

Development of the Mawar Allah Prayer Assembly Website Based on Google Sites as a Digital Information Media to Increase the Existence of Socio-Religious Organizations

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ABSTRACT

This study aims to develop the website of the Majelis Do'a Mawar Allah (MDMA) as a digital information media to support the dissemination of organizational information and increase the existence of socio-religious organizations in the digital era. The study used a qualitative approach with a case study design conducted at the Majelis Do'a Mawar Allah under the Tazkia Psychology Consultation Bureau of UIN Salatiga. Data were collected through observation, semi-structured interviews with the organization's founders, and documentation, then analyzed using the Miles and Huberman interactive analysis model which includes data reduction, data presentation, and conclusion drawing. The results of the study indicate that before the website development, the delivery of organizational information was still carried out conventionally so that information regarding the profile, history, activity agenda, documentation, and member recruitment was not presented in an integrated manner. Based on the needs analysis, the website was developed using the Google Sites platform by applying interface design principles such as the User Interface Golden Rules, F-Pattern, Rule of Thirds, Color Theory, readable web fonts, and design consistency. The resulting website is able to integrate various organizational information in one easily accessible digital platform, increasing the ease of information dissemination, expanding the reach of publications, strengthening the organization's digital identity, and supporting the increased existence of the Majelis Do'a Mawar Allah in the community. The research results show that the use of Google Sites-based websites is an effective solution for socio-religious organizations in optimizing communication and publication of information on an ongoing basis.

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1. INTRODUCTION

The development of information and communication technology has brought very significant changes in various aspects of people's lives, including the way organizations convey information to the public [1]. Digital transformation encourages every institution, whether engaged in education, social, religious, or government, to utilize internet-based media as an effective means of communication [2]. Websites are one of the digital media that are able to present information quickly, are easily accessible, and are not limited by space and time [3]. The existence of a website not only functions as a publication medium but also becomes a digital identity that reflects the professionalism and credibility of an organization.

On the other hand, internet usage in Indonesia continues to increase every year. People now access more information through digital devices than through conventional media. This situation demands that organizations

provide accurate, easily accessible, and consistently updated information through digital platforms. [4] . Organizations that are able to utilize information technology will find it easier to build relationships with the community, expand the reach of services, increase the transparency of activities, and strengthen the institutional image amidst increasingly intense information competition [5], [6] .

The Mawar Allah Prayer Council (MDMA) is a socio-religious organization that carries out various activities, such as holding joint prayers, providing assistance to orphans, conducting religious outreach, and providing spiritual guidance to the community. As an organization engaged in religious and social services, MDMA needs to convey information about the organization's profile, history, activity agenda, management recruitment mechanisms, and social programs to the wider community. Utilizing a website is one alternative that can support the dissemination of this information so that the organization's existence is better known to the public [7] .

Even though digital technology is developing very rapidly, there are still many socio-religious organizations that do not have integrated digital information media [8], [9] . The delivery of information still depends on social media or word of mouth communication which has limitations in information storage, activity documentation, and accessibility for the general public [10] . As a result, the public often has difficulty obtaining complete information regarding the organization's profile, activity schedule, and implemented programs.

The Mawar Allah Prayer Council faced similar challenges. Before the website was developed, information regarding the organization's history, vision and mission, routine activities, documentation, and management recruitment process was not presented systematically in a single, easily accessible medium. Information was primarily conveyed through direct communication or limited social media. This situation prevented the organization from being fully recognized by the wider community, despite the organization's diverse social and religious activities.

Furthermore, the lack of an official website-based information medium makes the process of publishing activities, documenting the organization, and conveying information to the congregation less effective. This limitation has the potential to reduce the public's opportunity to learn about, participate in, and participate in various MDMA activities. Therefore, a digital information medium in the form of a website is needed that can serve as a central information center for the organization while simultaneously enhancing the presence and positive image of MDMA in the digital era.

Various previous studies have shown that websites are an effective communication medium in improving the quality of organizational information services [11], [12] . Research on the implementation of websites in educational institutions, social organizations, and government agencies shows that websites are able to expand the reach of information, increase transparency, strengthen the image of the organization, and make it easier for the public to obtain the information they need [13], [14] . In addition, the application of good *user interface design principles* has also been proven to increase user comfort when accessing information via websites [15], [16] .

