

THE DIGITAL TRANSFORMATION OF ISLAMIC RELIGIOUS GUIDANCE ON THE WEST SEMARANG SUB-DISTRICT KUA WEBSITE

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<p>Received 03/13/26 Revised 04/26/26 Accepted 04/29/26</p> <p>License: Copyright (c) 2026 Anwar, Muhlisin</p>  <p>This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.</p> <p>Corresponding E-Mail: anwarwahid45@gmail.com</p> <p>To cite this Article: Anwar & Muhlisin. (2026). The Digital Transformation of Islamic Religious Guidance on The West Semarang Sub-District KUA Website. <i>Jurnal Bimbingan, Penyuluhan, dan Konseling Islam</i>, 1 (1), 35-52.</p> <p>To link to this Article (DOI): https://doi.org/10.28918/advisena.v1i1.15239</p>	<p>Abstract</p> <p>Developments in information technology have driven the transformation of public services and Islamic religious guidance towards digitalisation, including within the Office of Religious Affairs. The KUA website is no longer used solely as a medium for administrative information, but is also utilised as a medium for communication, education, and digital-based Islamic religious guidance. This study aims to analyse the Islamic religious guidance programmes published via the KUA website of West Semarang Sub-district and to examine how the website is utilised as a medium for public services and community development based on religion in the digital era. This study employs a qualitative approach with a descriptive research design. Research data was obtained through observation and documentation of the official website of the KUA of West Semarang Sub-district. The data examined included service menus, articles, news of activities, programme documentation, and various religious service information published via the website. Subsequently, the data was analysed using qualitative descriptive analysis techniques based on the themes of Islamic religious services and guidance found on the website. The research findings indicate that the KUA website for the Semarang Barat sub-district contains various religious services and programmes, such as information on marriage registration, marriage recommendations, information on lost or damaged marriage certificates, marriage counselling, waqf services, marriage guardians and judicial guardians, written authorisation of guardianship, legalisation of marriage certificates, as well as marriage registration services for Muslim Indonesian citizens and foreign nationals. In addition to serving as a medium for public services, the website is also utilised as a medium for Islamic religious guidance through the publication of educational information and community development based on Islamic values. This study demonstrates that the KUA website forms part of the transformation of Islamic religious services and guidance in the digital era, making them more effective, open, and easily accessible to the public.</p> <p>Keywords: Islamic religious guidance, KUA website, digitalisation, religious services.</p>
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INTRODUCTION

The development of information and communication technology in the digital era has brought about significant changes in various aspects of society (Tawaqal & Meltareza, 2022), including in the fields of public service and religious guidance. Digital transformation is driving government institutions to adapt their service delivery and communication patterns to the public to make them more effective, faster, more open, and more accessible. In this context, digital media is not only used as a means of conveying information, but also serves as a vital instrument in fostering continuous communication, education, and community development (Basyo & Anirwan, 2023) .

One government agency that has undergone digital transformation is the Office of Religious Affairs (KUA). Until now, the KUA has often been perceived by the public merely as an agency dealing with marriage registration and religious administration. However, based on its duties and functions, the KUA plays a broader role in fostering the religious life of the community, particularly through Islamic religious outreach activities and religious-based public services. The KUA not only provides administrative services but also carries out educational, communication, and family guidance functions, as well as supporting the community in various aspects of religious life (Aliyah, 2022) .

Islamic religious outreach is a vital component in building a religious, harmonious, and empowered society. Religious outreach is not merely understood as religious lectures, but also encompasses the processes of guidance, support, education, and community empowerment across various aspects of life. Religious educators play the role of communicators, educators, motivators, and facilitators in raising public awareness of religious and social values. Therefore, Islamic religious education plays a strategic role in shaping a society that possesses a sound understanding of religion whilst being able to adapt to social developments in the modern era (Surahmat, 2021) .

In the context of a digital society, the patterns of Islamic religious education have undergone significant changes. Whereas previously such education was predominantly conducted face-to-face through religious study groups, religious gatherings, lectures, and direct community outreach, the dissemination of religious information now increasingly utilises digital media as a means of communication and public service. This shift indicates that religious institutions need to adapt their service and outreach methods to remain relevant to technological advancements and community needs (Hidayat & Hadi, 2019) .

The use of digital media in public services is considered more effective as it can reach a wide audience without being limited by time or space. Furthermore, digital media enables the public to obtain information quickly, openly, and with ease. In the context of religious services, the use of digital media also assists the public in accessing both administrative information and religious guidance independently via the internet (Utiahman & Nusi, 2025) .

The KUA website for the West Semarang Sub-district is one example of the use of digital media in the provision of Islamic religious services and guidance. Through this website, the public can access a range of information regarding the religious and administrative services provided by the KUA of the West Semarang Sub-district. The service information available on the website includes details on marriage registration, marriage recommendations, information regarding lost or damaged marriage certificates, marriage counselling, the marriage calendar, waqf services, information on marriage guardians and judicial guardians, written authorisation of guardianship, legalisation of marriage certificate photocopies, as well as marriage registration information for Muslim Indonesian citizens and foreign nationals.

