

# Introduction of the Organization Pengurus Anak Cabang (PAC) IPNU IPPNU Sidomukti District with the Use of Digital Media Through *the Website*

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## ABSTRACT

IPNU IPPNU is a student organization under the umbrella of a large organization Nahdlatul Ulama. Meanwhile, PAC IPNU is one of the organizations that is focused in the effort to build students, centers, and students who are the young generation of NU. History of IPNU it is recorded that this organization has the length of Student Band Nahdlatul Ulama which was founded on 24 February 1954 in Semarang by Tholhah Mansur, while IPPNU has the length of Student Band Princess Nahdletul Ulma which was founded on 2 March 1955 in Malang by Hj. Machfudzoh Umrah. These two organizations are indeed founded in different years and have different guidelines or rules in running their organizations. However, often in running the program work is carried out simultaneously because there are several programs of work that are the same as the program of work which is routinely done every year in order to be more efficient. The organization can be followed by adolescents from the age of 12 to early adulthood at age 27. In addition, the organization also has several bands under its shadow, namely, the Corp Brigade Pembangun (CBP) and the Princess Student Corps (KPP), which is tasked with defending the young generation of NU students from various threats of radicalism and anti-Pancasila movements, preserving the adult ideology and safeguarding the integrity of the Union State of the Republic of Indonesia.

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## 1. INTRODUCTION

The Nahdlatul Ulama (NU) organization has an important role in the development of education in Indonesia, including among students, especially the Nahdlatul Ulama Student Association (IPNU) and the Nahdlatul Ulama Female Student Association (IPPNU) which are under the auspices of the NU organization. (Khusan & MA Syaifullah: 2121). To support this role, a website is needed that can be a place for NU students to interact, learn, and work. (Sufan & Muhamad: 2014) The creation of this website is expected to help NU students in developing themselves and achieving their goals. Especially in realizing the vision and mission of the IPNU and IPPNU Sub-Branch Leadership (PAC). The main users of the website are IPNU IPPNU student members, including administrators and ordinary members. The website must also be able to attract the interest of general visitors so that they are interested in the activities and programs of the organization. In addition, it is also a place for content that reflects the values of IPNU IPPNU, such as Islam, nationality, and leadership skills. (Mistahus Surur & Agus: 2018) Features that need to be available include an activity calendar, current news, administrator profiles, educational materials, discussion forums, and a photo gallery of the PAC IPNU IPPNU Sidomukti sub-district.

PAC IPNU IPPNU has limited resources to develop a quality website. This can be an obstacle for PAC IPNU IPPNU Sidomukti to reach a wider audience as a source of information about activities, news, programs or others about PAC IPNU IPPNU Sidomukti, or also as a medium of interaction for PAC IPNU IPPNU with the general public other than social media which sometimes has limitations that cannot be met through social media. The development of the PAC IPNU IPPNU website as a utilization of information technology and a breakthrough to reach more students or non-students to be able to follow the latest programs or news more innovatively, informatively, effectively and efficiently. (Sulistiono & Arif: 2014) In its development, PAC IPNU IPPNU certainly faces many challenges in developing this website, including: availability of funds and resources, lack of experts in the IT field, lack of participation from NU students in Sidomukti District and Competition with other websites aimed at students.

## **2. METHOD**

The implementation of this community service from the beginning of the website processing design class and the continuation of the implementation in the PAC IPPNU IPNU organization located in Sidomukti District, Salatiga City, Central Java Province with the implementation time starting from March 1, 2024 to June 30, 2024 with several steps, such as arranging permits with the caretaker of the boarding school, collecting interview data for analysis, designing the creation of a website design, uploading all information that can be accessed on the website page, conducting socialization and submission of the final results of the website with the boarding school administrators, then the last step is to compile a final report regarding all website creation procedures. The level of success of the method that has been carried out can be seen from the increase in skills or abilities of the students in managing the website and the achievement of visitor targets which make website traffic increase significantly.