However, most previous research has focused on website development for the education, business, and government sectors. Research specifically addressing website development as a publication medium and enhancing the presence of socio-religious organizations, particularly prayer groups, is relatively limited. Therefore, this study aims to fill this gap by developing the Mawar Allah Prayer Group website as an information medium capable of supporting the dissemination of organizational information while enhancing its presence within the community.

This study aims to design and develop the Mawar Allah Prayer Council website as a digital information medium that can present the organization's profile, history, activities, documentation, agenda, and other information in an integrated manner. Furthermore, this study aims to analyze how website utilization can enhance the organization's presence, expand the reach of publications, and facilitate public access to information about the various activities carried out by the Mawar Allah Prayer Council.

This research is significant because it provides both practical and academic contributions. Practically, the results can serve as a reference for the Mawar Allah Prayer Council in optimizing the use of information technology as a medium for organizational communication and publication. Academically, this research enriches the study of website implementation in socio-religious organizations, which has not yet been widely studied. Therefore, this research is expected to serve as a reference for similar organizations seeking to undertake digital transformation to improve the quality of information services, expand communication reach, and strengthen their presence in the digital era.

2. METHOD

This research uses a qualitative approach with a case study design. The qualitative approach was chosen because the research aims to gain an in-depth understanding of the information media needs of the Mawar Allah Prayer Council (MDMA) and the process of developing a website as a means of organizational publication in the digital era [17], [18] . The case study design was used because the research focused on one object, namely the Mawar Allah Prayer Council (MDMA) which is under the Tazkia Psychology Consultation Bureau of UIN Salatiga. Through this approach, researchers can gather information about the organization's history, activities, information needs, and strategies for conveying information to the public as a basis for compiling the organization's website [19], [20] . The research was conducted in Salatiga City during the period of March 12 to April 11, 2023, which included the stages of problem identification, literature study, data collection, data analysis, website content preparation, website creation using Google Sites, website publication, and evaluation of development results.

The research subjects were selected purposively, namely based on the consideration that the informants have in-depth knowledge about the organization [21], [22]. The main informant in this study was S, as the founder of the Mawar Allah Prayer Council, who provided information about the history of the organization's founding, the purpose of its formation, philosophy, vision, mission, organizational structure, and various activities carried out by MDMA. In addition, supporting data was obtained through observations of organizational activities and various documents owned by MDMA, so that the information obtained was able to provide a complete picture of the need for website development as an organizational information medium.

The research data consists of primary data and secondary data. Primary data were obtained directly through field observations and semi-structured interviews with the founder of the Mawar Allah Prayer Council [23]. Observations were conducted by attending routine MDMA activities to obtain an overview of organizational activities, program implementation, interactions between members, and forms of service to the community [24]. Interviews were conducted using previously prepared interview guidelines with a focus on discussing the history of the organization, the purpose of its establishment, routine activities, publication needs, and information to be presented on the website [25]. Meanwhile, secondary data were obtained through organizational documents, activity photos, management structures, activity agendas, administrative archives, and various references regarding websites, interface design (*user interface*), and digital communication which were used as a basis for website development [26].

