

INNOVATION IN THE MANAGEMENT OF JOGOKARIYAN MOSQUE FOR ISLAMIC STUDIES IN THE DIGITAL ERA

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Abstract: Innovation of Jogokariyan Mosque Management in Islamic Studies in The Digitalization Era.

This study was conducted to find the form of innovation of the Jogokariyan Mosque management in Islamic studies in the digitalization era, the supporting factors for implementing innovation, and its impact or implications for society. This type of research was conducted using a descriptive qualitative method. To obtain data for this study, the researcher came directly to the location, namely the Jogokariyan Mosque in Yogyakarta. To get an overview of the object, the researcher interviewed several components in the mosque, observation, and documentation. The results of this study show 1) Jogokariyan Mosque Integrates Technology in Islamic Preaching & Study Activities: In the form of Using Social Media Including; Instagram, Facebook, Jogokariyan Mosque YouTube channel, WhatsApp, Tiktok. 2) Good mosque management, the totality of the administrators to prosper the Jogokariyan Mosque, Facilities and infrastructure that make the congregation comfortable, The prosperity of the mosque which also has an impact on Islamic study activities at the Jogokariyan mosque, Support from various parties who help each other. 3) Facilitate the congregation to follow Islamic studies from any location and increase the number of congregation participation, Increase the involvement of the younger generation who are more familiar with digital technology, Studies conducted online contain interesting themes that are happening in society so that the community can find the best solution, Provide facilities and understanding to the community to be able to follow various studies that exist including; Subuh Study, Ummida Study, Tuesday Night Study, Wednesday Night Study, Ahad Legi Study, Aisiyah Study.

Keywords: *Innovation of Islamic Studies, Jogokariyan Mosque, Supporting Factors, Implications*

Abstrak: Inovasi Pengelola Masjid Jogokariyan dalam Kajian Ke Islaman di Era Digitalisasi

Penelitian ini dilakukan untuk menemukan bentuk inovasi pengelola Masjid Jogokariyan pada kajian keislaman di era digitalisasi dan faktor-faktor pendukung penerapan inovasi, serta dampak atau implikasinya bagi masyarakat. Jenis penelitian ini dilakukan dengan metode kualitatif deskriptif. Untuk dapat mendapatkan data Penelitian ini, peneliti datang langsung di lokasi yaitu di Masjid Jogokariyan Yogyakarta. Agar dapat mendapatkan gambaran terhadap objek penelitian, peneliti melakukan wawancara atau

menginterview beberapa pihak yang terlibat dalam pengelolaan Masjid Jogokariyan, seperti; Ketua Takmir Masjid, Penanggung jawab Biro Pendidikan, Penanggung jawab Biro Kajian Islam, Penanggung jawab Biro Pembinaan Remaja Masjid, Penanggung jawab Biro Kajian Asisyiah, Penanggung jawab Biro Ummida, Penanggung jawab Kajian Malam Selasa, Masyarakat serta dengan dokumentasi. Hasil dari Penelitian ini menunjukkan 1) Masjid Jogokariyan Mengintegrasikan Teknologi Dalam Kegiatan Dakwah & Kajian Keislaman: Berupa Menggunakan Media Sosial Meliputi; Instagram, Facebook, Channel Youtube Masjid Jogokariyan, Whatsapp, Tiktok. 2) Manajemen masjid yang bagus, totalitas para pengurus demi memakmurkan Masjid Jogokariyan, Sarana dan prasarana yang membuat jamaah menjadi nyaman, Kemakmuran masjid yang berimbas juga pada kegiatan kajian islam di masjid jogokariyan, Dukungan dari berbagai pihak yang saling membantu satu sama lain. 3) Memudahkan Jamaah untuk mengikuti kajian islam dari lokasi manapun dan meningkatkan jumlah partisipasi jamaah, Temuan ini mengimplikasikan bahwa inovasi digital yang dilakukan oleh Masjid Jogokariyan tidak hanya memperluas jangkauan dakwah, tetapi juga menjadi model efektif dalam meningkatkan partisipasi generasi muda dalam kegiatan keislaman berbasis masjid, serta menginspirasi pengelolaan masjid lainnya di era digital dan Memberikan Fasilitas dan Pemahaman kepada masyarakat untuk dapat mengikuti berbagai kajian yang ada antara lain; Kajian Subuh, Kajian Ummida, Kajian Malam Selasa, Kajian Malam Rabu, Kajian Ahad Legi, Pengajian Aisyiah.