## **3. RESULTS AND DISCUSSION**

This community service was held from March 5 to June 30, 2024 at PAC IPNU IPPNU, Sidomukti District, Salatiga City. This activity was assisted and collaborated with the management of PAC IPNU IPPNU, Sidomukti District. The series of activities carried out are as follows:

### **1. Permit for Cooperation in Creating the PAC IPNU IPPNU Website in Sidomukti District**

We did the permit through social media via whatsapp because one of our group members is part of the organization's management. So that in our permitting it is easier, besides because this organization is run by young teenagers, in many ways it is more flexible. When we did the permit to the head of PAC IPNU IPPNU Kecamatan Sidomukti, we also explained our purpose in creating and developing this website and gave a little description and explanation about the website.

### **2. Data Collection Regarding PAC IPNU IPPNU Sidomukti District**

Data collection regarding PAC IPNU IPPNU Sidomukti District was carried out by our group through interviews both directly that we had verbatim or virtually using Google Meet and observations of the activities they were carrying out. Direct interviews were conducted on March 15, 2024 in Benkemebul in the evening after Isha', we interviewed the head of PAC IPPNU Sidomukti District to obtain data that would be processed as website material. In the interview we obtained information regarding the vision and mission, the beginning of its establishment, an explanation of the organization and we were also told about social media to obtain real information with evidence.

### **4. Creation of the IPNU IPPNU PAC Website for Sidomukti District**

The creation of the PAC IPNU IPPNU Sidomukti District website was made with vscode and hosted using github, starting from determining the concept and content by including information obtained from interviews. In addition to interviews, we also conducted a google meet to follow up on the concept of the website that we would create and we asked about the concept they wanted and suggestions regarding the website.

### **5. Adjustment and Development of Website Content**

The development of this organization's website uses the dominant color green and a little yellow which gives its own characteristics of this organization in general. On the front page (figure 4.1) it gives an interesting impression and a distinctive pattern of PAC IPNU IPPNU Sidomukti District.

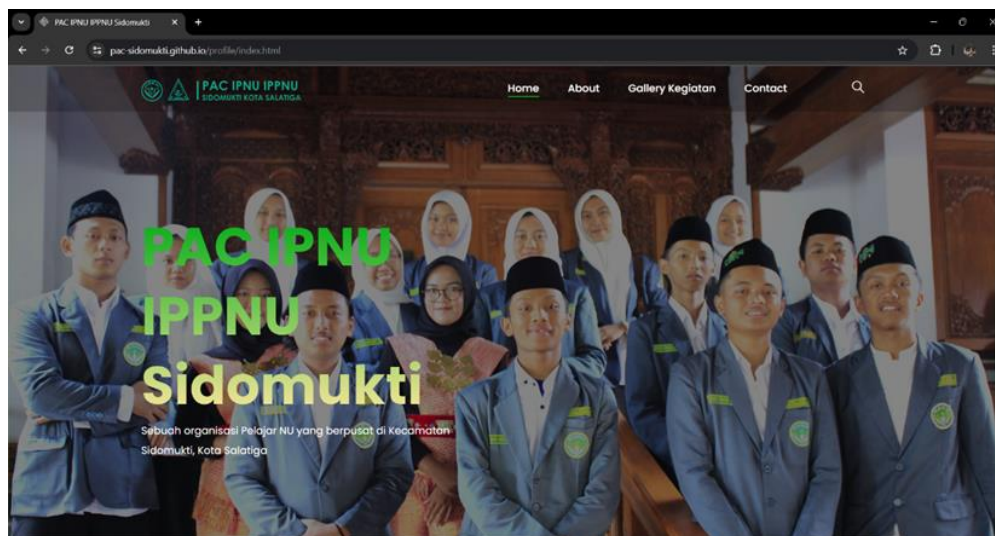


Figure 4.1. Main Page

On the main or front page (figure 4.2) we also include the vision and mission of the organization, so that readers immediately know the vision and mission of the organization.