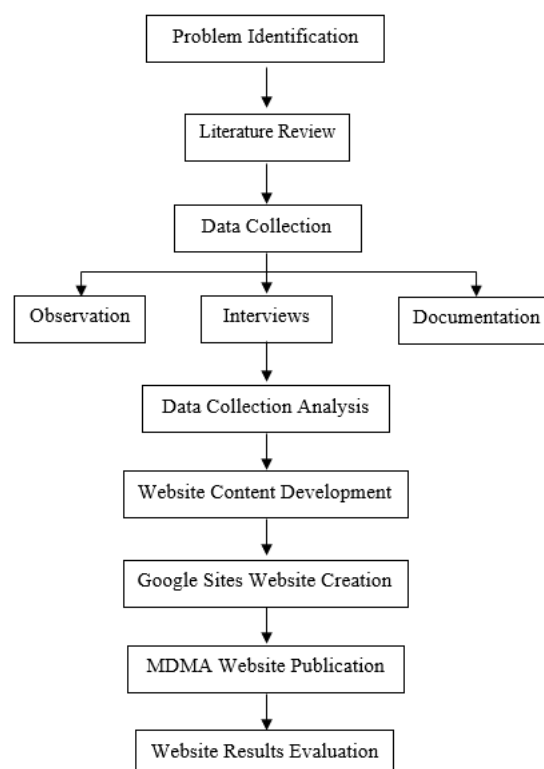


Figure 1. Research Flow Diagram

Data collection began with problem identification, namely the lack of official information media capable of presenting the organization's profile, history, activity agenda, and other information in an integrated manner to the public. The next stage was a literature study to obtain a theoretical basis for the concept of websites, digital communication, interface design (*user interface*), and the principles of good website design. Next, field data was collected through observation, interviews, and documentation to obtain information regarding the organization's needs. The results of the data collection were then analyzed to obtain various pieces of information that will be used as material for compiling website content, including the organization's profile, the history of the founding of MDMA, the organization's goals, activity agenda, activity documentation, member recruitment mechanisms, and other information needed by the community.

Based on the results of the data analysis, website content was prepared according to the organization's information needs. Furthermore, the website was developed using the Google Sites platform because it is easy to use, does not require programming skills, and is free to access. In the design process, the researcher applied several interface design principles, namely *the User Interface Golden Rules*, the use of the F-Pattern reading pattern, the application of the Rule of Thirds in image placement, the selection of color combinations according to the organization's identity (*Color Theory*), the use of easy-to-read fonts (*readable web fonts*), and maintaining display consistency (*Design Consistency*) on each website page. After all the content was completed, the website was

published so that it could be accessed by the public as the official information media for the Mawar Allah Prayer Assembly.

Data analysis was conducted using the Miles and Huberman interactive analysis model, which includes three stages, namely data reduction, data presentation, and drawing conclusions [18], [27], [28]. Data reduction was carried out by selecting and grouping information from interviews, observations, and documentation according to the research focus. Next, the data was presented in the form of a narrative description that describes the website development process and the information displayed on each website page. The final stage was carried out by drawing conclusions regarding the use of the website as an information medium that is able to support the publication of activities and increase the existence of the Mawar Allah Prayer Assembly in the community.

To maintain the credibility of the data, the study applied technical triangulation, namely, comparing the results of observations, interviews, and documentation obtained during the study [29]. Information obtained from interviews with the founder of the organization was confirmed with the results of field observations and organizational documents, so that consistent and accountable data were obtained. The application of technical triangulation is expected to increase trust in the research results while providing a comprehensive picture of the website development process as an information and publication medium for the Mawar Allah Prayer Assembly.

3. RESULTS AND DISCUSSION

3.1 Analysis of the Problem of Information Dissemination at the Mawar Allah Prayer Assembly

The results of observations, interviews, and documentation show that the Mawar Allah Prayer Council (MDMA) is a religious organization under the Tazkia Psychology Consultation Bureau of UIN Salatiga and has been actively carrying out various socio-religious activities since 2010. Based on the results of interviews with S, as the founder of the organization, it is known that the formation of MDMA was motivated by the need to provide a place for joint prayer combined with charity activities for orphans as a form of spiritual and social endeavor in helping the community face various life problems. The philosophy of the organization that raised the name "Mawar Allah" describes the love of Allah SWT to His servants and provides optimism that every difficulty will find a way out through prayer, effort, and social concern.



Figure 1. Routine activities of the Mawar Allah Prayer Assembly

Despite its regular organizational activities, observations indicate that information about MDMA is still disseminated conventionally through direct communication between members, verbal exchanges during activities, and simple communication media. This situation results in information about the organization's history, objectives, activity agenda, and assistance programs being largely inaccessible to the public. As a result, people who have never participated in MDMA activities have difficulty obtaining information about the organization or the procedures for joining as members.

These findings are reinforced by organizational documentation, which shows that MDMA actually possesses a variety of fairly comprehensive information sources, including organizational history, management structure, activity documentation, monthly agendas, and member recruitment mechanisms. However, all of this information remains archived and has not yet been compiled into an integrated information medium. Based on the data reduction process, researchers identified that the organization's primary problem lies not in the availability of information, but rather in the lack of digital media capable of effectively managing and conveying this information to the public.

