Strategic Management of RahmaID in Improving Its Existence as an Online Media for Women and Islam

Aisyi Ikrima Amanati¹, Twediana Budi Hapsari²

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Strategic Management of RahmaID in Improving Its Existence as an Online Media for Women and Islam

Aisyi Ikrima Amanati¹, Twediana Budi Hapsari²
Universitas Muhammadiyah Yogyakarta¹,²
aisyi.ikrima.fai19@umy.ac.id¹
twediana@umy.ac.id²

Abstract: The application of management has an essential role in increasing the existence of mass media. This study aims to determine the strategic management of online media as a digital communication channel through women's media based on Islamic principles. Along with the development of technology in Indonesia, online media is increasingly being used, leading to competition with one another, including in the women's segment. However, online media in the women and Islam segment still receives less attention, even though it has the same potential as other segments. For this reason, the study of strategic management in women's and Islamic online media has a role in creating an effective and efficient management system structure to achieve mass media goals. Theoretically, this study analyzes the pattern of implementing the Planning, Organizing, Actuating, and Controlling (POAC) management functions in online media. This study uses a descriptive qualitative approach to women's and Islamic online media to determine the management strategy used. Furthermore, this study identifies the factors that influence managing online media through POAC and provides an overview of the management strategies implemented to increase public existence. The results of this study contribute to the development of mass media for online media management, readers, and regulators.

Keywords: Strategy Management, Women and Islam Online Media, Existence
A. Introduction

RahmaID, a non-structural online media affiliated with Muhammadiyah, began in 2020 to meet the educational needs of women, parenting, and sakinah families in Islam. This initiative emerged through a Jaringan Intelektual Mudah (JIM) meeting forum. The conditions that support the emergence of women's and Islam's online media are because they perceive that women manage no media with a discussion of women's and Islamic issues. The Aisyiyah organization inspired the establishment of RahmaID media, but in practice, it is not bound by any organization. RahmaID's online media manager consists of a group of activists and writers from various regions in Indonesia who have the same goal. Since its establishment, RahmaID has been a non-profit, so it only gets income from donors to carry out its activity needs. Since its establishment, RahmaID has managed to maintain its existence for three years, and more efforts are needed to increase it.

Online media use is increasingly appearing and diversifying along with technological developments. However, as time goes by, technology has developed significantly, and the entertainment world is busy with many online media options (Saada, 2023). The nature of online media is to have a variety of perspectives that are deeper, broader, and even different than before. In addition, there are various features, such as feedback from the audience and accessing the comments column to build interaction (Ready & Rumyeni, 2016). The advantages and convenience offered make many people consume this type of media. With these advantages, parties, personnel, organizations, and even agencies can build and manage online media by themselves. The increasing number of internet users supports this condition. As of January 2023, the number of users has reached 212.9 million, or 77% of the population in Indonesia. This means that almost the entire population of Indonesia can access the internet, including online media.

![The increase in the number of Internet users in Indonesia](Image)

This condition has an impact on the increasingly fierce competition between media, so efforts are needed for online media to increase the attractiveness of the audience so that they can survive. This resilience is referred to as existence with the formation of characteristics or self-identity to overcome the conditions. Efforts can be made to implement a structured and orderly system in preparation, implementation, and control. One of the theories used is strategic management. This paper aims to find out how RahmaID's strategic management has increased its existence as an online media for women and Islam. According to George R Terry, strategic management uses POAC theory (Planning, Organizing, Actuating, and Controlling). The next step is to find out the
supporting and inhibiting factors of RahmaID in increasing its existence as an online media for women and Islam. This factor is based on Lasswell’s theory, which includes the communication model of who, what, in which channel, to whom, and with what effect.