The availability of these various services demonstrates that the KUA website is not only used as a medium for administrative information but also as a digital-based public service platform. The public can obtain information regarding religious service procedures more easily without having to visit the KUA office in person. This indicates a transformation in public service delivery from conventional methods towards a more effective and efficient digital model.

In addition to containing information on administrative services, the KUA website for West Semarang Sub-district also publishes various Islamic religious outreach activities and community development initiatives. The website features news on activities, religious articles, programme documentation, and various information related to community development based on Islamic values. Information regarding marriage counselling, guidance on harmonious families (*sakinah*), waqf, and other religious services indicates that the website is utilised as a medium for community communication and education.

The marriage guidance programme, or 'bimwin', is one of the most prominent forms of Islamic religious outreach published on the website. This programme focuses on the preparation of prospective spouses and the strengthening of family resilience based on Islamic values. Through the publication of the bimwin programme, the website serves as a medium for educating the public on the importance of marriage preparation and the building of harmonious families.

Furthermore, information regarding waqf and marriage guardian services also indicates that the website is used as a medium for disseminating religious information related to the social life of the community. The publication of these services demonstrates that the website has an educational function in providing the public with an understanding of religious administration and services.

In the context of Islamic religious guidance, digital media holds great potential for expanding the reach of da'wah and community development. A website can be an effective medium for da'wah as it is capable of presenting information in a systematic, documented, and easily accessible manner at any time. Through digital media, religious outreach is no

longer limited to physical spaces such as mosques, majelis taklim (Islamic study groups), or meeting halls, but can reach the public via the technological devices they use on a daily basis.

The use of websites as a medium for service delivery and public education also reflects a shift in communication patterns between government agencies and the public. Communication, which was previously conventional in nature, is now shifting towards a more open and interactive form of digital communication. The public are no longer merely passive recipients of information, but can independently access a wide range of information on services and religious guidance via online platforms.

In addition to improving service accessibility, the use of websites can also enhance transparency and the openness of public information. The programmes and services published on the website enable the public to learn about the various institutional activities carried out by the KUA of West Semarang Sub-district. This can strengthen the institution's image as an active, modern, and responsive organisation that addresses the needs of the community.

However, the use of the website as a medium for Islamic religious guidance also requires proper management to ensure that the published information remains relevant, up-to-date, and easily understood by the public. Consistency in publication, the quality of information, and the comprehensiveness of services are key factors in supporting the website's effectiveness as a medium for communication and religious guidance.

Based on an initial observation of the West Semarang Sub-district KUA website, there is a variety of information regarding religious services and Islamic religious education programmes that is of interest for research. This information is published in the form of articles, activity news, service menus, and programme documentation that is openly accessible to the public. The existence of these various services and programmes indicates that the website is utilised as a medium for communication, public service, and community development based on digital technology.

Research on KUA websites is important due to the limited number of studies discussing the use of digital media as a means of Islamic religious education, particularly at the sub-district KUA level. To date, research on religious education has largely focused on face-to-face communication and conventional lecture methods. However, developments in information technology have altered patterns of public communication and encouraged religious institutions to be more adaptive in conveying information and services to the public. Through this study, the researcher aims to understand how Islamic religious education programmes are represented via the website of the KUA in West Semarang Sub-district. This study also aims to examine how the website is utilised as a medium for communication, public service, and community development based on religion in the digital age.

LITERATURE REVIEW

Islamic religious outreach is a form of da'wah activity aimed at providing guidance, education, and support to the community in understanding and practising Islamic teachings in daily life. Religious outreach is not merely understood as religious lectures, but also as a process of social communication aimed at fostering public awareness of religious, moral, and social values. In this context, religious educators play the role of communicators, educators, motivators, and facilitators in fostering a religious and harmonious community (M & Husna, 2022).

Conceptually, Islamic religious counselling is a systematic process of conveying religious messages to enhance the public's knowledge, understanding, attitudes, and behaviour in accordance with Islamic teachings. Religious counselling is also closely linked to Islamic da'wah activities, which aim to guide the public towards a better life based on the values of the Qur'an and Hadith. Therefore, Islamic religious counselling is not only oriented towards spiritual aspects but also addresses social, cultural, and general aspects of community life, including marginalised groups (Nabilah & Darmaningrum, 2023).

From a communication perspective, Islamic religious counselling can be understood as a process of conveying information to the public to foster understanding and social change. Harold D. Lasswell explains that communication can be understood through the elements of '*who says what in which channel to whom with what effect*'. This theory emphasises that the effectiveness of communication is influenced by the communicator, the message, the medium, the audience, and the resulting impact (Wenxiu, 2015). In the context of Islamic religious guidance, religious counsellors and religious institutions act as communicators who convey religious messages through specific media to the public with the aim of enhancing religious understanding and awareness.