Analysis of the interview results yielded several key themes that serve as organizational information needs, namely the need to present an organizational profile, the history of MDMA's founding, the organization's philosophy,

its goals and program activities, activity documentation, routine agendas, management information, member recruitment mechanisms, and information regarding the orphanage assistance program. These themes were then compared with the results of observations and documentation as a form of technical triangulation. The triangulation results showed that all data sources provided consistent information regarding the importance of providing official information media as a means of organizational publication.

Based on the analysis, it can be concluded that the need for a website for MDMA is not only aimed at following developments in information technology, but is an organizational need to build a digital identity that is able to expand the reach of publications, increase ease of access to information, and support transparency of organizational activities. This finding shows that the website has a strategic function as an organizational communication medium that is able to connect administrators, members, and the public in one information platform that is easily accessible anytime and anywhere [30], [31].

3.2 Information Needs Analysis as a Basis for Website Development

Once the information media needs have been identified, the next step is to analyze the website's content needs based on data from interviews, observations, and documentation. The analysis process involves data reduction, grouping all organizational information into several categories, which then serve as the basis for developing the website's structure.

The analysis shows that information about the organization's history is the primary content that should be presented on the website. Based on interviews, the history of MDMA's founding not only explains the organization's formation but also includes the founder's spiritual background, the process of the organization's birth under the Tazkia Psychological Consultation Bureau, and the philosophy behind the name "Mawar Allah," which has become the organization's identity. This information is considered important because it can provide the public with an understanding of the characteristics and values developed by MDMA.

In addition to the organization's history, observations indicate that routine activities are a key feature of MDMA's identity, which require ongoing publicity. Throughout the organization, researchers observed that the organization consistently held prayers of repentance, prayers of need, collective dhikr (remembrance of God), prayers, and donations to orphans. All of these activities have significant social and religious value, and therefore need to be documented and published as a means of conveying information to the public.

The documentation also shows that the organization has a diverse photo archive of activities depicting the organization's program implementation over time. Therefore, documentation is positioned as one of the website's primary content pieces, as it not only serves as a gallery of activities but also serves as tangible evidence of the organization's ongoing activities. The presentation of documentation is expected to increase public trust in the existence and consistency of the MDMA program.

Further analysis revealed that information regarding member recruitment is also a crucial need. Interviews revealed that the organization annually conducts a selection process for prospective members, encompassing administrative processes, interviews, and aligning the organization's vision. Prior to the website's development, this information was obtained solely through direct communication, resulting in a relatively limited reach. With the website, recruitment information can be publicly accessed, providing a broader opportunity for the public to participate in the organization's activities.

Based on the overall analysis results, researchers developed a website structure consisting of a homepage, organizational profile, organizational history, activity agenda, activity documentation, member recruitment, and other supporting information. This structure is a direct result of the data analysis process, ensuring that each page has a clear function in meeting the information needs of the organization and the public.

3.3 Website Design Based on Organizational Information Needs

The research results show that the website development process was carried out after all of the organization's information needs were successfully identified through observation, interviews, and documentation. Based on the data reduction results, researchers first compiled the information material to be displayed on each website page, ensuring that the development process focused not only on technical aspects but also on the alignment between user needs and the information provided.

The Google Sites platform was chosen as the platform for website development due to its several advantages: it's easy to use, requires no programming skills, is free to access, and simplifies the process of updating information by organizational administrators. The platform was also chosen considering the ability of organizational administrators to maintain the website's self-updates after the research is completed. This ensures the website's sustainability is not dependent on researchers but can be managed directly by the organization.



Figure 2. Homepage view of the Mawar Allah Prayer Assembly website

In the design process, the researcher applied several interface design principles that had been determined during the literature study stage. The use of the Arial font was chosen because it has a good level of readability, making it easier for visitors to read information on various device sizes. The information layout uses the *F-Pattern reading pattern* so that the main information is placed in the part that is first focused on by the user. In addition, the color combination of red, white, and pink was chosen to maintain the visual identity of the organization that refers to the "Mawar Allah" logo. The placement of images also pays attention to the *Rule of Thirds principle* so that the documentation of activities has a more attractive visual composition, while consistency of layout, typography, and color is applied throughout the page to provide a better *user experience*.

The implementation results show that all organizational information has been successfully integrated into a single digital platform, comprising a homepage, organizational profile, history, activity agenda, activity documentation, and member recruitment. The creation of these pages represents a direct implementation of the information needs analysis, enabling the website to serve not only as a storage medium for information but also as a means of communication between the organization and the public.