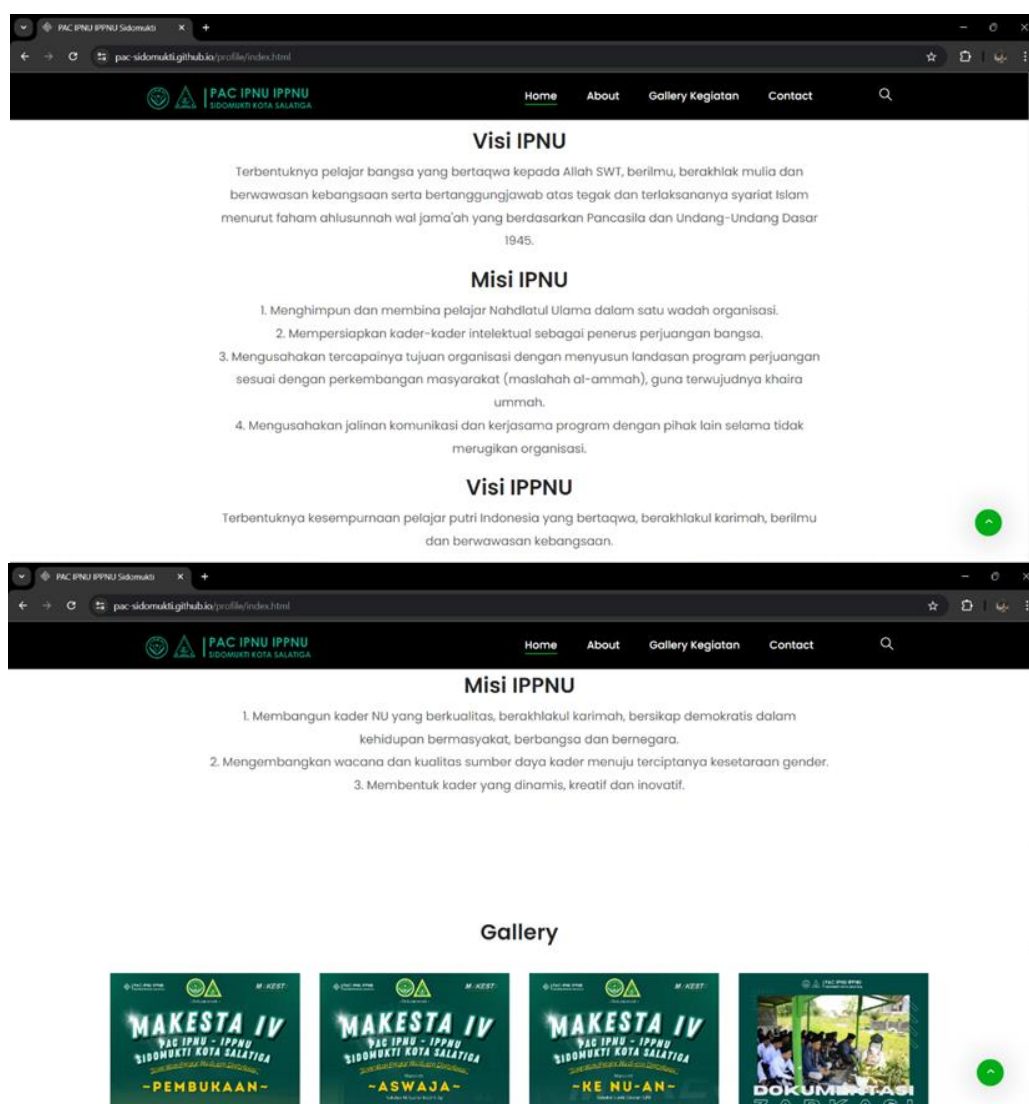


Figure 4.2. Main Page Explaining The Vision and Mission



In the about us section (figure 4.3) an explanation is given regarding how this organization was first founded.