Developments in information and communication technology have brought about significant changes in the patterns of public communication, including in the field of Islamic religious services and outreach. Whereas previously religious outreach was predominantly conducted through conventional approaches such as religious study sessions, sermons in mosques, religious study circles, and direct community guidance, in the current digital era, outreach has begun to utilise digital media as a means of communication and dissemination of religious information. This transformation indicates that Islamic da'wah and religious outreach activities must be able to adapt to technological developments in order to remain effective in reaching modern society.

This shift in communication patterns can be explained through the *New Media* theory proposed by Pierre Lévy and Denis McQuail. This theory explains that digital media enables the communication process to occur more rapidly, flexibly, interactively, and without the constraints of space or time. Internet-based new media provide the public with the convenience of obtaining information independently according to their needs (Muqsith,

2021) . In the context of Islamic religious education, digital media allow religious messages to be conveyed more widely and effectively than conventional methods.

Digital media has now become an integral part of modern communication processes as it can convey information rapidly and is easily accessible to the public. This situation has prompted government bodies and religious institutions to utilise digital media as a means of providing services and guidance to the public. One of the most widely used digital media platforms is the official website of an institution. From a digital communication perspective, a website is an internet-based medium used to convey information to the public openly. A website serves as a medium for communication, publication, documentation, and public service. In addition to being able to reach a wide audience, websites also allow the public to obtain information independently, without being constrained by time or place (Sunaryo & Rosidi, 2020) .

The use of websites in the context of Islamic religious guidance can also be understood through Everett M. Rogers' Theory of Diffusion of Innovations. This theory explains that an innovation, including the use of digital technology, will be accepted by society through a process of information dissemination and social adaptation (Nareswari, 2025) . As a digital medium, a website is a form of innovation in religious services and outreach aimed at making it easier for the public to access information regarding religious services and Islamic guidance. Through a website, the public can access information more quickly without having to visit the service office in person.

The use of websites in Islamic religious guidance forms part of the process of digitising religious services and da'wah. This digitisation represents a transformation in the delivery of religious information and guidance from conventional methods to digital ones through the use of information technology. The aim of this digitisation is to enhance the effectiveness of services, expand the reach of da'wah, and make it easier for the public to access religious information and public services.

One government agency utilising digital media for religious services and guidance is the Office of Religious Affairs (KUA). The KUA not only performs administrative functions such as marriage registration but also carries out the function of fostering the religious life of the community through various Islamic religious guidance programmes and religious-based public services. This is evident from the various services available on the KUA website for the West Semarang District, such as information on marriage registration, marriage recommendations, information on lost or damaged marriage certificates, marriage counselling, a marriage calendar, waqf services, marriage guardians and judicial guardians, written authorisation of guardianship, legalisation of marriage certificates, and marriage registration for Muslim Indonesian citizens and foreign nationals. The existence of these various services demonstrates that the KUA functions not only as a religious administrative body but also as an institution providing community services and guidance based on Islamic

values. Information regarding marriage counselling, waqf services, and marriage guardians highlights the educational and religious advisory functions within the KUA website. Thus, the website is not merely used as an administrative tool, but also as a digital medium for communication and the dissemination of Islamic teachings.

METHODS

This study employs a qualitative approach (Abdussamad, 2021) and is classified as descriptive research (Yuliani, 2018). The qualitative approach was chosen because this study aims to understand and describe the use of the website as a medium for Islamic religious guidance and digital-based religious services at the Office of Religious Affairs. Through this approach, the researcher sought to understand the various forms of information, services, and Islamic religious outreach activities published via the website of the West Semarang Sub-district Office of Religious Affairs. Meanwhile, a descriptive research design was employed to systematically describe the various content and programmes featured on the website without the use of statistical measurements.

The object of this study is the official website of the West Semarang Sub-district KUA, which contains various information regarding public services and Islamic religious guidance programmes. The research focus is directed at the digitalisation of Islamic religious services and counselling published via the website, such as information on marriage registration, marriage recommendations, information on lost or damaged marriage certificates, marriage counselling, the marriage calendar, waqf services, information on marriage guardians and judicial guardians, written authorisation of guardianship, legalisation of marriage certificates, and marriage registration services for Muslim Indonesian citizens and foreign nationals.

