




Muslimat NU Medan and Digital Transformation: Strategic Responses to Emerging Challenges

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Abstract

This study aims to analyze the digital adaptation strategies implemented by Muslimat NU in Medan City. The rapid advancement of digital technology has transformed communication patterns in society, compelling religious organizations to adapt while maintaining moderate Islamic values. Using a qualitative descriptive approach, data were collected through in-depth interviews, observations, and documentation involving administrators and members of Muslimat NU Medan, selected through purposive sampling.

The findings indicate three main strategies: the utilization of social media as a medium for da'wah and organizational communication, the enhancement of members' digital literacy, and intergenerational collaboration in managing digital platforms. Several challenges were identified, including limited digital literacy among members, human resource constraints, and suboptimal content management. Despite these obstacles, digital media has proven effective in strengthening organizational communication, expanding the reach of da'wah, and supporting cadre development.

The contribution of this study lies in its focus on Islamic women's organizations in non-NU stronghold regions, particularly Medan City, which presents distinct socio-religious characteristics compared to NU-based areas in Indonesia. These insights highlight how Muslimat NU navigates digital transformation while preserving cultural and religious identity, offering valuable implications for the broader discourse on religious organizations and digital adaptation.

Article Information:

Received January 15, 2026

Revised March 28, 2026

Accepted April 28, 2026

Keywords: *Digital Adaptation, Muslimat NU, Organizational communication.*

INTRODUCTION

Muslimat NU is a women's organization under the auspices of Nahdlatul Ulama (NU) that serves as a platform for religious propagation, education, and socio-religious activities. It is recognized as a non-profit organization because it does not focus on generating financial profit. Its funding is primarily derived from members' contributions, donations, and limited external assistance. The main objective of Muslimat NU is to serve the Muslim community and strengthen the values of Ahlussunnah wal Jama'ah Islam..

How to cite:

Harahap, N.L., Siregar, M.H. (2026). Muslimat NU Medan and Digital Transformation: Strategic Responses to Emerging Challenges. *Suluh Pasaman*, 4(1), 129-140.

E-ISSN:

2986-8467

Published by:

The Institute for Research and Community Service

In Medan, its da'wah activities focus on women's religious study groups, *majelis taklim* (Islamic learning assemblies), socio-religious activities, and family development programs aimed at fostering harmonious households. Muslimat NU in Medan differs from its counterparts in Java. Unlike East Java, which serves as the primary stronghold of Nahdlatul Ulama, NU is not the dominant Islamic organization in Medan. As a result, Muslimat NU in Medan operates within a different social and organizational context, facing unique challenges in expanding its influence and carrying out its religious and community-based programs.

The condition of Muslimat NU in Medan City exhibits characteristics that differ from those found in the traditional strongholds of Nahdlatul Ulama, particularly in East Java. Distinctive NU religious traditions such as *tablilan*, *yasinan*, and *manaqiban* are not as widely practiced or deeply rooted in Medan as they are in Java. Furthermore, the membership base of Muslimat NU in Medan is relatively smaller, and the support from the local community and networks of Islamic scholars is not as extensive as that found in East Java. These circumstances have affected the implementation of da'wah activities, which have yet to gain broad public support and continue to face challenges in recruiting and developing new cadres from the local community.

The condition of Muslimat NU in Medan City differs from that of regions that serve as the traditional strongholds of Nahdlatul Ulama (NU), particularly East Java. Distinctive NU religious traditions such as *tablilan*, *yasinan*, and *manaqiban* are not as widely practiced or deeply rooted in Medan as they are in Java. In addition, the membership base of Muslimat NU in Medan is relatively smaller, and support from the community and networks of Islamic scholars is not as extensive as that found in East Java. These conditions have affected the implementation of da'wah activities, which have not yet gained broad public support and continue to face challenges in recruiting and developing new cadres from the local community. This situation highlights that one of the key factors for organizational sustainability is the ability to establish effective communication with the community.

