TRAINING IN CONTENT CREATION FOR PREACHING AS COMMUNITY SERVICE OF FACULTY OF SOCIAL SCIENCES IN WOMEN'S PREACHING ORGANIZATIONS PC. PEMUDI PERSIS RANCAEKEK AND PC. PERSISTRI RANCAEKEK IN BANDUNG REGENCY

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ABSTRACT

The rapid growth of digital content, driven by the increasing penetration of the Internet of Things (IoT), has accelerated access to information through the internet. This phenomenon, coupled with the crucial role of social media, has transformed the function of social media from mere social networking platforms into essential tools in various fields, including Islamic preaching (Dakwah). This community service is carried out and organized by Faculty of Social science Bhakti Kencana University in PC. Pemudi Persatuan Islam (Persis) Rancaekek and PC. Persistri Rancaekek in Bandung Regency, as women's preaching organizations actively using social media as a means of disseminating Islamic messages. The training implementation method involves active community participation in problem-solving with a practical learning approach. Through a regional situation analysis, this training is conducted in stages: preparation, face-to-face implementation, and evaluation of community engagement. The implementation, Community service uses Canva application as a practical platform for creating preaching content. Results and discussions cover the application of preaching content creation practices using Canva. The evaluation of community engagement involves pre-tests and post-tests as measures of training success. The results show that it is quite effective in improving participants' understanding and skills in using Canva for preaching.

Keywords: Islamic preaching content; organization; content creation training

INTRODUCTION

The growth of digital content is closely tied to the increasing prevalence of the Internet of Things. The internet facilitates easy access to a variety of necessary information. Supported by the availability of social media, users or audiences are becoming faster in disseminating information. Preaching content is an example of content that can be found on social media.

Social media is no longer just a means to expand social networks in the virtual world; rather, it has a significant impact on various fields. The utilization of social media has evolved freely for socializing, becoming a

battleground in the buying, and selling market, and providing information on the latest events (Burhanudin, Nurhidayah, & Chaerunisa, 2019).

Social media is a platform for consumers to share textual, visual, audio, and video information with each other and with companies. It involves interacting with customers with the aim of building good relationships. (Kotler & Keller, 2010)

Preaching for Muslims is an activity aimed at conveying messages of goodness, calls to embrace, learn, and practice religious teachings. The demand to spread messages of goodness must be exerted, especially within the Preaching organization.

Preaching is any activity aimed at inviting people (society) to goodness and prohibiting evil, whether through speech, writing, art, or action, using methods and media in accordance with Islamic principles with the goal of achieving human happiness in this world and the hereafter (Lestari, 2020)

PC. Pemudi Persatuan Islam (Persis) Rancaekek and PC. Persistri Rancaekek Bandung District are among the women's Preaching organizations focused on disseminating Islamic teachings. This organization is

an autonomous Persatuan Islam (Persis) Rancaekek. Current Preaching methods include lectures and conducting studies at each mosque, as well as disseminating information through magazines, bulletins, and social media content.

There is a need to improve the creation of Preaching content as a support for Preaching media in the Pemudi Persis Rancaekek branch. Additionally, guidance is still needed among the Persistri Rancaekek branch regarding the creation of Preaching content to broaden its reach. Therefore, training in the creation of Preaching content is necessary.

IMPLEMENTATION METHOD

The method employed in this training utilizes a hands-on training approach, where the community or partners are directly involved in problem-solving. In this case, learning and training involve direct practice.

Figure 1. Preaching content creation practices using Canva

Community service is carried out through several stages, including the preparation phase, where the Community Service Team is formed, and an analysis of the situation in the area potentially becoming the location for Community Service is conducted. Next, analyzing the problems and potential that can be developed within the community or partner area of service.

Second, the Implementation phase is conducted face-to-face. Implementation occurs twice: firstly, screening of needs and implementation of activities. Before conducting the training, pre-tests and post-tests are given to participants to assess the achieved results.

The final stage, in the Evaluation section, involves evaluating the implementation of community service and creating a Community Service report.

RESULT AND DISCUSSION

The implementation of content creation training for Preaching is carried out using a practical method. The platform or application used is Canva. This application is very practical and easy, especially for beginners.

Canva is an application used for graphic design. The use of the Canva application can enhance creativity in creating poster designs, presentations, and other visual content. In design, the Canva application provides various photos that can be used as content illustrations, content in the form of templates that can be used directly, font types, and various other illustrations to support creativity in design (Sholeh, Rachmawati, & Susanti, 2020).

Before delving into the core discussion, the Community Service Team prepares pre-tests and post-tests as measurements and evaluation materials. The pre-test is given to participants before the Speaker begins the training. Subsequently, the speaker provides an introduction regarding the

importance of Preaching methods using social media as one of the efforts to disseminate Preaching content widely and build connections with the community. The next step is the practice of creating Preaching content. Here are the results of the Preaching content creation training.

From the above content, further guidance is still needed. However, for the initial stage and based on the message content, it can be considered effective.

Figure 3. The works of Preaching content Training

The Results of the Pre-test and Post-Test are as follows:

Table 1. The Results of pre-test dan post-test

Indicator	Test scores			Effectiveness
Average	Pre-test	Post-test	N-Gain (%)	
Average	65%	84%	58	Quite effective
Highest score	80	100		
Lowest score	52	67		

Figure 2. The works of Preaching content Training

The content above still requires further development. Nevertheless, in the early phase and judging by the message's substance, it can be deemed efficient.
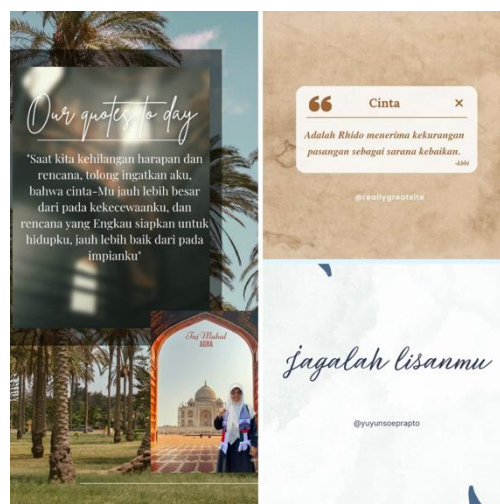
There are several indicators in determining the value of survey results, namely, participants' knowledge related to content, how to create content, and the use of Canva as a media for creating content. From the table above, it is evident that at the beginning of the test, the score was only 65%, and at the end of the cycle (post-test), it reached 84%, showing an

increase in the N-gain Score percentage of 58%. This indicates that the training is quite effective in terms of effectiveness.

CONCLUSION

The implementation of training in the creation of Preaching content represents a concrete step to meet these needs. The training method applied involves direct participation from the community or partners, ensuring that learning is practical and relevant. The Canva application has been selected as a practical platform for content creation, providing ease of use, especially for beginners.

The results of this training include an improvement in skills related to the creation of Preaching content through social media, as evidenced by pre-tests and post-tests conducted. The use of Canva as a graphic design tool proves its practicality in enhancing creativity in composing visual content.

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