The data collection techniques (Romdona et al., n.d.) used in this study were conducted through observation and documentation. Observation was carried out by directly examining the content of the West Semarang Sub-district KUA website, ranging from the main page layout, service menus, articles, activity news, to documentation of Islamic religious counselling programmes. This observation was conducted to gain an understanding of the use of digital media in public services and the dissemination of religious information. In addition to observation, this study also employed documentation techniques. Documentation involved collecting data in the form of screenshots, articles, news items, images, and other digital documents available on the KUA website for the Semarang Barat sub-district. This documented data served as the primary source for examining the representation of Islamic religious counselling programmes and digital-based religious services published via the website. The data sources in this study consist of primary and secondary data. Primary data was obtained directly from the official website of the KUA of West Semarang Sub-district in the form of service content, articles, activity

news, and documentation of Islamic religious counselling programmes. Meanwhile, secondary data was obtained from books, scientific journals, research articles, and various other references related to Islamic religious counselling, digital communication, public services, and website media.

The data analysis technique used in this study is qualitative descriptive analysis. The data obtained through observation and documentation were then collected, classified, and analysed based on the themes of Islamic religious services and outreach found on the website. Subsequently, the data is presented in the form of descriptive narratives to explain how the website is utilised as a medium for public services, religious communication, and Islamic religious guidance in the digital age. Through this research method, the researcher seeks to gain an understanding of the forms of digitalisation of Islamic religious services and outreach carried out by the KUA of West Semarang Sub-district via the website. Furthermore, this study also aims to examine the role of the website as a medium for communication, information, education, and community development based on religion in supporting public services that are more open and easily accessible to the public.

RESULTS

Based on the findings, the website of the KUA of Semarang Barat Sub-district displays a variety of religious and administrative services systematically organised on the website's homepage. These services include information on marriage, marriage counselling, waqf services, information on marriage guardians, and various other religious-based public services. The presence of these digital services reflects a transformation in religious services towards a system that is more adaptable to developments in information technology and the needs of modern society. In addition to serving as a medium for administrative information, the website also acts as a means of communication and religious education for the community. Through the presentation of easily accessible information, the KUA website for the Semarang Barat sub-district plays a role in supporting the dissemination of Islamic information, public services, and the strengthening of Islamic religious guidance functions amidst current developments in digital communication.

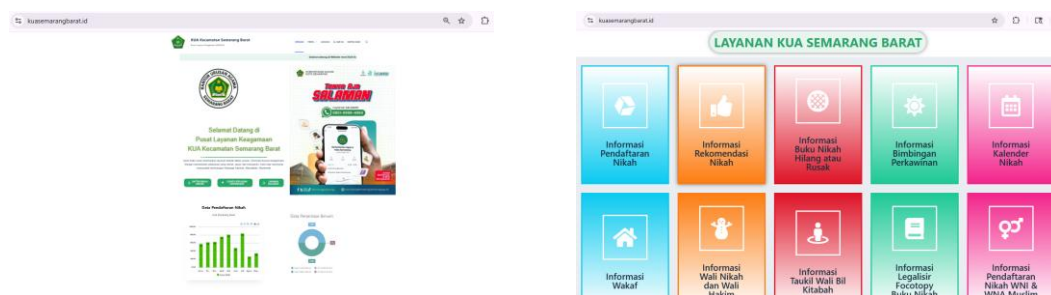


Figure 1. Screenshot of the KUA Semarang Barat Sub-district Website Home Page (Source: KUA Semarang Barat Sub-district Website)

Based on the digital service interface, there are several main menus that form the focus of the website's services, namely information on marriage registration, marriage recommendations, information on lost or damaged marriage certificates, marriage counselling, the marriage calendar, information on waqf, information on marriage guardians and judicial guardians, written authorisation of guardianship, legalisation of marriage certificate photocopies, and marriage registration services for Muslim Indonesian citizens and foreign nationals. The presentation of services in the form of digital icons demonstrates the efforts of the West Semarang Sub-District KUA to simplify public access to service information via the website.

The marriage registration information service is one of the main services featured on the website. This information includes the procedures and administrative stages of marriage that the public can access online. The existence of this service indicates that the website is utilised as a digital public service platform that helps the public obtain marriage administration information without having to visit the KUA office in person. Furthermore, the website also provides marriage recommendation services related to marriage administration for members of the public who will be conducting their marriage ceremony outside their area of residence.

The publication of marriage registration and marriage recommendation services indicates that the website functions not only as a medium for administrative information but also as a medium for educating the public regarding religious service procedures. The utilisation of this digital medium demonstrates a transformation in public services from conventional methods towards more effective and easily accessible digital-based services.