In the context of digital communication, technological transformation has changed communication patterns from face-to-face to networked communication, which allows for faster, broader and more interactive dissemination of information (Lekatompey et al., 2024). Therefore, religious organizations are required to be able to utilize digital media as a means of building engagement, expanding the reach of preaching, and strengthening the organization's identity in society.

The digital era has brought significant changes to all aspects of society, including religious organizations like Muslimat Nahdlatul Ulama (NU). These changes encompass not only technology but also communication culture and the way people interact and disseminate information quickly. The primary challenge facing religious organizations is how to effectively utilize digital technology without sacrificing the organization's own religious and cultural values (Rohmawati, 2023). Muslimat NU, as one of the largest Islamic women's organizations in Indonesia, plays a strategic role in fostering the community and empowering women. Women in the digital era need adequate digital competency to actively participate in disseminating Islamic preaching and healthy information, as well as countering negative information such as hoaxes. Research on women's empowerment in facing gender challenges in the digital era emphasizes the importance of improving digital skills to expand women's participation in the digital ecosystem.

Mastery of digital technology is a form of women's empowerment that enables them to participate more actively in the public sphere (Irmayani et al., 2023). Access to technology and digital literacy skills not only enhance individual capacity but also strengthen women's position as agents of social change. Therefore, improving the digital competence of Muslimat NU members is not only related to organizational effectiveness but also part of efforts to empower Muslim women in navigating the

dynamics of digital society.

The challenges of the digital era for Islamic organizations include not only the rapid flow of information, but also the threat of unverified content and volatile public perceptions caused by technological disruption. Nahdlatul Ulama (NU), as a large organization, also faces this phenomenon, which includes the need to develop digital communication strategies relevant to various age groups and backgrounds (N. Hidayat, 2024). The Muslimat NU organizational strategy needs to prioritize social media literacy as a key foundation so that members can wisely utilize digital platforms to disseminate the organization's religious and cultural values. Weaknesses in digital literacy have the potential to trigger the spread of misinformation or hoaxes, so strengthening understanding of digital media is a crucial first step (Ma'rufah, 2025).

Beyond the challenges of hoaxes and inaccurate information, digitalization also presents significant opportunities for organizations to expand the reach of their outreach and community empowerment programs. Religious organizations like Nahdlatul Ulama (NU) are cited in the literature as needing to utilize digital channels like social media, websites, and multimedia content to reach a broader and more diverse audience (Nurhayati et al., 2023). Implementing an effective digital strategy for Muslimat NU Medan City must also consider developing content that is responsive to the needs of Muslim women in modern society, such as issues of children's education, family health, and digital-based economic empowerment. Similar research at Muslimat NU educational institutions shows that combining community-based marketing with digital promotion can increase participation and engagement in organizational programs (Ma'rufah, 2025).

The main challenges facing religious organizations in the digital context often relate to rapidly changing audience preferences and their need for relevant, creative, and credible information. Therefore, Muslimat NU's strategy must be adaptive and innovative, for example by integrating digital literacy education into its cadre training program. Other literature shows that large Islamic organizations such as NU have made various efforts to strengthen moderate Islam in the digital realm, which includes using social media to spread the values of moderation, interfaith dialogue, and responding to misinformation that develops online. This is relevant for Muslimat NU as part of an effort to strengthen the organization's image as carrying a message of peace and moderation (Rosidah & Faizah, 2024).

Human resource development within the organization is also an important strategy for facing digital challenges, especially in the context of women who often still lack access to technology. A systematic training approach in the use of digital technology and online communication can be one strategy to enable Muslimat NU members to become agents of change and effective drivers of digital da'wah. Thus, the strategy of Muslimat NU Medan City in facing the digital era must be holistic: including increasing digital literacy, developing appropriate da'wah content, empowering women to play an active role in the digital space, and collaborating with various stakeholders to form a strong and inclusive digital ecosystem for the organization. This strategic focus is expected to address challenges while opening up new opportunities in carrying out the mission of da'wah and community empowerment in the digital era.