Kata Kunci: Inovasi Kajian Keislaman, Masjid Jogokariyan, Faktor-faktor Pendukung, Implikasi

INTRODUCTION

Jogokariyan Mosque is one of the mosques that has successfully utilized digital technology to optimize its role in society. This mosque has adopted digital technology, especially through the Instagram platform, to improve communication and increase congregation participation in various religious and social activities. Through digitalization, Jogokariyan Mosque can disseminate or share accurate and real-time information to the congregation, overcome obstacles in monitoring activities, and also increase congregation satisfaction with the information conveyed. The modern and professional management of this mosque makes Jogokariyan Mosque able to adapt to changing times, while maintaining Islamic values that are the basis of its function as a life for the community (Muhammad, 2020). The existence of the Jogokariyan Mosque is a bridge for the Muslim community to provide wide access to the entire community to be able to enjoy, learn, and develop themselves because this mosque provides facilities for the community to do various things.

This is done by the Jogokariyan Mosque Management to continue to improve quality and develop innovation, and creativity to always develop, and collaborate this expression by the review or opinion of Arina Rahmatika that the Jogokariyan Mosque

that the Jogokariyan Mosque has utilized various forms of media to promote its religious and cultural values, through interesting content on social media, such as photos of religious activities, documentary videos, and inspirational stories from the congregation, this mosque has succeeded in attracting the attention of many people. In addition, collaboration with the mosque's prosperity council with young social media activists plays an important role in expanding the reach of the popularity of the Jogokariyan Mosque (Rahmatika & Sunan 2024).

These tips are what the Jogokariyan Mosque does to provide specific and holistic contributions, which make this mosque able to innovate and utilize various social media platforms effectively to disseminate information and activities (Suriyono, 2022). By utilizing platforms such as Facebook, Twitter, Instagram, WhatsApp, and YouTube, for the Website, the Jogokariyan Mosque has succeeded in attracting the attention of the wider public and increasing community participation in various social and religious programs through planning and organizing (Aji, 2019). This makes this mosque still exist in modern times today. The Jogokariyan Mosque is likened to a well-structured and conceptualized Islamic institutional and activity system, this mosque was built not only from its physical appearance, but also building values horizontally and vertically, in terms of describing the explanation that this mosque is a projection for its community, the environment, and the cultivation of worship or Tauhid to Allah SWT.

The Jogokariyan Mosque is located in the Special Region of Yogyakarta. The Jogokariyan Mosque was chosen as a representative of the city of Yogyakarta to compete in the Yogyakarta Special Region's large model mosque competition. On August 22, 2016, Jogokariyan Mosque earned first place in the Ministry of Religion's (Depag) model mosque competition (Azzam, 2019). November 2016, Jogokariyan Mosque was proposed as a DIY representative to advance in the national model mosque competition and was awarded directly by the Republic of Indonesia's Ministry of Religion (Yulianti et al., 2020). This success has made Jogokariyan Mosque famous in the community and a model for other mosques.

Therefore, Jogokariyan Mosque has succeeded in empowering the community with good management and strengthening social ties, thus making it a center for beneficial interactions in the exchange of information, knowledge, and skills, and providing various services from health, and learning, to capital (Ibnu, 2023). This is done by prioritizing the principle of public welfare so that this mosque has succeeded in becoming an interactive center. Jogokariyan Mosque positions itself as a mosque for various other activities such as education, Islamic studies, economics and so on that can provide benefits to the surrounding community (Fatwah, 2024). Several previous studies discuss mosque management. The research is in the form of. Research conducted by (Setyorini & Violinda, 2021) found a strategy for managing mosques based on congregations, this strategy seeks to improve mosque services to its congregation, and other things that are done are collaborating with teenagers to

be able to innovate in managing mosques creatively (Astuti & Fakhruddin, 2024). Overall shows that the Al-Fatihah Mosque has implemented a management strategy that includes planning, implementation, and evaluation. The active involvement of mosque administrators and congregations in routine cleaning programs has succeeded in increasing comfort and solemnity in worship.