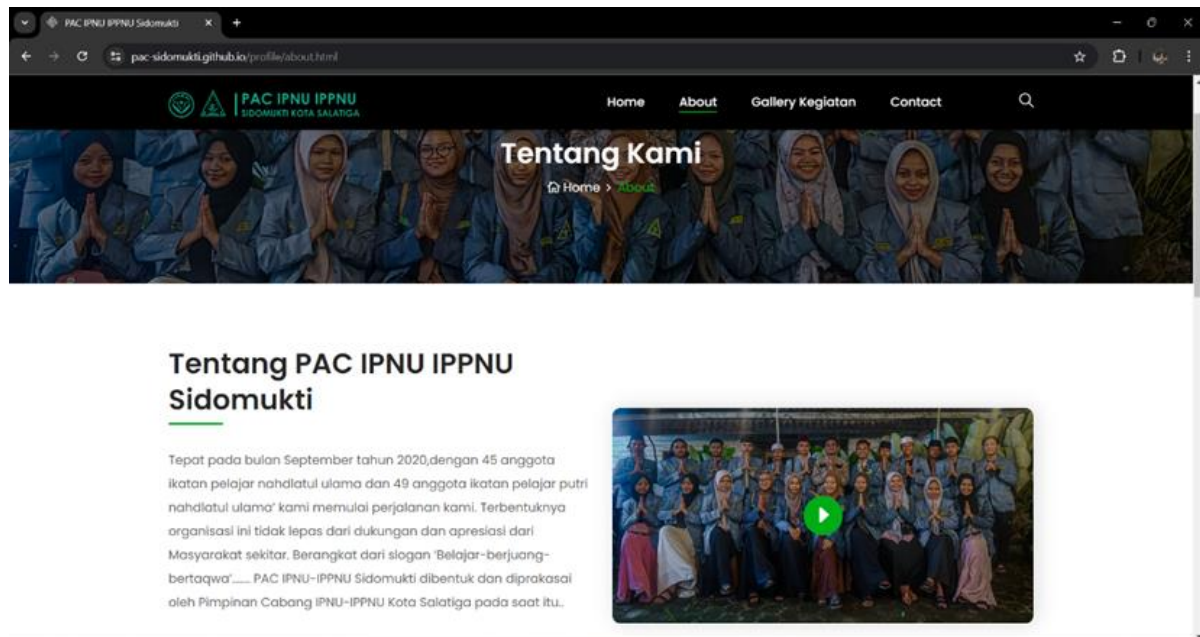


Figure 4.3. About us Page

The activity gallery section (figure 4.4) contains documentation of activities carried out by the organization which gives an interesting and more millennial impression.

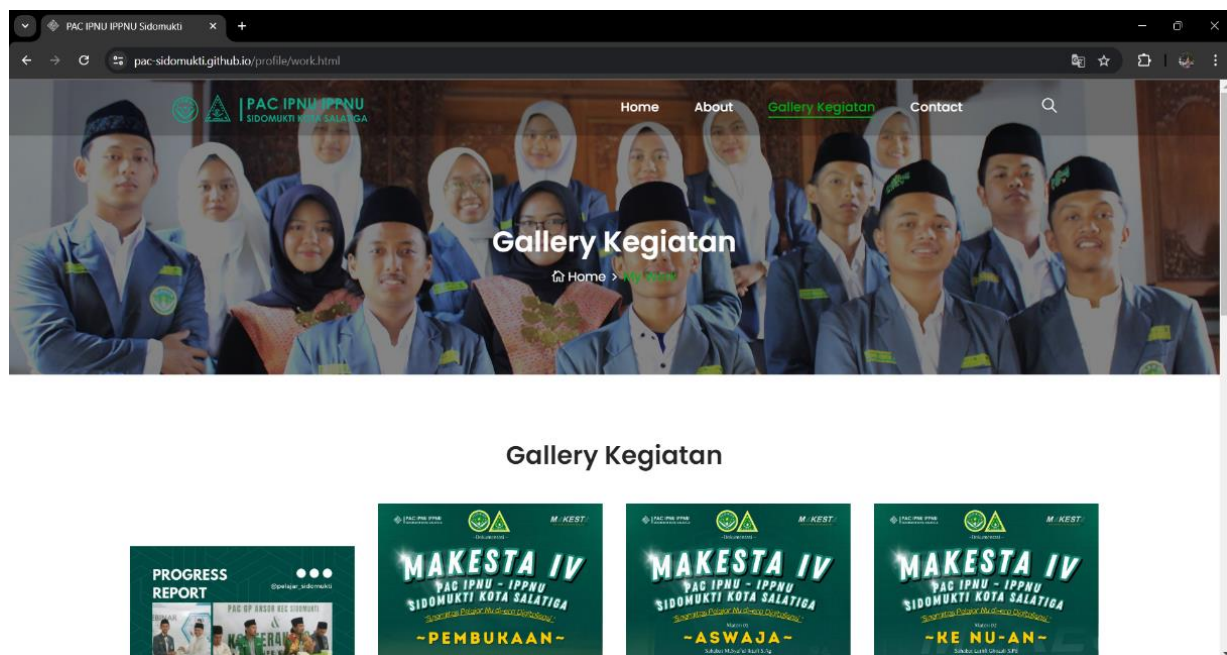


Figure 4.4. Activity Gallery Page

At the end (figure 4.5) the final page of the website, namely contact, contains contacts that can be contacted and the location of the secretariat of this organization.