Several previous studies have examined the various challenges and opportunities facing religious organizations in the digital era. These studies indicate that organizational success in navigating digital transformation is greatly influenced by the ability to adapt to technological developments, strengthening members' digital literacy, and effective organizational communication management. As research conducted by Fauzi. (2023) This indicates that the main challenges faced include low digital literacy among members, limited human resources, and the widespread spread of religious hoaxes on social media. However, targeted use of digital media is considered capable of increasing the effectiveness of preaching and expanding the

reach of Islamic values, particularly among women and the younger generation

According to Subakti (2022) A study titled *Nahdlatul Ulama's Digital Preaching Strategy in Spreading Moderate Islam* highlights NU's strategy in utilizing digital media as a means of preaching. The study found that NU developed a moderate, contextual, and local wisdom-based approach to preaching to respond to the challenges of the digital era. Inclusive and communicative preaching content is considered effective in addressing the rapid and often unverified flow of digital information, thus maintaining the image of a peaceful and moderate Islam in the digital space.

Furthermore Sodikin & Putri (2023) found that increasing women's digital capacity significantly impacted the effectiveness of organizational communication, social media management, and the dissemination of educational religious information. This research confirms that ongoing digital literacy training is a crucial strategy for women's organizations, including Muslimat NU, to adaptively and sustainably face the challenges of the digital era.

Based on several previous studies, it can be seen that research on digital da'wah, women's digital literacy, and Islamic communication strategies in the digital era has been widely conducted. However, these studies still have limitations because not many have specifically highlighted the strategies of Muslimat NU at the regional level, especially in Medan City, which has different social characteristics and membership conditions compared to the main base areas of Nahdlatul Ulama. Therefore, this study makes a unique contribution by analyzing the strategies of Muslimat NU in Medan City in facing the challenges of the digital era based on its social and cultural conditions and membership characteristics.

Thus this study aims to explore in-depth the strategies employed by Muslimat NU in Medan City in facing various challenges in the digital era. This research is expected to provide a more comprehensive understanding of the efforts of Islamic women's organizations in adapting to digital transformation, particularly in areas with relatively limited organizational support and a cadre base. Furthermore, the results are expected to serve as a reference for other religious organizations in formulating effective strategies to address the dynamics of digital technology and communication developments.

METHODS

This study uses a qualitative approach with descriptive research aimed at understanding in-depth the strategies of Muslimat Nahdlatul Ulama in Medan City in facing the challenges of the digital era. The research focuses on organizational strategy, adaptations to digital developments, and the challenges faced in its implementation

The research was conducted at Muslimat NU Medan City, located at (research address) during the period (month and year of research). Research informants were determined using a purposive sampling technique, namely the selection of informants based on certain considerations that are in accordance with the research objectives. The number of informants in this study was 8 people, consisting of the Chairperson of Muslimat NU Medan City as the main informant and 7 administrators or members of Muslimat NU Medan City as supporting informants. Informants were selected because they have direct involvement in the planning and implementation of organizational programs, especially those related to the use of digital media, social media management, and technology-based da'wah activities.

Data collection was carried out through in depth interviews, observation, and documentation (Stadtländer, 2009; Sugiono, 2021) Interviews were conducted to gather information regarding informants' policies, strategies, and experiences in facing the challenges of the digital era. Observations were made of organizational

activities, particularly the use of digital media in the activities of Muslimat NU Medan City. Documentation was used to supplement the data, including organizational archives, activity photos, and relevant social media content. Data analysis was conducted through the stages of data reduction, data presentation, and drawing conclusions using the Miles and Huberman interactive analysis model (Miles et al., 2020). Data validity is maintained through source and technique triangulation techniques so that the data obtained is valid and credible.

RESULT AND DISCUSSION

The Strategy of Muslimat NU Medan City in Utilizing Digital Media

The use of digital media by Muslimat NU Medan City is a strategic response to changing communication patterns in society in the digital era. Social media is seen not only as a means of entertainment but also as a platform for preaching, education, and strengthening the existence of Islamic women's organizations. Advances in information technology require religious organizations to adapt their messaging methods to remain relevant to the needs of their congregations, particularly the younger generation and urban mothers who are increasingly familiar with digital media.