The discrepancy that occurs in this paper is the condition of online media competition, which, as technology develops, increases between one another. This is supported by data on the increasing number of internet users as of January 2023, as shown in Figure 1. Then, there are online media focusing on women and Islam, who are still a minority in Indonesia's predominantly Muslim population. RahmaID, as an online media platform for women and Islam, still survives to meet the needs of the audience. This paper will answer the question of the problem by elaborating on the majority of Indonesian people who adhere to the Islamic religion through faith-based online media, which represents educational inspiration. From the mapping of faith-based online media to survive during competition between media, RahmaID's pattern is that of a faith-based online media that use Indonesian in accordance with regional audiences, namely Indonesia. The theoretical implication of this paper is to map the strategic management of faith-based online media, especially in countries that have a majority Muslim audience.

Literature Review

In an article, it is necessary to support the results of previous articles relating to this writing, including the writing (Mustikasari et al., 2022) entitled "Strategic Management of Indonesia’s Smart Online Media Communication in Overcoming Competition Between Online Media" communication management theory POAC. The results of the paper show that the management strategy implemented by Smart Indonesia has a good and effective communication foundation, starting from the planning stage and continuing to the controlling stage. Then, Mustikasari (2022)’s paper entitled Strategic Management of Indonesia's Intelligent Online Media Communications to Overcome Competition between Online Media, acts as a new online media amid the rapid development of the Internet. The technique used is a qualitative approach with POAC communication management theory (planning, organizing, actuating, and controlling). The results of this paper indicate that the management strategy implemented by Smart Indonesia has a good and effective communication foundation from the planning to controlling stages. The equation with the researcher’s writing is the theory used in finding research objectives. The difference lies in the writing subject used by each researcher.

Furthermore, in the article (Nadin & Ikhtiono, 2019) entitled "Mass Media Management Facing Online Media Competition” with a company study PT Suwadarma Media Cita Jurnal Bogotá. This paper uses qualitative methods and aims to determine the Bogor Journal's management level so that it still exists and continues to compete with other media. The results of this paper show that the Bogor Journal can follow existing technological developments, one of which is using online media and approaching market share to attract more attention to the Bogor Journal print media. The similarities with the researcher's writing are the purpose of the writing and the method used, namely qualitative. The difference lies in the object chosen by each researcher, namely the mass media news, while the researcher discusses online media magazines.

Pattia & Radjugukguk (2021) paper entitled "Radar Depok.com Editorial Strategic Management in Facing Competition in the Digitalization Era" used a descriptive qualitative writing method. This paper aims to identify and analyze the strategic management of the
radardepak.com editor, which is facing competition in the digitalization era, and to use Tommy Suprapto's management theory. The result of this paper is that radardepak.com holds meetings every day, evening, morning, and evening, with several stages carried out, starting from planning, organizing, implementing, evaluating, and supervising. The similarities with the researchers' writing are the variables and methods used. Then, the difference is between the theory used and the research objectives. Written by Suryani & Srimulyani (2019), the paper entitled "Strategic Management of Weekly Mangle Magazine Editors in the Digital Age" applied a qualitative writing method. This paper aims to find out how to manage the mangle editorial before and after issuing an online portal. The paper results show that editorial mangle management before the online portal could have run more effectively. After its appearance, the editorial workflow changed due to the less mature organizational flow at the beginning of its implementation. The similarities with the researchers' writing are the variables, theories, and methods used. Then, the difference is the purpose of each study.

Furthermore, the article (Cholis & Wardiana, 2019) "Strategic Management of Editors and Top-Scoring Sports Newspaper Business in Facing Competition with Online Media in the Media Convergence Era," used a qualitative writing method. This paper aims to find out about Top Score Daily in mapping competitors and implementing Topscore's daily business and strategic editorial management. The results of this paper show that Top Score Daily writes in-depth articles in the form of news or match analysis accompanied by data and infographics regulated in editorial management so that the existing content can be maintained. This strategy is also applied to its online media. The similarities between this paper and the researcher's writing are the variables and methods used. Then, the difference lies in the purpose for which it is carried out and the theory used.