After that Caniago (2023) that the implementation of the management of the Al-Muhajirin Mosque in the aspects of the Ijarah and Idarah fields and the Ri'ayah fields showed that it had not run optimally, because the program that was made only made short-term plans, while in the long term it did not run well because the preparation of the planning was not prepared properly by the management, resulting in rare meetings, poor facilities. Then Andriani et al. (2025) explained that mosques have an important role in today's modern era, mosques are required to always make changes, namely by creating educational innovation movements and training to increase community capacity. Therefore, the innovations created are in the form of Educational Innovations; (1) Establishing non-formal educational institutions such as TPA and MDA; (2) Routine syllabus studies; and (3) Arabic language course institutions. Training Innovations (1) funeral prayer training; (2) Youth mosque leadership training; (3) Preaching training (Khattab & Affan, 2024).

Referring to several previous studies that have been presented, it is concluded that there has been no research that specifically discusses the Innovation of Mosque Management in Islamic Studies in the Digitalization Era, so this study will focus on deepening the Innovation of Jogokariyan Mosque Management in Islamic Studies in the Digitalization Era. The purpose of this study is to examine in-depth and comprehensively to be able to describe the innovation carried out by the Jogokariyan Mosque, the impact or implications, and supporting factors, this study is expected to encourage mosques to be able to implement mosques, especially as one of the places of religious institutions in the modern era in the digitalization era today, because mosques do not only function as places of worship, but also as centers of civilization, education, religion, social, and government of Muslims.

METHODS

Research Design The method used in this study is descriptive qualitative. Qualitative research is descriptive in nature, which aims to understand the phenomena experienced in their entirety and can be observed from an individual, group, society, or organization, this is done to understand them in their entirety, comprehensively and holistically. In this study, the data produced or obtained is in the form of words in depth, accurately, and comprehensively, or images, not numbers. So this study attempts to carry out a series of research activities by obtaining data that is in accordance with field conditions and is carried out to obtain broad and accurate understanding data according to what is in the field.

This research report contains data citations to provide an overview of the presentation of the report (Moleong, 2019). The data comes from interview scripts, photos, videos, field notes, official documents and so on. The sampling technique in this study uses simple random sampling, where each member of the population has an equal opportunity to become a subject. Sampling is carried out in one step with each subject selected independently from the members (Firmansyah, 2022).

This study was conducted at the Jogokariyan Mosque in Yogyakarta, because this mosque shows very rapid progress in terms of management, empowerment, integrity, in the fields of education, economy, religion, politics, and so on so that it is able to develop society and progress rapidly, therefore this mosque becomes a Role Model.

The participants in this study were 8 people. This study conducted interviews with 8 people at the Jogokariyan Mosque so that the data obtained could run credibly. The 8 people were; (1) The Head of the Jogokariyan Mosque Takmir has a role in determining the direction of policy and making strategic decisions because the Takmir is the main manager of the mosque; (2) The person in charge of the Education Bureau has a role in managing formal/non-formal education programs, providing training, and learning activities because this is indeed the core task of the Education Bureau; (3) The person in charge of the Islamic Study Bureau has the role of compiling study materials, determining themes, and maintaining the quality of knowledge because it focuses on the substance of Islamic studies; (4) The person in charge of the Mosque Youth Development Bureau has the role of developing Islamic and social activities for teenagers, character building; (5) The person in charge of the Jogokariyan Village Asisyiyah Study Bureau has the role of managing the mothers' studies and empowering the women's community; (6) The person in charge of the Ummida Bureau has the role of implementing the Community Economic Program, Cooperatives, Entrepreneurship Training; (7) The person in charge of Tuesday Night Studies, has the role of compiling and managing interesting thematic evening studies for the younger generation; (8) society Providing perspective as a beneficiary of mosque innovation-very important, so that the voice of the community is represented.