Based on interviews, according to an informant from the Chairperson of the Muslimat NU in Medan, the use of digital media has become an unavoidable necessity. The informant explained that platforms such as WhatsApp, Facebook, and Instagram are used as primary tools for conveying activity information, brief sermons, and strengthening Islamic and NU values to members. Digital media is considered capable of accelerating information dissemination and effectively reaching members down to the branch level.

The use of digital media by Islamic women's organizations is in line with the findings Kholifah et al. (2025) which states that digital preaching provides a significant opportunity for women to play an active role as subjects of preaching, not merely objects. Digital media allows women to convey religious messages independently, flexibly, and appropriately to the diverse characteristics of their audiences.

In practice, Muslimat NU Medan City uses digital media more for internal organizational communications. According to administrators, the WhatsApp group is the most effective medium because it is easily accessible to members of various ages and educational backgrounds. Through the group, administrators share activity agendas, short sermons, and current and contextual socio-religious appeals. This strategy demonstrates that digital media is not only utilized as an external da'wah tool, but also as a means of strengthening organizational structure and solidarity.

This is in line with research Nugraha & Ikrom (2024) which emphasizes that NU social media is used to build da'wah literacy and strengthen the organization's communication networks both internally and externally. In addition to internal communication, Muslimat NU Medan City has also begun utilizing digital media for external da'wah to the general public. The content shared generally consists of moderate religious messages, Islamic motivation, and documentation of social and religious activities. According to informants, this content is adapted to the values of Ahlussunnah wal Jama'ah and the local culture of the Medan City community. This moderate and contextual da'wah approach is relevant to the study Salendra (2025) which states that NU's digital media plays a crucial role in disseminating moderate Islamic narratives in the digital public sphere. This strategy is considered effective in countering extreme religious content and maintaining the organization's image as friendly and inclusive.

However, the research results show that the use of digital media by Muslimat NU Medan City still faces several obstacles. According to management

informants, limited digital literacy among some members is a major challenge, especially for older members who are not yet accustomed to using social media actively and productively. This finding aligns with research conducted by Jumhadi, (2024) which explains that the success of digital preaching is greatly influenced by the digital literacy skills of media managers and users.

Without adequate understanding, digital media has the potential to be used only passively and not optimally as a strategic means of preaching (Sumber open access). To overcome these obstacles, Muslimat NU Medan City implemented an informal mentoring strategy. According to the Chairperson, younger members were involved to assist senior administrators in managing digital media. This pattern not only increased the effectiveness of media use but also encouraged natural and sustainable organizational regeneration (Ummah, 2023).

The use of digital media as a means of cadre development and strengthening this organization is in line with the views Kusumaningrum (2025) which states that digital space can be a creative medium for strengthening religious moderation and the sustainability of Islamic organizations amidst the social dynamics of modern society. Overall, the strategy of Muslimat NU Medan City in utilizing digital media demonstrates an adaptive effort to the challenges of the digital era. Digital media is utilized not only as a communication tool, but also as a means of preaching, strengthening the organization, and building the image of moderate Islam. The success of this strategy is greatly influenced by the commitment of the management, the support of the members, and the organization's ability to gradually increase digital literacy (Bahrudin & Waehama, 2024).

From the perspective of digital communication theory, the use of social media by Muslimat NU Medan City demonstrates a transformation in organizational communication patterns from conventional models to networked communication. Developments in communication technology have driven a shift from one-way communication patterns through traditional media to digital communication that is more interactive and participatory, and allows for rapid information exchange between organizations and their audiences (Handayani & Junaidi, 2024). The emergence of platforms such as WhatsApp, Facebook, and Instagram shows how Muslimat NU Medan City utilizes digital technology to build more effective communication, expand the reach of information, and increase member involvement in various organizational activities.

