

Strategic Communication in Religious Media: A Study of Muhammadiyah Digital Public Relations through www.suaramuhammadiyah.id

Iman Sumarlan^{a,1,*}, Elis Zuliati Anis^{b,2}

^{ab} Universitas Ahmad Dahlan, Jl. Ringroad Selatan, Banguntapan, Bantul, Daerah Istimewa Yogyakarta 55191, Indonesia
¹iman.sumarlan@comm.uad.ac.id *; ²elis.zuliati@comm.uad.ac.id
*Korespondensi author

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Abstrak: Komunikasi strategis berperan dalam memperkuat identitas organisasi keagamaan serta membentuk persepsi publik. Di era digital, efektivitas komunikasi ditentukan oleh strategi penyebaran pesan. Muhammadiyah mengadopsi Digital Public Relations (PR) guna mempromosikan Islam Berkemajuan melalui www.suaramuhammadiyah.id, yang telah bertransformasi dari media cetak ke digital. Penelitian ini menggunakan studi kasus kualitatif untuk menganalisis strategi konten, keterlibatan audiens, serta peran media digital dalam komunikasi Muhammadiyah. Digital PR memungkinkan interaksi lebih kuat dengan audiens melalui komentar, forum diskusi, dan konten multimedia. Excellence Theory serta Mediatization Theory digunakan guna memahami pemanfaatan platform digital dalam membangun komunikasi simetris dan memperluas dakwah. Hasil penelitian menunjukkan bahwa Digital PR tidak hanya memperluas penyebaran Islam Berkemajuan, tetapi juga merekonstruksi identitas organisasi keagamaan di era digital. Studi ini berkontribusi pada kajian komunikasi keagamaan digital melalui pemahaman tentang peran Digital PR dalam transformasi strategi komunikasi organisasi keagamaan.

Abstract: Strategic communication plays a crucial role in strengthening the identity of religious organizations and shaping public perception. In the digital era, communication effectiveness is determined by message dissemination strategies. Muhammadiyah has adopted Digital Public Relations (PR) to promote Islam Berkemajuan through www.suaramuhammadiyah.id, which has transformed from print to digital media. This study employs a qualitative case study approach to analyze content strategies, audience engagement, and the role of digital media in Muhammadiyah's communication. Digital PR facilitates stronger interactions with audiences through comments, discussion forums, and multimedia content. Excellence Theory and Mediatization Theory are applied to understand how digital platforms enhance symmetrical communication and expand Muhammadiyah's outreach. The findings indicate that Digital PR not only broadens the dissemination of Islam Berkemajuan but also reconstructs the identity of religious organizations in the digital era. This study contributes to the discourse on digital religious communication by providing insights into the role of Digital PR in transforming the communication strategies of religious organizations.

Keywords:
Digital
Public Relations
Media
Communication Strategy
Muhammadiyah

I. Introduction

Strategic communication is a fundamental aspect in the management of religious organizations, especially in strengthening identity, building an image, and disseminating ideological values to the community (Mahbob et al., 2019). In the digital era, the success of religious organizations is not only determined by the substance of the message conveyed but also

by how the message is packaged and distributed (Patterson & Radtke, 2009). Muhammadiyah, as a modern Islamic organization, has a mission to disseminate Progressive Islam which is oriented towards the values of moderation, science, and openness. To realize this mission, adaptive and digital technology-based communication strategies are a crucial factor in reaching audiences who are increasingly connected to cyberspace.

Digital transformation has brought significant changes in the way religious organizations communicate with their public (Pribadi & Nasution, 2021). Digital media not only functions as a means of disseminating information, but also as an interaction space that allows communication to be more open, participatory, and data-based. In the context of Public Relations (PR), digitalization demands a more targeted communication approach through the use of social media algorithms, SEO optimization, and content distribution based on trends and audience needs (Zerfass et al., 2016). Religious organizations that do not adapt to these developments risk losing the relevance and reach of their da'wah. However, there are still few studies that specifically examine how Islamic organizations in Indonesia, especially Muhammadiyah, implement Digital Public Relations strategies to build effective strategic communication.