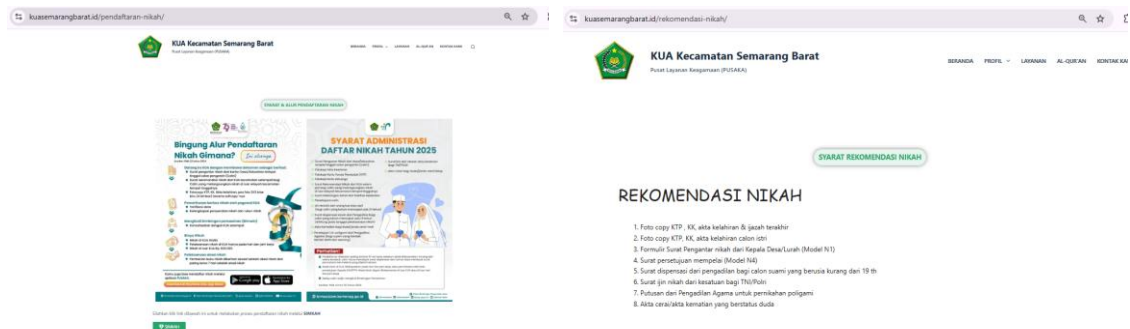


Figure 2. Information on Marriage Registration and Marriage Recommendations
(Source: Website of the KUA of West Semarang Sub-district)

In addition to marriage administration services, the website also contains information regarding lost or damaged marriage certificates. This information relates to the procedures for handling lost or damaged marriage documents so that the public can more easily understand the process. The existence of this service demonstrates that the website is used as a medium for providing and disseminating religious administrative information to the public.

The website also provides a service for the legalisation of photocopies of marriage certificates to meet the public's administrative needs. Information regarding the legalisation of marriage certificates indicates that the website is utilised as a digital public service platform that supports transparency of information and ease of access to religious administrative services. With this service, the public can independently obtain information regarding service procedures via the website.

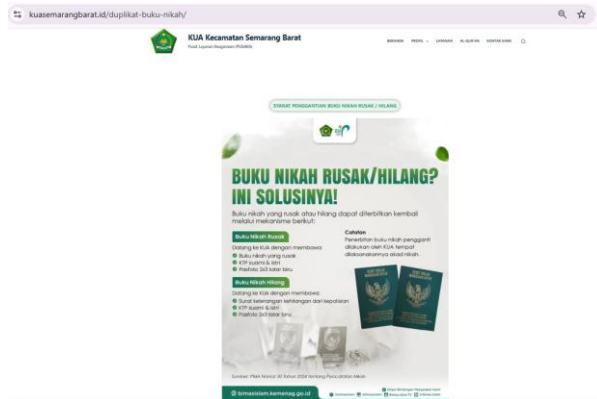


Figure 3. Information on Lost or Damaged Marriage Certificates and the Legalisation of Marriage Certificates (Source: KUA Website for Semarang Barat Sub-district)

In the context of Islamic religious guidance, the KUA website for Semarang Barat Sub-district also publishes information regarding marriage counselling or 'bimwin'. The marriage guidance programme is a form of Islamic religious guidance focused on preparing prospective couples and strengthening harmonious families based on Islamic values. Information on marriage guidance demonstrates that the website serves as an educational platform for the public regarding the importance of wedding preparations, building harmonious families, and strengthening the resilience of Muslim families.

In addition, the website also provides a marriage calendar service containing information on service schedules and the conduct of weddings. The existence of the marriage calendar demonstrates that digital media is used to enhance the effectiveness of religious administrative services whilst making it easier for the public to access service information quickly and in a structured manner.

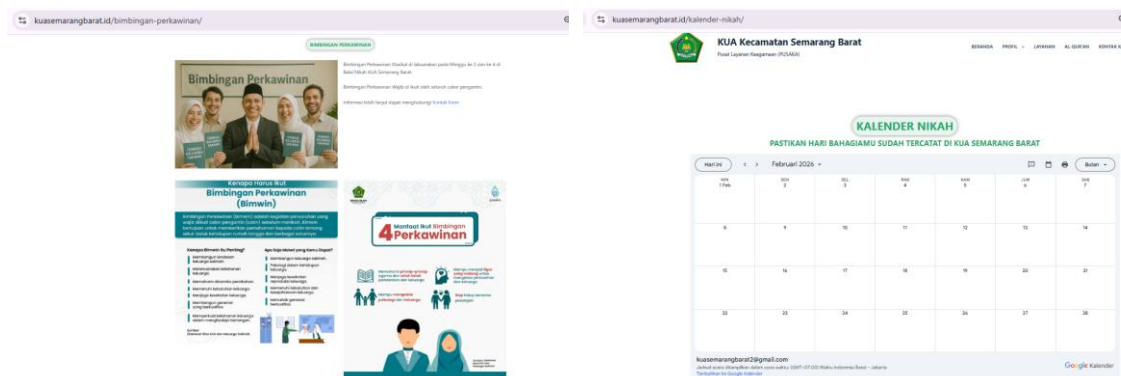


Figure 4. Marriage Guidance Information and Wedding Calendar (Source: Website of the KUA of West Semarang Sub-district)

The website of the KUA (Religious Affairs Office) for the West Semarang District also features a section on waqf services. This information demonstrates that the KUA does not merely focus on administrative marriage services, but also fulfils a role in providing religious and social guidance to the community. The waqf information published on the website serves as a means of educating the public about the importance of waqf and the procedures for waqf services based on religious administration.