Meanwhile, from a gender studies perspective, women's involvement in digital da'wah activities demonstrates a process of women's empowerment through the use of information technology. Digital media provides a space for Muslimat NU members to become not only recipients of religious information, but also producers and disseminators of da'wah messages. This aligns with the view that access to digital technology can strengthen women's capacity to participate in the public sphere and expand their contribution to socio-religious life (Ardin & Ramadhan, 2025).

Furthermore, the findings of this study can be analyzed using organizational adaptation theory, which views organizations as entities that must adapt to environmental changes in order to survive and thrive. Organizational adaptation occurs through a series of decisions and actions aimed at reducing the gap between the organization and its external environment (Sarta et al., 2021). In this study, the use of social media, strengthening members' digital literacy, and the involvement of the younger generation in digital media management demonstrate the adaptation process undertaken by Muslimat NU Medan City to changing communication patterns in society in the digital era. Through these strategies, the organization strives to maintain the effectiveness of its da'wah (Islamic outreach) while strengthening its sustainability amidst increasingly rapid technological developments

(Sarta et al., 2021).

Overall, the findings of this study indicate that the digital media utilization strategy of Muslimat NU in Medan City has different characteristics compared to Muslimat NU organizations in Nahdlatul Ulama stronghold areas such as East Java. While in NU stronghold areas, the use of digital media is supported by a strong organizational network, a large cadre base, and deep-rooted religious traditions, Muslimat NU in Medan City faces more complex challenges due to its relatively limited membership and the characteristics of its membership, which mostly comes from outside the region.

This situation indicates that the implemented digital strategy serves not only as a medium for preaching, but also as a means of maintaining the organization's existence and strengthening its internal network amidst limited resources. This finding also fills a gap in research that has focused primarily on NU organizations in its main base areas and has limited study of the dynamics of Muslimat NU in non-base areas such as Medan City.

Challenges Faced by Muslimat NU Medan City in the Digital Era

The research reveals a clear gap between the ideal (supposed) and the reality of Muslimat NU's use of digital technology. In the context of current social media developments, young people tend to be more active on platforms like TikTok than on Facebook, which is increasingly being abandoned. However, Muslimat NU, as an Islamic organization, has not been able to fully capitalize on this opportunity. In reality, use of digital platforms like YouTube and other social media platforms remains very limited, often occurring only occasionally. This is influenced by the characteristics of its members, who are predominantly women with a mindset that still tends to be manual or traditional, resulting in conventional methods of preaching.

In fact, ideally, Muslimat NU needs to adapt to developments in digital technology so that its da'wah can reach a wider audience, especially the younger generation. Active and strategic use of social media is crucial as a form of acceptance of changing times. Thus, the difference between "should" and "reality" lies in the suboptimal digital transformation within the organization, both in terms of platform utilization, improving members' digital competencies, and shifting mindsets from manual to digital.

The use of digital media by Muslimat NU Medan City in its da'wah and organizational activities is not without obstacles. One of the main challenges faced is the digital literacy gap among members. Many members are not yet accustomed to optimally operating digital technology, especially in terms of content creation, media editing, and marketing strategies for digital da'wah messages. According to an informant from the Chairperson of Muslimat NU Medan City, members' limited technical skills in using platforms such as Instagram, Facebook, and YouTube are a barrier to developing engaging and communicative da'wah content.

Informants assessed that younger members adapt more quickly, but not all are able to produce content independently and consistently. This digital literacy gap is also confirmed by studies which state that the lack of technical skills of preachers and digital content managers is a major challenge in the practice of preaching in the era of social media because understanding content and technology is not something that all members automatically have (Y. F. Hidayat & Nuri, 2024).

In addition to technical challenges, Muslimat NU also faces the problem of spreading inaccurate information or hoaxes in the digital space. Management informants said that members often receive unverified religious information or news, then share it in groups or social media accounts without checking the content. This phenomenon of inaccurate information is in line with studies showing

that the ease of spreading information in the digital era increases the risk of distorted or invalid religious messages, so organizations need to be more careful in monitoring and correcting circulating content (Mustafa et al., 2024).