One of the tangible manifestations of media digitalization in Muhammadiyah is the transformation of the Suara Muhammadiyah (Voice of Muhammadiyah) from print media to digital platforms through www.suaramuhammadiyah.id. As the official media of Muhammadiyah, Suara Muhammadiyah not only functions as a provider of organizational information, but also as a strategic communication tool in disseminating Progressive Islam (Iswahyudi et al., 2021). This digital platform allows for wider and faster distribution of content, increases engagement with audiences, and leverages various digital features such as infographics, videos, and social media interactions (Zhou & Xu, 2021). However, there is still a research gap in understanding the extent of the effectiveness of the Digital Public Relations strategy implemented and how this platform affects the perception and engagement of the audience towards the Da'wah of Progressive Islam.

Most of the existing research focuses more on aspects of media digitalization in general or the role of social media in Islamic da'wah, but there is not much that discusses specifically the digital communication strategies implemented by Islamic organizations based on the PR approach (Bashir & Aldaihani, 2017; Lock & Ludolph, 2020). Therefore, this study aims to fill this gap by exploring the strategy of Digital Public Relations of Muhammadiyah through www.suaramuhammadiyah.id. By examining how strategic communication is applied in disseminating Progressive Islam, this study offers a new perspective regarding the effectiveness of media digitalization in supporting the sustainability of modern Islamic da'wah.

II. Literature Review

A. Strategic Communications

Strategic communication plays an important role in religious organizations to build an image, strengthen identity, and spread the values adhered to. Gregory & Fawkes (2019) stated that strategic communication involves planning and executing messages that are aligned with the organization's goals to build strong relationships with the audience. In the context of Islamic organizations, such as Muhammadiyah, the implementation of strategic communication is crucial in conveying the concept of Progressive Islam to the wider community (Lim, 2016).

The development of digital technology has changed the practice of Public Relations (PR) in various organizations, including religious institutions. Macnamara and Zerfass (2012) emphasized that Digital PR involves the use of internet-based media to build relationships with the audience through a more interactive and data-driven approach. The transformation of religious media into digital platforms, such as those carried out by Suara Muhammadiyah through www.suaramuhammadiyah.id, is a strategic step to increase the reach and effectiveness of organizational communication (Huda et al., 2022).

The Excellence Theory developed by Grunig and Hunt (1984) highlights the importance of symmetrical two-way communication in building effective relationships between organizations and

their audiences. In the digital age, two-way communication is becoming increasingly relevant as it allows for the active participation of the audience through various interactive platforms. The application of Excellence Theory principles in the Digital PR strategy can help religious organizations (Go & You, 2016), such as Muhammadiyah, to increase involvement and build closer relationships with the community.

The theory of mediatization, as described by Hjarvard (2020), describes how the media not only functions as a communication channel, but also reshapes the way organizations interact with the public. In the context of digital da'wah, mediatization encourages Islamic organizations to adopt technology and adjust communication strategies to remain relevant in the midst of changes in the media ecosystem. Hjarvard (2012) add that mediatization allows religious organizations to reach a wider audience with more personalized and audience-based communication strategies.

In this study, two main theories are used as an analytical framework, namely Excellence Theory in Public Relations and Mediatization Theory. Excellence Theory emphasizes the importance of symmetrical two-way communication in building a strong relationship between the organization and its public, making it relevant to understand how Muhammadiyah builds engagement with the audience through digital media. Meanwhile, the Mediatization Theory is used to study how digital media reshapes communication patterns in religious organizations, especially in the technology-based communication strategy implemented by Suara Muhammadiyah.

This research analyzes the communication strategies of www.suaramuhammadiyah.id in optimizing digital media for da'wah. The study contributes to the development of academic research on digital communication in Islamic organizations. The findings present a novelty in the role of Digital Public Relations in supporting the dissemination of Progressive Islam. This research provides practical insights for Muhammadiyah and other religious organizations. Recommendations are presented for religious media managers to enhance the effectiveness of strategic communication in the digital era.

