religions (cannot double data at official religions). after being able to fulfill the requirements there will be auditions to be selected, one of which is reading short letters, religious poetry, prayers, and the call to prayer for brothers.

d. Preparing a Budget

Unlike the community in general, most of them need a budget as an effort to carry out their program, the Hago Friends of Religion family/community does not need a budget to carry out their da`wah, the presenters are volunteers who really intend to preach without any reply. "The HSR resource person is free, he doesn't ask for a penny"¹⁶

The costs that are prepared are the cost for accessing the internet and buying diamonds, and this is more up to the individual user to provide a budget when they want to join HSR.

e. Developing and Utilizing Information Systems

Da`i are creative and determined to carry out da`wah, will never miss an opportunity to take advantage of various technologies that have developed rapidly at this time. Make it a means of da`wah and will not be carried away by modern facilities that will continue to develop over time. Not only utilizing the Hago channel by providing chat rooms for social activities for its users, HSR also uses the WhatsApp

¹⁶Fatmah Alkatiri, HSR Owner, interview, via WhatsApp, 15 August 2021.

application as a suggestion to strengthen the bonds of brotherhood among HSR members, like a family that continues to preach Islamic teachings.

There are 14 WhatsApp groups which are divided into two by the HSR community, 7 special groups for sisters and 7 special groups for brothers.¹⁷ This group was created for the purpose of getting to know each other and a place to share information about studies that are taking place in the chat room for those who are not yet active on the Hago application.

In addition, HSR also distributes various study brochures that they will carry out in the Hago square updates provided, such as sharing statuses on Facebook and Instagram applications or other applications. So that members who are not included in the HSR members can take part in the study.

f. Bridging between compensation between employees and company workers

In implementing this strategy, HSR does not yet have strong evidence of members continuing learning from the application Hago is heading to permanent learning with the speakers who are presenters and listeners on HSR broadcasts.

Fatimah Alkatiri as the owner of HSR discussed that there were those who continued their studies regularly with two HSR resource persons. "There are those who study directly with Ms. Indah and Ms. Hamid, for how many and who are the people, I don't know yet, I've only heard information like that"¹⁸

This has not been able to strengthen the activities of one of Fred R. David's strategic management theories. Due to the lack of data that researchers got, as well as difficulties in interviewing presenters via personal chat on Hago.

3. Evaluation of the Da`wah Strategy of the Hago Friends of Religion Community

According to Fred R. David, strategy evaluation is a stage where the success that has been achieved can be measured again. There are three things that are done in this stage, including reviewing the external and internal factors of the implemented strategy or reviewing internal and external factors, measuring performance, and taking corrective actions or taking actions to make improvements. The evaluation carried out by the HSR community in seeing the results of their da`wah actions is to look at internal and external inhibiting factors by conducting evaluations every week.

a. review external and internal factors of the implemented strategy

¹⁷*Ibid.*

¹⁸Owner HSR, interview, via WhatsApp, 13 August 2021

The first internal inhibiting factor is from the study presenters who are still lacking to fill out the study in the chat room. As a result of this lack of resource persons, some religious content is concurrent in one religious broadcast content from the broadcast schedule in the HSR chat room. HSR billboard religious content that was broadcast previously was 8 broadcasts, but while the author was making direct observations to the chat room only 5 broadcast content was still according to a predetermined schedule,

such as Morning Hijrah Motivation with HSR, HSR Morning Islamic Study, One Day One Juz, Night Reflection and recitation of the holy verses of the Qur'an. Religious broadcast content that is carried out at certain times is, Qishoh Rasulullah, Marriage Advice, afternoon/afternoon prayer with HSR, live Tahsin Al-Kahfi Friday



evening with HSR members, Fadhilah Akbar Study in the Month of Muharram, Study on the Birthday of the Prophet ﷺ, special content for the month of Ramadan (Sahur Motivation with HSR, Ngabuburit With HSR, Ta'lim Ramadhan, and HSR Embracing the Night of Lailatul Qadr. Above is a screen display of religious content programs at certain times.

The second factor is that many members are no longer active (vacuum) playing on the Hago application. From the results of the

author's survey conducted on users who are still actively playing Hago, it is work factors that make them have to leave this application, family factors which assume that Hago is only spent playing time, because it was the first time he



joined Hago to play games at in it, but over time to attract a lot of enthusiasts, Hago released chat rooms and live streaming on Hago and made it a place to earn money playing games by purchasing diamonds and profitable events for Hago users.

The external inhibiting factor of their da`wah strategy was the lack of good relations with other families, and even jealousy towards HSR because of their compactness in preaching to broadcast Islamic symbols so that many interested people visited to attend HSR da`wah studies. There is a desire to see admins fighting, but this is used as evaluation material for them to keep embracing each other in carrying out this da`wah.

b. Performance Measure

To find out whether the religious studies or sciences that have been broadcast in each HSR content can be understood or listened to by the members present in the room, the administrators hold events or ask questions about the studies they are holding. This is done so that it can be used as evaluation material for HSR with the development or interest of members in hearing the preaching delivered. The prize for the event being held is in the form of diamonds to members given by the owner or admins in the HSR chat room.

In addition, users who are members of HSR don't play games too much anymore, focusing more on HSR broadcasting in the chat room 24 hours a day. According to several HSR members who were interviewed via google form on August 16, 2021, that some of them rarely play games anymore, because they are members who are committed to always taking part in studies or other religious content, at least staying 2 hours per day or more to fulfill the requirements as HSR members who are ready to be obeyed, and members will only be present in their free time, because the majority of Hago users are workers and students HSR members.

One of the successes of HSR da`wah through the Hago application is also the presence of non-Muslim Hago users who come to the HSR rooms themselves, and become converts after frequently attending and hearing about HSR routine studies. "I was touched when I found out that there was a friend, namely sister Diana (24 years) who had converted to Islam because she often heard studies from HSR sources, Masha Allah was very moved"¹⁹

c. Take Corrective Action

The next action to carry out this evaluation is that the board controls the activity of the HSR members. Therefore, members are held absent for each content to make it easier for HSR administrators to see members who are still active or not playing Hago anymore, if for 7 consecutive days they are not active on Hago and do not take absences, they will be removed from the religious channel. HSR. this is done so that the channel is not full and can accommodate new players who want to join HSR again.

CONCLUSION

¹⁹Fatimah, Interview, via google form, 16 August 2021

Based on the results of the research and discussion of the data obtained in the field, it can be concluded that the da'wah strategy of Hago Friends of Religion in spreading Islamic teachings through the Hago online game application is to establish the vision and mission of da'wah, presenting 24-hour religious broadcast content as well as content at certain times (Motivation for Hijrah with HSR, HSR Morning Islamic Study, One Day One Juz, Live HSR Night Reflection. Recitation of the Holy Qur'an), holding youth auditions or recruiting new members, division of the Hago Friends of Religion team, as well as evaluation of the weekly implementation of Hago Friends of Religion's proselytizing.

It was also found that the da'wah carried out by HSR had made many changes to Hago users who joined HSR, including increasing members' understanding of Islam, less time playing games, and some even becoming converts.

Of course, when people have a lot of activities in cyberspace, da'wah through online game applications and other social media is an opportunity and challenge for da'wah in this digital era. Then da'is are also required to be able to master and utilize technology as a means of da'wah.

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