Another challenge faced by Muslimat NU is the changing algorithms of social media. Informants reported that algorithms on platforms like Instagram and Facebook often cause valuable Islamic content to lose visibility, favoring popular or sensational content.

This condition is in line with studies on digital preaching which state that platform algorithms can influence the effectiveness of message dissemination because they prioritize certain engagements and not profound religious messages (Fithriyah et al., 2025).

According to administrators, time constraints hinder the consistency of content shared, resulting in low frequency and poorly planned posting of Islamic content. Planned strategies are difficult to implement without a dedicated team focused on digital media.

Another issue faced relates to digital security and ethics. Informants revealed that when content is shared on social media, the public response is not always positive. Negative comments and troll attacks or hate speech often arise, requiring administrators to learn to manage discussions wisely and maintain ethical online communication. Studies on the ethics of digital da'wah confirm that da'wah practices in the digital space pose significant ethical challenges, such as the spread of provocative content, false information, and online conflicts that can undermine the harmony of the Islamic da'wah message (Maulidna et al., 2025).

The next challenge relates to competition from other digital content that is more entertainment or commercial in nature. An informant from the Chairperson of Muslimat NU Medan City explained that in-depth Islamic preaching content is often less interesting when compared to viral or humorous entertainment content, which gets a faster response. This phenomenon is supported by studies showing that the spread of hoaxes, sensational content, and digital entertainment often dominates the digital space, so educational content requires a special strategy to remain attractive to the audience (Haramain & Alfiansyah, 2024). Another challenge identified was limited digital infrastructure, such as unstable internet connections, inadequate devices, and limited access to technology in some areas. According to administrators, some members live in areas that don't support optimal digital connectivity.

Furthermore, there are challenges in the form of changing digital audience preferences. Today's audiences demand not only long text content but also short visual formats, short videos, and direct interaction through live broadcasts or Q&A sessions. Informants assessed that digital da'wah strategies must adapt to these evolving content trends, something that requires creative skills and an understanding of media production techniques. This challenge is also discussed in a study that states that changing digital audience behavior demands creativity and adaptation of da'wah content that is more flexible and contextual (Fithriyah et al., 2025).

At the organizational level, Muslimat NU also faces structural challenges such as limited dedicated teams or human resources focused on digital media. According to the Chairperson, there is no official team dedicated to digital strategy, so content management is often handled ad hoc by several administrators. Then the challenge faced by Muslimat NU in Medan is less than optimal funding. In general, the source of funding for Muslimat NU at the regional level such as Medan comes from membership fees, which are voluntary, small and irregular in amount, depending on the economic conditions of the members. And assistance from members or sympathizers usually appears when there are certain activities (large religious studies,

donations). In general, these challenges reflect the complex reality of using digital media for da'wah and organizing. Overcoming these challenges requires a comprehensive approach, including continuous digital literacy learning, the formation of a digital team structure, and a content strategy that is responsive to the dynamics of the digital audience. Overall, the findings regarding the digital literacy gap, limited human resources, and minimal digital infrastructure indicate that digital transformation in religious organizations is not only related to the availability of technology, but also the readiness of human resources to adopt it.

Efforts to Strengthen Strategy and Optimize the Use of Digital Media by Muslimat NU Medan City

Muslimat NU Medan City is strengthening its digital media strategy in response to changing communication patterns in society in the digital era. Digital media is understood as a new space for preaching, enabling Islamic women's organizations to remain relevant, adaptive, and play an active role in spreading moderate Islamic values within urban communities (Kholifah et al., 2025). According to an informant from the Chairperson of the Muslimat NU in Medan, the initial effort was to raise awareness among members that preaching is no longer limited to face-to-face meetings but must also be present in digital spaces. Social media is seen as an effective means of reaching members and the wider community quickly and efficiently (B. R. Nugraha, 2024).