The publication of waqf information demonstrates that the website is used as a medium for communication and the dissemination of religious information to the public. Through this service, the public can gain an understanding of the role of waqf in social and religious life. This indicates that the website has an educational function in supporting community development based on Islamic values.

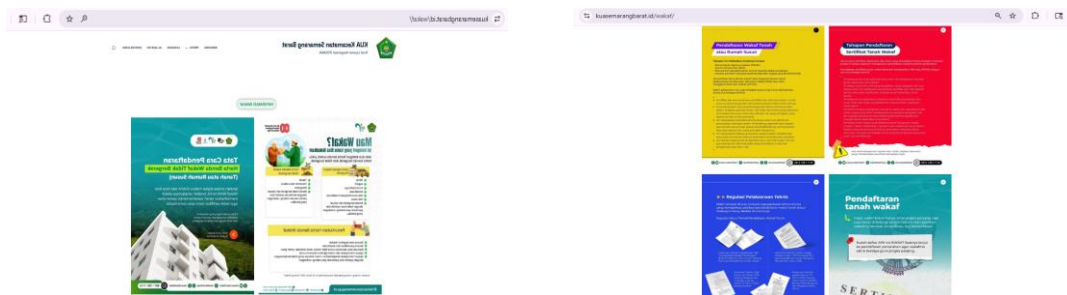


Figure 5. Waqf Information (Source: Website of the KUA of West Semarang Sub-district)

In addition to waqf services, the website also provides information regarding marriage guardians and judicial guardians. This information relates to the provisions concerning guardianship in marriage according to religious and state administrative regulations. The website also features the ‘taukil wali bil kitabah’ service, which pertains to the delegation of guardianship during the marriage contract process. This information indicates that the website is used as a medium for educating the public regarding religious-based marriage administration and law.

The presence of marriage guardian and taukil wali bil kitabah services demonstrates that the website functions not only as a medium for administrative services but also as a medium for Islamic religious guidance, providing the public with an understanding of the laws and procedures of marriage in Islam. Thus, the website serves an educational and communicative function in supporting digital-based religious services.

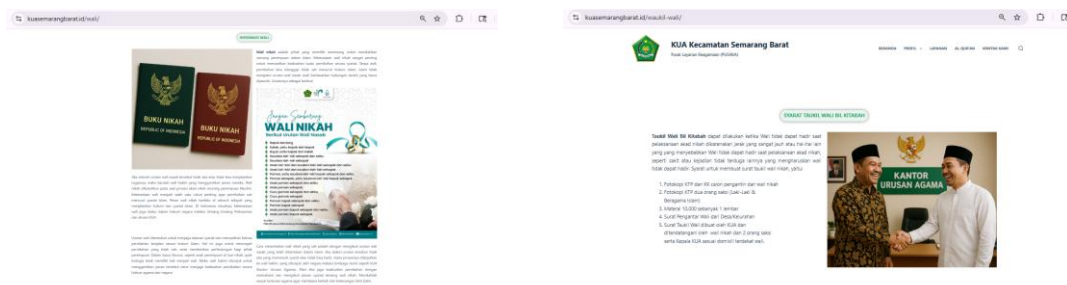


Figure 6. Information on Marriage Guardians and Written Authorisation of Guardians (Source: KUA Website for Semarang Barat Sub-district)

The KUA website for the West Semarang Sub-district also provides marriage registration services for Indonesian citizens and Muslim foreign nationals. This information indicates that KUA services are not only aimed at the local community but also provide services to people of various nationalities who require religious-based marriage administration. The publication of these services demonstrates that the website is utilised as a public service platform that supports transparency and broader public access to information.



Figure 7. Information on Marriage Registration for Indonesian and Muslim Foreign Nationals
(Source: KUA Website for Semarang Barat Sub-district)

In addition to containing various religious administrative services, the website also publishes news on activities, religious articles, and documentation of community development programmes. This information indicates that the website is not only used as a medium for administrative services but also as a medium for communication, documentation, and the dissemination of religious information to the public. The various pieces of information published demonstrate the utilisation of digital media in supporting religious services and Islamic outreach in the era of information technology development.

In terms of information presentation, the West Semarang Sub-district KUA website displays religious services and information systematically, with specific categories that make it easier for the public to access the various available services. Furthermore, the simple visual layout based on digital icons demonstrates the institution's efforts to enhance the effectiveness of communication and service delivery to the public via the website.

In general, the research findings indicate that the KUA website for the West Semarang Sub-district functions not only as a medium for administrative information but also as a platform for public services and digital-based Islamic religious guidance. The various services available demonstrate that the website is utilised as a means of communication, education, documentation, and the dissemination of religious information to the public. The use of this website highlights a transformation in Islamic religious services and guidance in the digital age, making them more open, effective, and easily accessible to the wider public.