B. Theory of Public Relations

The Theory of Excellence in Public Relations, developed by Grunig and Hunt (1984), emphasizes the importance of symmetrical two-way communication to build mutually beneficial relationships between organizations and their audiences. In this context, organizations not only convey messages, but also listen to their audience, understand their needs, and adapt messages and strategies based on the feedback received. This model is especially relevant in the digital media environment, where interaction and dialogue between organizations and the public can be carried out more directly and quickly. Organizations, including Muhammadiyah, need to apply the principle of symmetrical two-way communication to optimize audience participation and create more open and responsive relationships.

For Muhammadiyah, the application of Excellence Theory through digital media, such as www.suaramuhammadiyah.id, provides an opportunity to build a stronger image as a progressive and modern religious organization. Digital PR allows Muhammadiyah to convey the messages of Progressive Islam in a more structured and controlled way, while allowing the public to respond directly. By optimizing two-way communication, Muhammadiyah can increase the involvement of its audience and be more effective in spreading religious values that are relevant to the times. This is an important element in Muhammadiyah's digital communication strategy, which aims to expand the reach of da'wah through digital platforms.

The theory of mediatization, as proposed by Hjarvard (2020), offers an understanding of how media, especially digital media, not only becomes a communication channel, but also shapes and influences the way an organization communicates with its audience. Mediatization describes the process by which the media influences social and cultural structures, including in religious organizations (Al-Zaman, 2022). In this case, Muhammadiyah faces challenges in adapting traditional da'wah practices into a format that is more suitable for digital media. Digital media allows progressive Islamic da'wah to reach a wider audience, but also requires Muhammadiyah to adapt to the speed of technological changes and the way the audience interacts with digital content.

From the perspective of mediatization, the influence of digital media on religious organizations can be seen in the change in communication patterns from one-way to two-way communication. Previously, da'wah carried out by Muhammadiyah was more conventional, relying on print media and direct meetings. However, with the presence of digital media, Muhammadiyah can take advantage of these platforms to convey da'wah messages in a more dynamic, interactive, and responsive manner to the needs of the audience. Digital media allows Muhammadiyah to communicate with various groups of society more efficiently and effectively, introducing Progressive Islam to a global audience without geographical restrictions.

The adaptation of Progressive Islamic da'wah through digital platforms, such as those applied to www.suaramuhammadiyah.id, leads to the use of technology to introduce progressive values in Islam to the younger generation and global audience. The digital platform allows Muhammadiyah not only to convey the message more broadly, but also to involve the audience in discussion and reflection. Thus, Muhammadiyah can introduce the concept of Progressive Islam as an answer to the challenges of the times, as well as build a more modern identity but still adhere to the principles of authentic Islamic teachings.

III. Research Method

This study uses a qualitative approach with a case study method to explore the Digital Public Relations strategy implemented by Muhammadiyah through the www.suaramuhammadiyah.id platform (Brennen, 2017). The case study allows researchers to analyze in depth how digital platforms are used as a strategic communication tool in spreading the message of Progressive Islam. This approach provides richer and more detailed insights into communication practices implemented in religious organizations, especially in the context of ever-evolving digital media. By using case studies, this study can provide a better understanding of the dynamics of Muhammadiyah communication in digital media and its influence on a wider audience.

Data collection in this study was carried out through two main techniques: content analysis of the content in the www.suaramuhammadiyah.id and in-depth interviews with the media manager and user/audiences. The content analysis was carried out to assess the messages conveyed through the digital platform and how these messages reflect the goals and communication strategies of Muhammadiyah. In addition, interviews with media managers provide a direct perspective on the processes, challenges, and strategies implemented in content management. The data analysis technique used is a thematic approach, in which the researcher will identify and analyze the main themes that emerge from the collected data to understand how digital communication strategies are implemented and how they affect the formation of the image of Progressive Islam.