This awareness was then followed by strengthening members' digital literacy. According to management informants, literacy improvement was achieved through informal mentoring, where younger members helped senior members understand the use of social media and digital applications for the benefit of the organization (M. F. Nugraha & Ikrom, 2024). Digital literacy is the main foundation for optimizing digital media. Without adequate technical skills, digital media utilization tends to be passive and unable to optimally support da'wah goals. Therefore, strengthening digital literacy is a priority in the strategy of Muslimat NU Medan City. In addition to strengthening literacy, Muslimat NU Medan City is also adjusting its da'wah content strategy. According to informants, da'wah messages are starting to be packaged in simpler, contextual, and easier-to-understand formats, such as Islamic quotes, moral messages, and documentation of social activities close to people's lives (Kholifah et al., 2025).

This content adjustment aims to ensure that digital da'wah does not lose its substance, but remains attractive to digital audiences who tend to prefer short and visual messages. This approach demonstrates that Muslimat NU Medan City strives to adapt da'wah to the character of the media without abandoning Islamic values. In every digital content, Muslimat NU Medan City emphasizes the value of religious moderation. According to the Chairperson informant, the values of Ahlussunnah wal Jama'ah are the main principle so that digital da'wah does not get caught up in extreme, provocative, or intolerant narratives that are rampant on social media.

This affirmation of the value of religious moderation is a crucial strategy in maintaining the organization's image and building public trust. Digital media is being utilized as a means of spreading a friendly, inclusive, and calming Islam amidst the dynamics of digital religious discourse (Kusumaningrum, 2025). This cross-generational collaboration not only improves the effectiveness of digital media management but also serves as a means for cadre development and organizational regeneration. The digital space is utilized as a place for collective learning and to strengthen the sustainability of Muslimat NU Medan City. Beyond technical aspects, Muslimat NU Medan City also instills digital media ethics. According to informants, members are constantly reminded to filter information, maintain polite communication, and avoid conflicts in the digital space that could

undermine the goals of da'wah. Muslimat NU has also used NU TV, but according to the information provided by informants I researched, they were only highlighted by NU TV once. Overall, the efforts to strengthen strategy and optimize digital media utilization by Muslimat NU Medan City demonstrate a continuous process of adaptation. By improving digital literacy, maintaining religious moderation, and encouraging internal collaboration, digital media is being utilized as a productive, ethical, and sustainable means of da'wah.

The use of technology within the Muslimat NU organization in Medan City is evident in its use of digital media as the primary means of supporting da'wah activities and organizational communication. Research findings indicate that platforms such as WhatsApp, Facebook, and Instagram are the most frequently used tools by administrators and members to convey activity information, share short sermons, and reinforce Islamic and NU values. Furthermore, technology is utilized to build faster and more efficient internal communication through digital groups that reach down to the branch level. In practice, this use of technology remains relatively simple and focuses more on information dissemination and basic interactions between members (Mastanah et al., 2023; Sikumbang et al., 2024).

However, the use of technology at Muslimat NU Medan City should not be limited to communication alone, but should also be developed into a more creative and productive digital da'wah tool. This organization should begin utilizing technology for da'wah content production, such as videos and graphic design, and for more structured digital platform management. Furthermore, improving digital literacy through training should also be a priority so that all members, both young and senior, are able to use technology optimally. By maximizing technology utilization, Muslimat NU Medan City will not only be able to expand its da'wah reach but also strengthen the organization's presence in the ever-evolving digital era.

CONCLUSION

Based on the research results, it can be concluded that Muslimat NU Medan City has attempted to adapt to the digital era by utilizing digital media as a means of preaching and organizational communication. The strategies implemented include improving members' digital literacy, utilizing social media, and delivering preaching content in accordance with the values of religious moderation. The success of this strategy is supported by cross-generational collaboration between younger and older members in digital media management.

This research shows that Muslimat NU Medan City, as an organization located in a non-NU stronghold, faces challenges in digital transformation, particularly related to digital literacy and organizational resources. Therefore, it is necessary to strengthen the digital capacity of its members, manage digital media more structuredly, and develop more creative and adaptive Islamic preaching content. Future research is expected to examine the digital transformation strategies of women's religious organizations in various regions to enrich the study of Islamic organizations' adaptation in the digital era.

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