This article uses several theories based on previous research, namely:

a. Strategic Management

Strategic management is determining long-term plans through a series of art management systems, including planning, organizing, directing, and controlling by utilizing organizational resources. In line with the understanding of Kusnadi 2000 (Setiawati, 2020), which explains that strategic management is an art of skills, techniques, and the science of formulating, implementing, evaluating, and supervising various organizational, and functional decisions that are influenced by internal and external factors, this paper will use POAC strategic management (planning, organizing, actuating, and controlling) according to George R Terry. The characteristics of strategic management, according to (Yunus, 2016), are long-term, dynamic, integrated into operational management, driven by elements at the top level managers, future-oriented and approachable, encouraged and supported its implementation by available economic resources.

b. Online media

Online media is a mass media that has developed using internet technology. Its presence makes the audience dependent on the media. This is due to the ease of obtaining information quickly, easily, and efficiently through these media. This is caused by the nature of the media, which is not fixed and continues to experience development, so new media appears in the form of online media, which is present without eliminating the primary function of the media. This media presents journalistic
works in the form of news, articles, features, or other works that can be accessed online.

C. Existence

Existence comes from the Latin *existere*, which means to exist, arise, and have an actual existence. Existence, according to KBBI, is existence, a presence that contains elements of survival. According to (Abidin, 2007), existence is a dynamic process, something that becomes or exists. This is the same as the word *existere*, which means out of, beyond, or overcoming. So, existence has no nature that is stiff and stopped but flexible or springy and experiencing development or vice versa, experiencing setbacks, depending on the ability to actualize the potential within it. Existence is defined as a dynamic process of something becoming there or existing. Existence has a nature that is not rigid and stops and develops or vice versa, depending on the ability to actualize its potential.

B. Research Method

This study used a qualitative descriptive type of writing because the process of writing requires intensive interaction with the subject of writing or, in this context, the online media RahmaID. Qualitative writing is a process of understanding human or social phenomena by creating a complex picture presented in sentence form through detailed view reports from informants in natural settings (Walidin et al., 2015) in (Fadli, 2021). Writing with a descriptive qualitative type, according to Strauss and Corbin in Cresswell, 1988, is a type of writing that produces discoveries that cannot be obtained using statistical procedures or quantification/measurement methods. This method produces in-depth descriptions of speech, writing, and observed behavior of an individual, group, or specific community, which is studied from a comprehensive, holistic perspective (Rahmat, 2009). Sources of data using primary data through observation, observations, and interviews, as well as secondary data in the form of documents and archival records. To obtain this data, the researchers interviewed the editor-in-chief, deputy editor-in-chief, and online media editor RahmaID.

In this paper, informants are determined based on direct involvement in RahmaID's editorial kitchen, and several social media owned. The validity test used is source triangulation. Source triangulation was carried out by conducting interviews with several different sources. The data obtained from each source cannot be generalized, but it can be described as data that have the same views and are different from the data processed by researchers. The data analysis used is an analytical model, according to Miles and Huberman, including data reduction, data presentation, and finally, conclusion by verifying evidence in the field that is accurate and factual, according to Sugiyono (Wainira et al., 2021)

C. Result and Discussion

An Overview of RahmaID's Online Media

RahmaID, as an information media company in the digital era, has a goal of becoming a media inspiration for women and turning them into an empowered generation. Efforts are being made to achieve this goal by providing support, education, and facilities in the form of a place to put various aspirations, opinions, and creativity through outputs in the form of writings published on RahmaID. This media has readers called Rahmania, who
come from Gen X to Gen Z. In order to reach all of these generations, RahmaID uses various social media to package the main writing in articles on the website into an attractive visual according to the characteristics of each media. The appearance depicted has the same characteristics as RahmaID, a combination of neutral, soft, pastel colors to reflect the calm and beauty of the reader's mind in line with the mission to be achieved.

Every media certainly needs writers, including RahmaID. The author is a crucial and most important thing from the media. With writers, online media will be able to survive and carry out its activities. This media has writers who come from internal and external sources and are referred to as contributors. Contributors consist of women and men from various generations who can freely and creatively express their thoughts and opinions from their point of view in an article according to RahmaID's theme and provisions, which will be later published on the website.