IV. Discussion

A. *Implementation of Digital Public Relations in Progressive Islamic Da'wah*

The implementation of Digital Public Relations (PR) on the www.suaramuhammadiyah.id platform shows that Muhammadiyah has adopted a digital communication strategy that is quite effective in building relationships with the audience. One of the main findings in this study is a content strategy that focuses on presenting relevant and contextual information with Progressive Islamic values. The content published on www.suaramuhammadiyah.id includes articles, and infographics that not only educate, but also invite the audience to actively participate in discussions around contemporary issues facing Muslims. This strategy seeks to align Muhammadiyah's da'wah messages with the needs of a more connected and actively interacting digital audience through social media and other online platforms. As conveyed by the informant,

"We focus on presenting content that is relevant to the values of Progressive Islam. Every article, and infographic we publish not only aims to educate, but also to invite an audience to actively participate. For example, we often discuss contemporary issues facing Muslims, such as social, political, and religious developments, which we have always associated with the principles of Progressive Islam."

Muhammadiyah has succeeded in creating a space for more intensive two-way interaction. Through comment columns, discussion forums, and other features on the website, audiences can provide feedback, share views, and dialogue with fellow users and with media managers. This shows the application of the principle of symmetrical two-way communication which is the foundation of Excellence Theory in Public Relations (Lee, 2022). The audience is not only the recipient of the message, but also involved in the process of spreading the message of Progressive Islam. These findings also show that by adopting digital platforms, Muhammadiyah not only expands the reach of its da'wah but also strengthens the active involvement of a wider audience, including the younger generation who are more familiar with technology. Regarding this, the informant emphasized,

"Audience interaction is very important to us. We believe that two-way communication is key in Digital Public Relations. Through the comment column and discussion forum, the audience can not only give input but also share their views on the issues we raise. This allows us to dig deeper into the needs of our audience and deliver more targeted messages. We facilitate open discussions so that every user feels valued in sharing opinions and dialogue."

The role of digital media, especially www.suaramuhammadiyah.id, in strengthening the identity of Muhammadiyah is very significant. Through consistent content management and the presentation of easily accessible information, Muhammadiyah is able to introduce and internalize the values of Progressive Islam more effectively. Digital media allows Muhammadiyah to convey profound messages about Islam that are progressive, inclusive, and based on the context of the times, as well as build an image as a modern and relevant religious organization (Guhl et al., 2021).

These findings also show that digital media provides more flexibility in conveying various important aspects of da'wah, ranging from Islamic teachings to social actions carried out by Muhammadiyah, thus forming a more positive public perception of this organization (Huda et al., 2022). This is an important contribution of this research, which highlights that the use of digital media not only expands the reach, but also reconstructs the identity of religious organizations in the context of ongoing digitalization. The informant revealed

"Digital media, especially through www.suaramuhammadiyah.id, plays a very important role in introducing Progressive Islamic values more effectively. With consistent content management, we are able to convey a profound message about a progressive and inclusive Islam. This is not only about da'wah, but also introduces Muhammadiyah as a modern and relevant organization to the times. We also strive to make information easily accessible to the audience, especially the younger generation who are more familiar with digital technology."

The results of this study show that the Digital Public Relations strategy implemented by Muhammadiyah through www.suaramuhammadiyah.id has a positive impact in strengthening the image and expanding the influence of Progressive Islam. This research adds to the understanding of how religious organizations can leverage digital media to strengthen their identities and messages amid rapid technological developments (Sumarlan & T.I.Ukka, 2024). Thus, Muhammadiyah not only adopts digital media as a means of communication, but also uses it as a tool to create a more inclusive and participatory open dialogue in supporting the spread of Progressive Islamic values. In this case, the informant stated,

"One of the biggest challenges is ensuring that the content we create remains relevant and engaging to diverse audiences. We must always be up-to-date with current issues and ensure that every message conveyed is in accordance with the values of Progressive Islam. In addition, managing intensive two-way interactions also demands extra attention, as audiences are now more active and quicker to respond."

The use of digital platforms also provides convenience in expanding the reach of da'wah. The informant added,

"Digital platforms allow us to reach a wider audience, including outside of the regions we have been reaching physically. Through websites and social media, da'wah messages can be spread

faster and wider. We can reach an international audience and build closer relationships with different circles, especially the younger generation who are more open to technology."

Table 2. Content Relevant to the Topic of Progressive Islam.