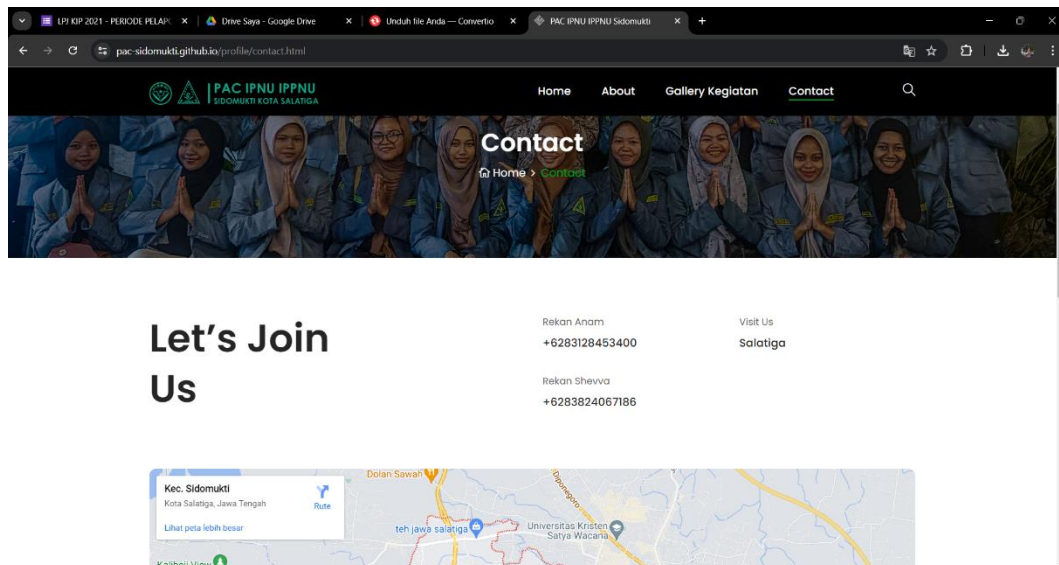


Figure 4.5. Contact Page

## 6. Website Socialization and Submission

After the *website creation stage*, we then handed over this *website* to the PAC IPNU IPPNU Sidomukti District so that it can be utilized properly. We also conducted socialization for the use of the *website*, so that the *website* can continue to be used and developed better as technology develops. This socialization was carried out on June 23, 2024 at Kopi Klotok, Jalan Lingkar Selatan and we only asked representatives from the Jarkominfo section to carry out this activity. (picture 4.6)

From the PAC IPNU IPPNU Sidomukti District, they welcomed the existence of this *website* as a means of introducing it to the wider community. This organization also immediately included its *website link* on its Instagram social media in the bio section as seen in Figure 4.7.



Figure 4.6. Website Socialization Activities



Figure 4.7. Inclusion of Website Links on Social Media

#### 6. Preparation of the Final Report of the IPNU IPPNU PAC Website , Sidomukti District

The last series of this activity is the creation of the final report of the PAC IPNU IPPNU Sidomukti District *website* which includes a detailed explanation of the entire series of activities from beginning to end. This report also contains an explanation of the introduction of the organization and there are various documentations of activities that we carry out and participate in the observation process.

#### 4. CONCLUSION AND SUGGESTIONS

##### A. Conclusion

With this *website* , PAC IPNU IPPNU Sidomukti District can introduce the basics of activities, developments and achievements obtained by PAC IPNU IPPNU Sidomukti to the general public. This *website* also aims to make the public more familiar with PAC IPPNU IPNU Sidomukti as a youth NU organization that upholds the values of Aswaja which have been guidelines for Nahdlatul Ulama members. In addition, Sidomukti students also hope that with this *website* , their vision and mission can be achieved.

##### B. Suggestion

The author hopes that by creating a *website* for the PAC IPNU IPPNU organization in Sidomukti District, it can be used as a place for information about the activities of the PAC IPPNU IPNU organization in Sidomukti District in the future and with this *website* , it is expected to be able to develop this organization by providing information that can be an example for all branches of the organization under the auspices of the NU organization. So we hope that the existence of this *website* can also be useful and utilized properly as a means and infrastructure for digital media for PAC IPNU IPPNU in Sidomukti District.



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