3.4 Implementation of User Interface Principles on the MDMA Website

The final results of the research indicate that the developed website is capable of serving as the official information medium for the Mawar Allah Prayer Council. All information previously scattered throughout various organizational documents has been systematically compiled into the website, making it more accessible to the public. The website makes it easier for the public to learn about the organization's history, understand the purpose of the MDMA, obtain information about its activity agenda, view documentation of its activities, and learn how to become a member.



Figure 3. Implementation of Interface Design Principles on the Website Profile Page

Based on the results of Miles and Huberman's analysis, the data reduction process resulted in the identification of the organization's information needs, and data presentation was realized through the arrangement of content on each website page, while the conclusion-drawing stage showed that the website was able to meet the organization's needs for digital publication media. The results of technical triangulation also showed that the information presented on the website was in accordance with the results of interviews, observations, and documentation, thus having a good level of credibility.

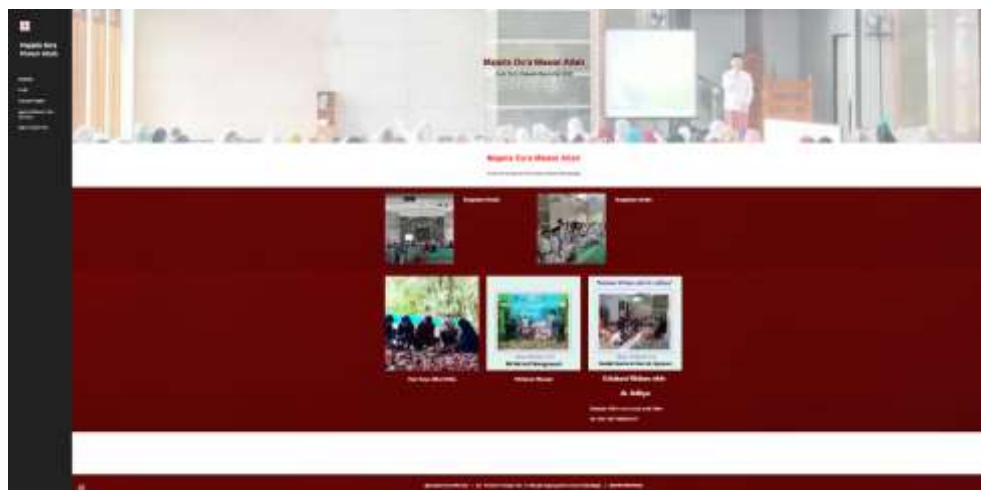


Figure 4. Final Result of the Interface Design of the Mawar Allah Prayer Assembly Website

The findings of this study indicate that the use of websites not only functions as a medium for conveying information, but also becomes part of an organization's digital communication strategy [30], [31]. Websites provide a space for organizations to build a digital identity, increase information transparency, expand the reach of activity publications, and strengthen relations between organizations and the community [13]. Thus, the development of a Google Sites-based website is an effective solution for non-profit organizations such as MDMA in optimizing the dissemination of information and increasing the organization's presence in the digital era.

4. CONCLUSION

This study shows that the Mawar Allah Prayer Council (MDMA) has a real need for digital information media as a means of conveying organizational information to the public. Based on the results of observations, interviews, and documentation analyzed using the Miles and Huberman model, it is known that information dissemination before the website development was still carried out conventionally, so that information regarding the organization's profile, history, activity agenda, documentation, and member recruitment mechanisms was not widely accessible. The results of this needs analysis then became the basis for compiling website content developed using the Google Sites platform.

The resulting website contains the organization's primary information, including its profile, history, activity agenda, documentation, and member recruitment. It applies interface design principles such as the Golden Rules of User Interface, the F-Pattern, the Rule of Thirds, Color Theory, the use of readable web fonts, and design consistency. The application of these principles results in a website that is informative, easily accessible, and visually consistent, thus supporting the user experience in obtaining information.

Overall, the website development successfully met the information media needs of the Mawar Allah Prayer Council and served as a publication for the organization, integrating various information into a single digital platform. The website not only improves public access to information but also strengthens the organization's digital identity and supports the organization's presence in delivering socio-religious activities and programs in the digital age.

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