Title	Publication Date	Source	Content Summary
Progressive Islam, What Is It? (I)	May 8, 2020	suaramuhammadiyah.id	Discusses the basic concept of Progressive Islam promoted by Muhammadiyah since the 46th Muktamar in 2010 in Yogyakarta.
Progressive Islam Treatise as a Worldview	September 11, 2024	suaramuhammadiyah.id	Reviews Progressive Islam as a reflection of the values of transcendence, liberation, emancipation, and humanization as contained in the Qur'an (QS Ali Imran: 104 and 110).
Teachings of Progressive Islam	July 11, 2024	suaramuhammadiyah.id	Explains that Progressive Islam in Muhammadiyah is an Islamic perspective that is not bound to any particular school of thought but is an inherent characteristic of Islam.
Validation of the Progressive Islam Treatise	May 16, 2024	suaramuhammadiyah.id	Discusses the importance of Muhammadiyah leaders serving as role models in implementing the concept of Progressive Islam in thought, attitude, and actions.
Progressive Islam as a Religious Perspective	June 11, 2024	suaramuhammadiyah.id	Examines Muhammadiyah's efforts to explore and develop Islamic thought initiated by KH Ahmad Dahlan more than a century ago.
Progressive Islam Treatise and National Projections	August 11, 2024	suaramuhammadiyah.id	Links the Progressive Islam Treatise with Indonesia's projection towards 2045, emphasizing the vital role of the younger generation.
The Ideology of Progressive Islam	December 11, 2023	suaramuhammadiyah.id	Discusses the emergence of Progressive Islam as a renewal movement in the Islamic world, known as the "Tajdid fil-Islam" movement.
Transmission of the Progressive Islam Treatise in the History of Islamic Civilization	March 25, 2023	suaramuhammadiyah.id	Analyzes the long process and dynamics behind the emergence of the Progressive Islam Treatise as a crucial decision in the 48th Muhammadiyah Muktamar in Surakarta.
The Presence of Progressive Islam	February 16, 2018	suaramuhammadiyah.id	Emphasizes that Islam as <i>rahmatan lil-'alamin</i> must be progressive through social transformation to achieve an enlightened life.
Haedar Nashir: Progress is Not Just an idea but a Concrete Step	November 5, 2022	Web.suaramuhammadiyah.id	Quotes Haedar Nashir's statement that the Progressive Women's Treatise should serve as a general reference for women in addressing challenges with a spirit of compassion.

B. The Effectiveness of Strategic Communication in Promoting Progressive Islam

The message conveyed by Muhammadiyah through digital platforms, especially www.suaramuhammadiyah.id, received a very positive response from the audience. Based on the analysis of public perception, many consider that these messages have succeeded in reflecting progressive and inclusive Islamic values. The public views that Muhammadiyah not only conveys information related to religious teachings, but also provides a new perspective on the application of Islam in the modern context. In this case, the theory of Excellence which emphasizes symmetrical two-way communication can be clearly seen in the process of interaction between the organization and the audience which plays an active role in shaping the message (Brorsson, 2022). The audience is not only passive recipients, but they are involved in shaping the discourse around the values of Progressive Islam carried by Muhammadiyah. As revealed by the informant,

"The content I find on this platform is very relevant to my life. The articles and their presentations relate Islamic values to contemporary issues that I face. It really helps me to look at Islam from a more progressive and contextual perspective."

Another respondent added,

"Through this content, I feel more connected to Islamic teachings that are not outdated."

One of the important findings of this study is the intensity of audience involvement in digital communication managed by Muhammadiyah. Digital platforms such as www.suaramuhammadiyah.id have created a space for audiences to participate in open discussions, which are not only limited to giving feedback, but also sharing views and thoughts on various contemporary issues. Based on the theory of mediatization, digital platforms have become an arena where the communication process is increasingly affected by the media (Page & Capizzo, 2024). The audience involved in this communication is able to delve into the message of da'wah and provide feedback that helps Muhammadiyah adjust their communication to the needs of the audience, making it an effort to build closeness between the organization and its followers. The informant stated,

"The comment column and discussion forum really help me to share my views and ask questions directly about the topics discussed. It gives me the opportunity to learn from the experiences of others and deepen my understanding of contemporary issues in the context of Islam."