RahmaID, through its website, has various rubrics in the form of writing categories offered, namely inspiration, Islamic guidance, sakinah family, adult Marah, popular, consulting, and literature. For example, the Inspiration category published an article entitled Lato-Lato Fever: Traditional Games as a Counter to Global Games, and the Islamic Guidance category published the article Older Women Can Not Wear Hijab? Each category has its characteristics, such as a form of grouping each piece of writing into one that is easy for readers to search for and find.

Of course, the number of views or visitors is different on media websites every month or even every day. This paper has a writing limit, namely the range from January to March 2023. The data found is that among the three months, February has relatively more stable views than other months. If viewed based on the number of publications, the highest number was in January with 63 articles, then February with 45 articles, and March with 44 articles. Based on these data, it is concluded that the number of posts does not affect the number of monthly views. According to the results of interviews with the chief editor, the increase in views is due to the uniqueness of the owned writing or the author has a large audience to invite readers to read his writing.

The article that gets the most views is The Importance of Family Roles: Film Review Long Way Do Not Forget Home, published in February with a readership of 1.59k. The article was written by Muhammad Taufik Ulinuha, an activist for the Muhammadiyah board in Central Java. This is in line with RahmaID’s goal of being able to recruit credible writers from the author’s background.

The various data above can be summarized in the following table:

<table>
<thead>
<tr>
<th>No</th>
<th>Month</th>
<th>Highest of readers</th>
<th>Lowest of readers</th>
<th>Highest views</th>
<th>Lowest views</th>
<th>Authors</th>
<th>Average daily readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January</td>
<td>1,1k</td>
<td>81</td>
<td>7,480</td>
<td>4,781</td>
<td>49</td>
<td>6457,30</td>
</tr>
<tr>
<td>2</td>
<td>February</td>
<td>1.59k</td>
<td>119</td>
<td>9,617</td>
<td>5,321</td>
<td>37</td>
<td>7056,55</td>
</tr>
<tr>
<td>3</td>
<td>March</td>
<td>747</td>
<td>81</td>
<td>9,850</td>
<td>2,837</td>
<td>32</td>
<td>6555,70</td>
</tr>
</tbody>
</table>

Table 1. Summary of RahmaID website development
Based on the table, it can be concluded that February has a stable position compared to the other two months. For the highest number of readers, the lowest number of readers with the highest number and the lowest views are still in the highest number and the highest average number of readers, but still in the middle for the highest views and the number of authors.

**Strategy Management POAC**

1. **Planning**

   Planning is the initial stage carried out to achieve the target. RahmaID's target is to empower women and inspire opinion leaders. The target indicator is seen from the number of women writers and the number of views generated. The number of female writers in January was 25 people, then in February, there were 22 people, and in March, there were 15 people. There was a decrease every month, which resulted in RahmaID needing help to reach the target of empowering women as leading writers. Because of this, RahmaID also has a strategy to provide space for men to become contributors in this media but still within the theme's criteria. Furthermore, on the second target regarding the number of views based on Table 1, the development of the RahmaID website shows that there has been an increase and decrease in the final average. This is influenced by the number of authors and daily readers that differ for each published article.

   The planning stage is closely related to the SWOT analysis (Strength, Weakness, Opportunity, Threat), namely by analyzing the strengths, weaknesses, opportunities, and obstacles experienced. SWOT analysis from Rahma's media, namely:

   - **Strength** in the form of having human resources (HR) or a team with strata one academic backgrounds from various study programs and also fully supported as Muhammadiyah cadres; the only online media affiliated with Muhammadiyah with a focus on women and Islam; open to novice writers and provide assistance.
   - **Weakness** includes difficulty finding permanent writers who focus on specific issues such as the environment, limited human resources, and limited finances.
   - **Opportunity** in the form of identity as a media for women and Islam; views that align with the writing published by RahmaID.
   - **Threat** are in the form of a digital world that increasingly presents users and facilities that continue to grow, as well as current trends or phenomena.