DISCUSSION

The KUA Website as a Medium for Public Communication and Islamic Religious Guidance

The research findings indicate that the Religious Affairs Office website has evolved not only as a medium for administrative information but also as a digital platform for public communication and Islamic religious guidance. This is evident from the various services and information available on the website, such as marriage registration information, marriage recommendations, marriage counselling, waqf services, marriage guardians and judicial guardians, marriage certificate legalisation, and marriage registration services for Muslim Indonesian citizens and foreign nationals. These various services demonstrate that the website is used as a means of conveying information as well as a medium for religious education to the public.

The existence of the website indicates a shift in the communication patterns of religious institutions in the digital age. Whereas previously the public had to visit the KUA office in person to obtain information, service information can now be accessed independently via the internet. This situation demonstrates that the website plays a strategic role in expanding access to information and bringing services closer to the public. The use of the website also demonstrates the adaptation of religious institutions to developments in information technology and the needs of modern society, which tends to desire services that are fast, practical, and easily accessible.

From a public communication perspective, the KUA website serves as a medium for conveying messages regarding services and community guidance. The KUA acts as a communicator, delivering religious information and public services to the public via the website. The information conveyed is not merely technical administrative details, but also contains educational value and religious and social guidance. This is evident in the marriage guidance service, which not only explains the procedures involved but also provides an understanding of the importance of building a harmonious family and maintaining the stability of the household based on Islamic values.

Furthermore, the services regarding marriage guardians and judicial guardians also demonstrate the website's educational function. This information helps the public understand the provisions regarding guardianship in marriage based on Islamic law and state administrative regulations. Similarly, the 'taukil wali bil kitabah' service provides an understanding of the delegation of guardianship rights during the marriage contract process. This information demonstrates that the website serves not only as an administrative medium but also as a platform for Islamic religious guidance, offering community development through the dissemination of digital information.

The presence of waqf services also demonstrates that the website is used as a medium for religious social and economic development. Information on waqf published via the website helps the public understand the function of waqf in social and religious life. This indicates that Islamic religious guidance conducted via the website does not merely address ritual worship aspects, but also encompasses social aspects and community empowerment based on Islamic values.

The publication of religious services and information via the website also demonstrates transparency in public information. The public can access various service-related information more clearly and openly without having to rely on verbal information. This can enhance the effectiveness of communication between the institution and the public whilst strengthening public trust in the services provided by the KUA.

In addition to administrative and religious educational services, the website also features news on activities and documentation of institutional activities. The presence of such documentation indicates that the website serves as both a public communication medium and a platform for documenting religious programmes and activities. The publication of these activities helps the public understand the guidance and services provided by the KUA of West Semarang Sub-district. Thus, the KUA website for the West Semarang District demonstrates an expansion of the religious institution's functions in the fields of public communication and Islamic religious guidance. The website is no longer merely an administrative tool, but has also become a medium for religious social communication that supports services, education, and community guidance on a broader scale in the digital age.

The Transformation of Islamic Religious Outreach in the Digital Age

Research findings indicate that the use of the website by the KUA of Semarang Barat Sub-district forms part of the transformation of Islamic religious education in the digital age. This transformation is evident in the shift from methods of delivering information and religious services which were previously predominantly conducted in person to those based on digital media. Various religious services and information can now be accessed online via the official website of the KUA of Semarang Barat Sub-district.

This change indicates that Islamic religious outreach activities are beginning to adapt to developments in modern communication technology. Religious outreach, which was previously synonymous with face-to-face sermons, religious study sessions, and direct community guidance, is now beginning to utilise digital media as a means of disseminating religious information and education. The website has become one of the platforms enabling the outreach process to be conducted more flexibly, unrestricted by time and place.

The characteristics of digital media are clearly evident on the website of the KUA of Semarang Barat Sub-district. Service information can be accessed at any time via digital

devices, so the public no longer has to visit the KUA office in person simply to obtain administrative information or religious services. This demonstrates that digital media provides easier access to information whilst enhancing the efficiency of public services based on religious principles.

The transformation of Islamic religious counselling via websites is also evident in the marriage guidance programme, or 'bimwin'. Previously, this programme was primarily conducted through face-to-face meetings between religious counsellors and prospective couples. However, through the website, information on marriage guidance is now accessible to a wider audience. The website thus serves as a supporting medium in educating the public about the importance of marriage preparation and the formation of harmonious families based on Islamic values.

Furthermore, the existence of digital services such as the marriage calendar, marriage certificate legalisation, and marriage recommendations indicates a shift in the pattern of religious services from a conventional system towards digital-based services. Service information that was previously only available through service officers is now openly accessible on the website. This demonstrates a transformation in public service communication that is more open, faster, and easier to access. The use of digital media in Islamic religious guidance also indicates a change in public behaviour regarding information acquisition. Modern society tends to use the internet as the primary source for seeking information, including religious information and public services. Therefore, the use of websites is a strategic step for the KUA in adapting its communication and service patterns to the current needs of the public.