Another audience added,

"I feel appreciated when my opinion is responded directly to by the manager or fellow users. This makes me feel involved in the process of spreading the message of Progressive Islam."

The presentation of content on the Muhammadiyah digital platform shows a very relevant and contextual approach to the social, political, and religious issues faced by Muslims today. Through articles and infographics, Muhammadiyah succeeded in packaging da'wah messages that are not only educational, but also participatory. The Excellence Theory emphasizes the importance of audience involvement in the communication process is reflected in Muhammadiyah's efforts to facilitate active discussions and exchange of views between the organization and the community (Grunig & Grunig, 2008). This success lies in Muhammadiyah's ability to adapt their message to the times, connecting the values of Progressive Islam with the needs of a more connected and actively interacting digital society through online platforms.

"Initially, I felt a little confused by the concept of Progressive Islam, but after reading articles that link social and political issues with Islamic values, I felt more understanding and more accepting of the concept. The content educated me on how Islam can remain relevant in the modern era."

Another informant also stated,

"The published content is very insightful, especially in facing the challenges of the times. That's very important for young people like us."

Digital media has an important role in introducing and internalizing the values of Progressive Islam to a wider audience. By utilizing technology and online platforms, Muhammadiyah is able to spread its da'wah message faster and wider, beyond the geographical boundaries that previously limited its reach. The use of digital media, as explained in the theory of mediatization, shows how the media is now an instrument that not only conveys information but also shapes the way we communicate and build our identity (Zerfass et al., 2016). Muhammadiyah utilizes this technology to introduce the values of Progressive Islam, which are based on inclusive and progressive principles, to a global audience in a more efficient and relevant way.

"I feel that Muhammadiyah is now more visible as a modern and progressive organization. In the past, I didn't know much about Muhammadiyah, but after following its content in suaramuhammadiyah.id, I felt that they were very relevant to the challenges of the times. I am even more interested in knowing more about the social activities and da'wah they do."

Another audience added,

"Now I see Muhammadiyah not only as a religious organization, but also as an institution that cares about broader social issues."

The impact of the use of digital communication on the image of Muhammadiyah in the digital era is significant. As a religious organization that strives to build a modern, progressive, and relevant image of the times, Muhammadiyah has succeeded in introducing itself as an organization that is able to adapt to technological changes. With the presentation of organized and consistent content, Muhammadiyah has succeeded in changing public perception, making it an organization that not only talks about religion, but also plays an active role in social and humanitarian issues. This image is formed through a mediatization process that allows organizations to communicate their da'wah messages in a more effective way in the midst of rapid technological developments (Knudsen & Nielsen, 2019).

"Through social media and digital platforms, I find it easier to participate in discussions. I felt close to the messages conveyed because we could interact directly. This makes me feel more active in supporting and spreading the values of Progressive Islam."

Another audience added,

"In the past, I didn't get much involved in da'wah activities, but now I feel more motivated to share the messages I find on this platform with my friends."

Digital communication managed by Muhammadiyah not only expands the reach of da'wah, but also increases their influence in shaping public opinion. With the use of digital platforms that continue to grow, Muhammadiyah can reach a wider audience, including the younger generation who are more familiar with technology. This positive impact can also be seen in terms of strengthening the image as a modern, responsive, and community-friendly organization. For example, the audience can interact directly with Muhammadiyah's da'wah messages, provide comments, and share views through comment columns and discussion forums. In the context of the Excellence theory, this shows that Muhammadiyah has succeeded in creating a symmetrical relationship with the audience, which allows for a more open and constructive dialogue.

"I would like to see more content that talks about more specific issues at the local level, for example how Progressive Islamic values are applied in daily life in small communities. It will be very helpful for me and my friends who are in more remote areas."

"While the existing content is already very good, I wish there would be more visual content such as longer videos, which could go deeper into a variety of relevant topics."