   RahmaID aims to provide support and education through the themes of gender equality, parenting, and a sakinah family following the vision and mission it wants to achieve. The adopted vision and mission have remained the same since its establishment because they are still relevant and consistently applied in the latest era. Seeing the goals to be achieved, RahmaID's targets are women and men in general from generations y and z and several other generations. RahmaID's reason for involving men as targets is the view that education is not only intended for those who experience it, but those around them also need to know and understand. The target audience is related to views; the number of website views is 8,000-10,000 readers, with a target of
publishing 3-5 articles each week and a consistent number of writers of 10-15 people.

2. Organizing

The organizing stage includes grouping and coordinating the resources owned. This achievement can be pursued by forming policies in the organizing process. The division of tasks in each position includes:

- The person in charge is tasked with providing input and suggestions and monitoring the overall direction of RahmaID’s road.
- Editor in chief, tasked with coordinating starting from topic determination, editorial meetings, and job desk breakdown, and is fully responsible for the work activities of the editorial department.
- The deputy editor-in-chief is tasked with assisting with the editor-in-chief’s duties. Then responsible for running work programs and all social media managed by RahmaID.
- An editor is tasked with checking, editing, and perfecting writing according to cyber media guidelines and the journalistic code of ethics.
- The content creator is tasked with creating and editing content and developing it based on the writings published on the RahmaID website, which is then packaged into an attractive visual form. RahmaID has content creators, including illustrators, content creators, videographers, and social media admins.
- Web developer tasked with developing, maintaining, and guaranteeing website functionality.

3. Actuating

The briefing stage shows the role of the leader in managing the team under his umbrella. If this stage can be carried out effectively and organized according to plan, the chances of achieving the target are greater. The briefing stage requires good cooperation between the team and the leadership. The following is a briefing process carried out by the chief editor through the editorial kitchen:

<table>
<thead>
<tr>
<th>The author sends the article</th>
<th>Review and revision from the editor</th>
<th>Proofreading from the editor in chief</th>
<th>Making the author’s identity by illustrator</th>
<th>Articles are published on the website</th>
<th>Publication on social media</th>
</tr>
</thead>
</table>

Table 2. The briefing process through the editorial office

The editorial kitchen process begins with writing following RahmaID’s themes and provisions, which contributors carry out by sending them via email. Furthermore, the editor will review the feasibility of writing based on cyber media and the journalistic code of ethics. Suppose it is appropriate and there are no revisions. In that case, the editor will forward it to the chief editor, and the illustrator team will continue to illustrate the author’s photo as an identity on the website. Finally, for website media, writings that the chief editor has approved will be published and can be accessed by all readers. For social media, published posts will be processed by the team to be made into visuals that attract the audience while still including a website link as an effort to disseminate writing.

The briefing stage is closely related to a person’s performance or level of success in carrying out the work being taught. This performance cannot be separated from the role of
the leadership to be able to carry out the directions for the actions given. This role directs the leadership so that the team is willing to carry out the task, encouraging the team through motivation and a conducive work environment with good communication processes. According to Morrison, there are four components of function in the briefing. First, the motivation is given by RahmaID through the same background approach, namely Muhammadiyah cadres, in the form of recommendations for connections, projects, and even scholarships. Second, routine communication is carried out even though RahmaID's basis is Work from Home (WFH) without a physical office. The built communication counted from discussing issues, writing, and content to coordinating via WhatsApp and Zoom Meetings. Third, leadership by the chief editor is the leader who distributes the job desk and progress updates to the team. In addition, follow-up and mutual backup activities are also carried out to support the implementation of daily editorial and content activities. A personal approach is also taken to get to know each other’s conditions. Fourth, delegating training activities as a technical update carries out job desks and workshops for writers to improve their abilities and broaden their perspectives.

At the briefing stage, it has been carried out quite well, including a series of successive editorial kitchen workflows, briefings carried out by the leadership, motivation in the form of connections and recommendations, routine online communication, leadership through action examples, as well as training to improve capabilities. Even though some things can be said to be not optimal, Rahma’s leadership tries to be able to complement and provide the best for his team.