Digital transformation also impacts the effectiveness of disseminating religious information. Information published via the website can reach a wider audience compared to conventional outreach methods. Furthermore, the information available on the website can be accessed repeatedly, giving the public a greater opportunity to understand the content being conveyed. However, the transformation of Islamic religious outreach through digital media also requires effective management. The website must be actively managed to ensure that the information conveyed remains relevant, up-to-date, and easily understood by the public. Content quality, consistency in updating information, and ease of access are key factors in supporting the website's effectiveness as a medium for public service and Islamic religious outreach.

Thus, the research findings indicate that the KUA website for Semarang Barat Sub-district forms part of the transformation of Islamic religious guidance in the digital age. The website is utilised as a medium for communication, public service, and religious education that adapts to developments in information technology whilst supporting more effective and transparent public services.

The KUA Website as a Form of Innovation in Public Service and Digital Da'wah

The research findings indicate that the KUA website for the Semarang Barat sub-district can be understood as a form of public service innovation and digital da'wah based on information technology. This innovation is evident in the use of the website to simplify access to services and expand the dissemination of religious information to the public. The website is not only used to convey administrative information but also serves as a medium for communication and community guidance based on Islamic values.

The use of the website as a form of public service innovation is evident in the availability of various digital services that the public can access independently. Services such as information on lost or damaged marriage certificates, the legalisation of marriage certificates, marriage guardianship, waqf, and marriage registration services for Muslim Indonesian and foreign nationals demonstrate that the KUA of West Semarang Sub-district has endeavoured to adapt religious services to developments in information technology.

Ease of access to services is a key factor in the success of these digital innovations. The simple and systematic presentation of services using digital icons makes it easier for the public to understand the types of services available. The practical presentation of services indicates that the website is designed to help the public obtain information quickly and efficiently.

Furthermore, digital innovation via the website also highlights the modernisation of religious services at the local level. The KUA, previously known primarily as an administrative body for marriage services, is now beginning to utilise digital media as a means of public communication and the dissemination of religious information. This indicates that digital transformation is not confined to central government institutions but is also being implemented at the sub-district level. The website also serves as a form of digital da'wah innovation in Islamic religious guidance. Information regarding marriage counselling, waqf, marriage guardianship, and other religious services forms part of the process of da'wah and public education via digital media. The use of the website enables religious messages to be conveyed more widely and made easily accessible to people from all walks of life.

In addition to enhancing the effectiveness of services, digital innovation through websites also supports public information transparency. The public can obtain clear information regarding service procedures without having to rely on direct explanations from service officers. This helps improve service transparency whilst strengthening the institution's image as an organisation that is adaptable to technological developments.

However, the success of digital innovation is also influenced by the quality of website management. An active, informative, and easily accessible website will enhance the effectiveness of the institution's communication with the public. Conversely, if information

is not updated regularly, the website's function as a medium for public service and Islamic religious guidance may diminish. In general, the research findings indicate that the KUA website for the West Semarang Sub-district represents a form of public service innovation and digital Islamic outreach based on information technology. The website is utilised as a medium for communication, education, documentation, and the dissemination of religious information, supporting the transformation of Islamic religious services and outreach in the digital age.

CONCLUSIONS

Based on the research findings regarding the Islamic religious guidance programme on the Office of Religious Affairs website, it can be concluded that the KUA website for the Semarang Barat sub-district has been utilised as a medium for public service and Islamic religious guidance based on digital technology. The website functions not only as a medium for administrative information but also as a means of communication, education, documentation, and community development based on Islamic values.

The research findings indicate that the website contains various religious and administrative services accessible to the public online, such as information on marriage registration, marriage recommendations, information on lost or damaged marriage certificates, marriage counselling, waqf services, marriage guardians and judicial guardians, written authorisation of guardianship, legalisation of marriage certificates, as well as marriage registration services for Muslim Indonesian citizens and foreign nationals. The existence of these services demonstrates a transformation in public service delivery from conventional methods towards a digital-based service that is more effective, transparent, and easily accessible to the public. In addition to serving as a medium for public services, the website also functions as a medium for Islamic religious guidance through various information and services containing educational and community development elements. Information regarding marriage counselling, waqf, marriage guardians, and other religious services indicates that the website is utilised as a means of conveying religious messages and fostering social development within the community based on Islamic values. Consequently, the website plays a vital role in supporting public communication and Islamic religious education in the digital age.

The use of the website by the KUA of West Semarang Sub-district also demonstrates the adaptation of religious institutions to developments in information technology. The website forms part of innovations in service delivery and digital da'wah that support effective communication, expanded access to information, and improved quality of public services. Consequently, the KUA website can be understood as a form of transformation in the delivery of Islamic religious services and guidance, adapting to developments in digital communication within modern society.

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