Although Muhammadiyah's digital communication has proven to be effective in building image and influence, the management of digital platforms faces significant challenges. One of the main challenges is ensuring that the content delivered remains relevant and engaging to diverse audiences. Rapid changes in social, political, and technological dynamics require Muhammadiyah to always update its approach to stay connected with the audience. In addition, intensive two-way interaction management also requires extra attention, as audiences are now more active and quicker to respond. In this regard, the Excellence theory emphasizes the importance of symmetrical two-way communication that allows organizations to not only send messages but also receive useful inputs for further communication improvement. As the informant's statement,

"The site is very informative, but I find the display and navigation less intuitive. Some articles on the topic of Progressive Islam are hard to find, and I have to do a lot of searching to find information related to those values."

Table 2. Findings of Digital Public Relations www.suaramuhammadiyah.com

Aspect	Findings	Analysis of Significance
Positive Audience Response	The messages from Muhammadiyah through digital platforms received positive responses,	The positive feedback indicates that Muhammadiyah's message resonates with

Aspect	Findings	Analysis of Significance
	reflecting progressive and inclusive Islamic values. The audience feels more connected to Islamic teachings relevant to modern times.	contemporary needs, effectively conveying Progressive Islam's relevance in the modern world, enhancing the organization's credibility and appeal.
Audience Engagement in Discussions	The digital platform provides space for the audience to participate in open discussions, share perspectives, and provide feedback that shapes the message.	Active audience engagement highlights the success of Muhammadiyah's two-way communication strategy. This involvement fosters deeper connection and understanding, promoting a participatory approach to the dissemination of Islamic values.
Contextual Approach in Content	Muhammadiyah packages its da'wah messages in a highly contextual manner, addressing social, political, and religious issues through articles and infographics.	This approach ensures that Muhammadiyah's messages are not only educational but also relatable to current social contexts, enhancing the appeal of Progressive Islam to a wide audience.
Impact of Digital Media on Message Dissemination	Digital media allows Muhammadiyah to introduce Progressive Islam values in a more efficient and relevant manner, transcending geographical boundaries.	The use of digital media broadens the reach of Muhammadiyah's messages, enabling them to connect with global audiences, demonstrating the organization's adaptability in using technology for Islamic outreach.
Strengthening the Organization's Image	Muhammadiyah successfully builds an image as a modern, progressive organization relevant to contemporary times. Well-organized and consistent content management plays an essential role.	By presenting itself as modern and socially engaged, Muhammadiyah enhances its image, reinforcing its identity as a relevant and forward-thinking organization that adapts to societal changes.
Symmetric Two-Way Interaction	Well-managed communication enables the creation of a symmetric relationship between the organization and the audience, with open and constructive dialogue.	The emphasis on symmetric two-way communication indicates Muhammadiyah's commitment to fostering open dialogue, which is essential in strengthening the relationship with its audience and maintaining relevance in a fast-changing world.
Challenges in Content Management	Rapid changes in social, political, and technological dynamics require Muhammadiyah to constantly update its approach.	The need to adapt to changes demonstrates the challenges of maintaining engagement in a rapidly evolving digital landscape, emphasizing the importance of flexibility and responsiveness in content management.

V. Conclusion

The implementation of Digital Public Relations (PR) through the www.suaramuhammadiyah.id platform has proven to be an effective strategy for Muhammadiyah in building relationships with the audience, especially the younger generation who are more familiar with technology. This research highlights the organization's approach to creating relevant and contextual content with Progressive Islamic values, using articles and infographics to educate and encourage active audience participation in discussions on contemporary issues. In addition, these findings emphasize the importance of two-way communication, where Muhammadiyah not only conveys messages but also builds interaction spaces that allow the audience to play a role in shaping the message, strengthen the discourse around the values carried, and ensure a more effective spread of Progressive Islam.

This research also makes a significant contribution in enriching the understanding of the role of digital media in the context of progressive Islamic da'wah. Muhammadiyah has succeeded in utilizing digital media to introduce and internalize the values of Progressive Islam to a wider audience, beyond geographical boundaries. Consistent and easily accessible content management strengthens Muhammadiyah's identity as a modern and progressive organization. Although challenges remain in maintaining the relevance and attractiveness of content in the midst of evolving social, political, and technological dynamics, the adoption of digital PR has proven to be a key element in expanding the influence of da'wah, strengthening the image of Muhammadiyah, and creating an inclusive dialogue with its audience.

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