4. Controlling

Controlling or supervision is carried out to ensure that the workflow is carried out according to a predetermined plan. The party that plays the primary role is the editor-in-chief, the person in charge of the work of the entire team running and carrying out its directions. At this stage, the data obtained is:

- First, standards should be set as a basis for control in writing policy standards that use enhanced spelling rules, guidelines for cyber media, and a journalistic code of ethics. This is also supported by several RahmaID teams who have carried out the Journalist Competency Test, which supports the continuous improvement of journalistic skills. Second, the results achieved are measured by looking at the work results in the form of achievements obtained. The results of this work are the 16 best Muhammadiyah affiliate websites among dozens of others.

\[ \text{Figure 4. Muhammadiyah affiliate website ranking} \]
Meanwhile, according to the national ranking from (Similarweb, 2023), it contains the ranking of the entire website in the Faith and Beliefs segment or faith and beliefs showing that there has been a decline. In January, it occupied the position of 635, then February 648 and March 1,216.

- Second, comparing implementation or results with standards and correcting deviations or mistakes. At this stage, the results of the traffic work obtained are linked. Table 1 shows that the highest ranking or dominant is in February. The traffic results chart shows that the position in January occupies the top ranking. The analysis obtained by the researchers was that in February, it was high due to getting the top superior position among the other three months in the form of the number of readers in one of the articles amounting to 1.5k views, and the average daily views were 7056.55. Then, in January, with the highest national ranking position and supported by the existing results from Rahma's performance, excelled in the number of authors, namely 49, and the number of published articles, namely 63 writings. It can be concluded that writing and writing are the most essential things in the sustainability of online media. If one or both are missing, the online media cannot carry out its work functions and achieve target objectives to be achieved. Even with the highest monthly average views and the highest number of readers, it still will not affect the increase in traffic to the national online faith and belief media ranking.

- Third, evaluate when deviations occur. As has happened before, a mother wanted to publish an article about the abuse of her child without the disguise of the victim and the perpetrator. So, RahmaID firmly rejected the writing and asked the mother to revise and change the name. This is under the rules of the journalistic code of ethics.

- Fourth, reviewing and re-analyzing the plan and measuring its reality. This can be done by setting targets that are viewed based on the theme in each website category. In the early planning stages, Rahma targeted the readers he wanted to reach, who were the millennial generation and focused on women. As a result, the realization that is obtained is an understanding that education requires several parties or that it is not only women. Men also need to be educated to have views and perceptions that align with women. Then, regarding generations, based on the interview results obtained, generation Y remains a more dominant reader (on the website) than generations Z and Alpha, with a percentage of 7% of X genes, 59% of Y genes, and the remaining 34% of Z genes. If analyzed, generations X, Y, and Z are still at their productive age to carry out their daily activities. Rahma can be used as inspiration for reading and a place to accommodate the creativity of these three generations. Related to getting readers from various generations as much as possible. Rahma collaborates and cooperates with other websites affiliated with Muhammadiyah. Efforts are made to include links to each other if the writing is discussed as a source of reference or a similar theme but with a different point of view. This is done to support each other and also increase
literacy for readers with different viewpoints or in writings with other discussion points. Besides that, Rahma also backed up links in the form of publishing posts uploaded through the website by uploading them on Rahma's social media and the team's personality. This effort is considered significant enough to increase readership because posts published on social media are limited in the form of points or carousels so that if readers want to know in full about the topic being discussed, they will be able to quickly go to the website page by clicking on the website link that has been included. This effort was considered adequate as a missionary message for RahmaID. The number of masses owned by Rahma and added to the masses owned by the personal team will strengthen the views of the articles published on the website. Then, regarding the supporting social media used by Rahma, Instagram is number 1 based on the results of interviews with managers. In addition, Rahma's audience in the media is quite large, with 7,036 followers plus the number of posts in the form of exciting visuals. Besides that, the increasing development of the digital world and the age of Gen Z are more active on the platform. However, Rahma's team still cannot recognize the algorithm from Instagram, which can sometimes increase sharply but also decrease despite the consistent performance that has been carried out.