RESULTS

Forms of Innovation of Jogokariyan Mosque Management in Islamic Studies in the Digitalization Era. The results of this study show several forms of innovation carried out at the Jogokariyan Mosque in Islamic Studies in the Digitalization Era. These innovations demonstrate the mosque's adaptability and commitment to integrating modern technology with religious teachings, enabling wider community engagement and more effective dissemination of Islamic knowledge. Furthermore, the mosque's proactive initiatives serve as a model for other Islamic institutions aiming to remain relevant and impactful in the digital age. The following are forms of innovation carried out at the Jogokariyan Mosque that have responded to this study.

From the Table 1, it is shown the form of innovation in Islamic studies Using various social media to carry out Islamic studies or da'wah activities by using or utilizing social media including, Instagram, Facebook, YouTube, WhatsApp, and TikTok. In its implementation to implement changes or innovations, of course, it is supported by various things in the form of; Good management, and the totality of its administrators, Adequate facilities and infrastructure, prosperity or welfare of the mosque, and support from various parties.

Table 1. Forms of Innovation in Islamic Studies at Jogokariyan Mosque in the Digitalization Era

No.	Questions	Coding
1.	What digital innovations has Jogokariyan Mosque made in Islamic studies?	Jogokariyan Mosque integrates technology into Islamic preaching and study activities through the use of social media platforms such as Instagram, Facebook, the Jogokariyan Mosque YouTube channel, WhatsApp, and TikTok
2.	Why is Jogokariyan Mosque more successful in innovation than other mosques?	<p>Good mosque management, the total commitment of the administrators to make the Jogokariyan Mosque prosperous</p> <hr/> <p>Facilities and infrastructure that make worshippers feel comfortable</p> <hr/> <p>The prosperity of the mosque also has an impact on Islamic study activities at the Jogokariyan mosque.</p> <hr/> <p>Support from various parties who help each other</p>

Implications Of Innovation In Islamic Studies For Society

The implications of Islamic studies conducted in an innovative manner will certainly have an impact or influence on society. These innovations not only modernize the methods of religious education but also increase accessibility and relevance for younger generations. By utilizing digital platforms, social media, and interactive learning models, Islamic teachings become more engaging and easier to internalize. As a result, the community experiences a strengthening of religious understanding, greater participation in mosque activities, and a more inclusive and adaptive approach to da'wah in the digital era.

Furthermore, the active involvement of the community in technology-based Islamic activities strengthens social bonds among community members. Such innovations also help eliminate geographical and time barriers, allowing da'wah efforts to reach a broader audience more efficiently. These outcomes reflect the transformative role of digital innovation in shaping a more dynamic and responsive Islamic educational landscape. The following are the implications that are produced in Table 2.

Table 2. Resulting implications

Aspek	Implikasi/ Dampak
Increasing Access and Participation	Make it easier for the congregation to follow Islamic studies from any location and increase the number of congregation members participating.
Youth Involvement	Increasing the involvement of the younger generation who are more familiar with digital technology
Content and quality	The study conducted online contains interesting themes that are currently happening in society, so that society can find the best solution. Jogokariyan Mosque has the best and most professional media team, so that the delivery of material can run optimally
Variations of Islamic Studies At Jogokariyan Mosque	Providing facilities and understanding to the community to be able to take part in various existing studies, including; Fajr Study, Ummida Study, Tuesday Evening Study, Wednesday Night Study, Sunday Legi Study, Aisyiyah Study

DISCUSSION

Jogokariyan Mosque emphasizes strategic planning to produce forms of innovation so that it can attract people, both old and young. To be able to provide wider facilities and access (Arsam et al., 2024). Where the da'wah approach carried out through social media is something interesting, creative, and inclusive (Khattab & Affan, 2024).. It is proven that the Jogokariyan Mosque is very competent in improving its quality through planning, organizing, mobilizing, and supervising. Through this element, it can provide success for mosque activities. Mosques can increase their role through the implementation of three main pillars: Sustainable, Facilities Management (SFM), social and economic development of the congregation, and integration of technology and innovation. These three pillars allow the mosque to not only be a place of worship but also a center for community empowerment.