- At the monitoring stage, it was concluded that as a control standard, Rahma already had a standard authorship policy in EYD, guidelines for cyber media, and a journalistic code of ethics supported by several UKW teams. Then, as a measurement of the achievement results obtained, it will become one of the top 16 websites affiliated with Muhammadiyah as of 2022, among other official website competitions. In addition, Rahma had a reasonably high national ranking in January, 635, compared to March, 1,216. Furthermore, the focus on comparing implementation with work results is that writers and writing are the most important and number one lives in the life of online media. Even with a high average monthly view and many readers, the traffic of the national online media ranking will remain the same. Then, strict action will be taken for the evaluation faced in the form of deviations that violate Rahma's policy standards, and finally, regarding the review based on Rahma's plan, which has a target audience of women and men, even though the issues discussed are primarily women. However, Rahma's writings become perceptual material for men to discover what is on women's minds. Then, the targeted generation is not only the younger generation but is still evenly distributed among X, Y, Z, and even some baby boomers. Furthermore, the strategy used to increase views is to back up links and share links through the Rahma team's social media.

Factors Influencing RahmaID's Strategic Management

In this era of highly developed technological developments, all life support activities have many conveniences. This convenience can be used as a supporting factor for implementing activities, one of which is managing online media. This is also inseparable from the inhibiting factors because a facility, of course, has its constraints, which are referred to as obstacles. In
particular, online media, which has many advantages, makes disseminating information through these platforms more effective and efficient.

- Supporting factors include family support for strangers. During Rahma's existence, the factors that supported the ongoing online media activities were direct guidance from the person in charge of Rahma, support from the managing family to be at Rahma, a cooperative attitude between teams, and connections to know and about well-known figures in Muhammadiyah. Apart from that, there is also an affiliation between Muhammadiyah websites to support each other, writers who consistently submit their ideas and works, and a quota of apprentices who always make up for Rahma's lack of resources.

- Inhibiting factors are referred to as obstacles experienced by Rahma during the editorial process up to publication on various social media. As for them, there is miscommunication because the work base is entirely online, the limitations of credible writers and or focus on specific issues, and also regarding limited funds and human resources. Some of these obstacles have been overcome and resolved, but some are still subject to further evaluation for Rahma in the future.

D. Conclusion

Strategic management is the art of skills, techniques, and science of formulating, implementing, and evaluating various organizational and functional decisions influenced by internal and external factors. It can always change to provide capabilities or resources to the organization to achieve the expected goals. Related to research on Rahma's Strategic Management in Increasing Its Existence as an Online Media for Women and Islam is Planning by conducting a SWOT analysis and setting achievable targets, organizing by delegating job desks based on the abilities and background of the team, actuating in the form of direction by the leadership by coordinating, managing editorial flow, and providing motivation for the team. Controlling is carried out at the last stage to determine the achievement of the work that has been done for evaluation and further plans.

The factors that influence Rahma's strategic management are supporters and obstacles. The supporting factors are direct guidance from the founder, family support from the management team, cooperative attitude between teams, connections with important figures, donor support, collaboration between affiliated websites, and consistent writers and apprentices who complete Rahma's human resource needs. Then the inhibiting factors are miscommunication between teams, limited credible writers, funds, and the number of internal resource managers.

The recommendations put forward are for more optimal planning so that the implementation is more planned and structured. Then, it is necessary to add advertising columns to increase nominal income and add media manager human resources.
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Author Details

Aisyi Ikrima Amanati¹, Twediana Budi Hapsari²

Email

aisyi.ikrima.fai19@umy.ac.id¹
twediana@umy.ac.id²

Supplementary Material

Supplemental data for this article can be accessed here https://jicc.umy.ac.id/index.php/jicc.

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