With the implementation of this adaptive mosque system, the Jogokariyan Mosque is able to easily adjust to various circumstances. This includes the ability to adapt to changes and new situations, as well as having the flexibility to face challenges (Risky et al., 2024). Therefore, modern management and congregation-based service systems have an impact on society—not only in terms of worship, but also by serving as a center for social, educational, religious activities, and community welfare.

The Jogokariyan Mosque has been able to attract attention from various parties due to its successful management, which includes the following aspects (Jogokariyan Mosque Management Manager, 2025):

1. Developing Congregation Da'wah, Da'wah at the Jogokariyan Mosque is packaged interestingly and is easily accepted by the community. The da'wah program includes routine studies, lectures, and the moral and spiritual development of the

congregation. With a good management system, this mosque has become a center for Islamic activities that has a great influence on the surrounding community.

2. Managing Ta'lim Assemblies, The Jogokariyan Mosque holds various taklim assemblies for various groups, from children, and teenagers, to the elderly, to increase understanding of Islam in the community. The Jogokariyan Mosque Provides Great Benefits to the Community.

Efforts to improve online media management at the Jogokariyan Mosque continue to be carried out and developed, including media content management at the Jogokariyan Mosque (Muhammad Afnan Banu Aji, 2019):

1. Creative content and able to keep up with the times, content creativity can be shown from the way the Jogokariyan Mosque packages messages. Where messages are packaged and designed attractively to attract the target audience. This effort is carried out by a team of professional creators working at the Jogokariyan Mosque so that they are able to produce ideas creatively and innovatively.
2. Marketing Activities Through Online Media. The marketing process is also a very important part of the aspect of Islamic preaching at the Jogokariyan Mosque, because through this marketing, the Jogokariyan Mosque media will be more easily viral and known by the audience's content. One of the marketing efforts carried out by the Jogokariyan Mosque during 2017 was by utilizing online media which at that time was a media that was widely accessed by the public to market the mosque's preaching content. The online media platforms used for marketing activities include Instagram, Facebook, Twitter, YouTube and the official website owned by the Jogokariyan Mosque.
3. Islamic preaching content that becomes viral. Jogokariyan Mosque has released a variety of content, including essays with Islamic insights, movies, pictures, and status updates, that incorporate Islamic teachings using a variety of models. When looking at the preaching strategy, Jogokariyan Mosque adopts the social engagement and social integration strategy. The way Jogokariyan Mosque uses online media, including live streaming mosques, YouTube video uploads, and many other methods, is an example of the social engagement strategy. In the meantime, Jogokariyan Mosque uses media as a tool to build a community through the social integration strategy. This study highlights specific innovations in the integration of digital technologies into mosque management, particularly the strategic use of social media not only for the dissemination of religious content but also as a tool to encourage active community participation. The unique model of the Jogokariyan Mosque that combines spiritual guidance with professional digital outreach serves as an innovative example of how traditional Islamic institutions can adapt and thrive in the digital age. This study contributes to the study of Islamic educational management by offering a concrete model of digital-based religious engagement that is replicable and impactful.

CONCLUSION

This study concludes that Jogokariyan Mosque has successfully implemented innovations focused on the modern integration of technology to expand the reach of its Islamic studies and preaching activities to a broader audience, including both the youth and the elderly. The use of social media platforms such as Instagram, Facebook, the Jogokariyan Mosque YouTube channel, WhatsApp, TikTok, and others plays a vital role in this effort. Utilizing modern media has become a key strategy in improving the welfare of the Muslim community, enhancing religious understanding, education, and more. These modern platforms provide more efficient and effective means of communication and outreach. Both internal and external supporting factors contribute significantly to the mosque's existence and success. These factors help enhance quality, optimize performance, and achieve success, ultimately leading to tangible outcomes in both quality and quantity.

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