

SWOT analysis of the SIMAS program in optimizing mosque registration (study case in Jawa timur sidoarjo)

Adilya Rahmadhani¹, Atthaita Allysia Dabitha², Imroatul Azizah³,
Jihan Fikriyahatus Salehah⁴, Mazia Aifi Nazili⁵, Nihlatul Falasifah⁶

Sunan Ampel State Islamic University of Surabaya^{1,2,3,4,5,6}

adilyaarahma@gmail.com¹, alysiadabitha@gmail.com²,

Imroatulazizah2307@gmail.com³, jiehanfiso@gmail.com⁴, majiaaipi@gmail.com⁵,
nihlatul.falasifah@uinsa.ac.id⁶

Abstract

The Ministry of Religion has a strategic role in shaping the character and morals of society, as well as improving the quality of religious services and management in Indonesia. The Mosque Information System Program (SIMAS) is one of the Ministry of Religion's efforts to improve the performance and efficiency of mosque management in Indonesia. This research uses a qualitative approach and SWOT analysis to identify the strengths, weaknesses, opportunities and threats of the SIMAS program. The research results show that the SIMAS program has several advantages, such as allowing mosques to have official records that can be accessed by the community as a whole, as well as providing certification to mosques that comply with standards set by the government. This program also has several weaknesses, such as slow website access and some mosque takmirs who do not fully understand the program. The SIMAS program also has several opportunities, such as being able to be integrated with other technology-based services, and being able to collaborate with non-governmental or private institutions for further development. System improvements need to be made to overcome existing weaknesses and threats, as well as take advantage of available opportunities to improve the performance and efficiency of this program.

Keywords : *Ministry of Religion; Mosque Information System Program (SIMAS); SWOT Analysis; Mosque; Management; System Repair*

Abstrak

Kementerian Agama memiliki peran strategis dalam membentuk karakter dan moral masyarakat, serta meningkatkan kualitas pelayanan dan pengelolaan keagamaan di Indonesia. Program Sistem Informasi Masjid (SIMAS) merupakan salah satu upaya Kementerian Agama untuk meningkatkan kinerja dan efisiensi pengelolaan masjid di Indonesia. Penelitian ini menggunakan metode pendekatan kualitatif dan analisis SWOT untuk mengidentifikasi kekuatan, kelemahan, peluang, dan ancaman program SIMAS. Hasil penelitian menunjukkan bahwa program SIMAS memiliki beberapa keunggulan, seperti memungkinkan masjid memiliki catatan resmi yang dapat diakses oleh masyarakat secara menyeluruh, serta memberikan sertifikasi kepada masjid yang sesuai dengan standar yang ditetapkan pemerintah. Program ini juga memiliki beberapa kelemahan, seperti akses website yang lambat dan beberapa takmir masjid yang belum sepenuhnya memahami program. Program SIMAS juga memiliki beberapa peluang, seperti dapat diintegrasikan dengan layanan lain yang berbasis teknologi, serta dapat bekerja sama dengan lembaga non-pemerintah atau swasta untuk pengembangan lebih lanjut. Perbaikan sistem perlu dilakukan untuk mengatasi kelemahan dan ancaman yang ada, serta memanfaatkan peluang yang tersedia untuk meningkatkan kinerja dan efisiensi program ini.

Kata Kunci : *Kementerian Agama; Program Sistem Informasi Masjid (SIMAS); Analisis SWOT; Pengelolaan Masjid; Perbaikan Sistem*

INTRODUCTION

The Ministry of Religion is a government agency responsible for managing and supervising religious activities in Indonesia. The Ministry of Religion has a very strategic role in shaping the character and morals of society, as well as improving the quality of religious services and management in Indonesia. The Ministry of Religion is tasked with assisting and supporting the community in carrying out the duties and functions of managing and supervising religious activities as well as improving the quality of religious administration and management. Based on the Minister of Religion Regulation Number 10 of 2010 concerning the Organization and work procedures of the ministry of religion, it is stated that the ministry of religion has duties and responsibilities as an institution that carries out government affairs in the religious sector. In other words, the ministry of religion is tasked with managing the government's religious affairs with the ultimate goal of assisting the president in administering the country's government (Krispiana et al., 2016).

The duties and functions of the ministry of religion have several sections, including the Islamic community leadership section which is tasked with managing and supervising Islamic religious activities in Indonesia. Islamic community leaders are tasked with formulating and implementing policies in the field of Islamic community management in accordance with statutory regulations. The duties of the Islamic community guidance section include formulating policies, implementing programs related to Islamic religious issues, sharia development, managing the religious department and sakinah family, Islamic education, granting zakat permits, and granting waqf permits. In addition, the Islamic Community Guidance Section is tasked with compiling norms, standards, procedures and criteria, providing technical advice, conducting evaluations and managing the administration of the Islamic Community's general departments (Kementerian Agama Pamekasan, 2024).

The Islamic Community Guidance Section (Bimas Islam) has several programs aimed at improving the quality of religious services, one of which is the SIMAS (Mosque Information System) program. This program is designed to facilitate the registration of mosques and prayer rooms, as well as optimize the management of these places of worship. Registration of mosques and prayer rooms is not just administration, but is also an important part of managing and developing religious activities in Indonesia. As places of worship and centers of religious activities, mosques and prayer rooms play a strategic role in shaping the character and morality of society. Mosques, which can be found in various areas, both in villages and cities, are an important symbol for the life of Muslims and the strengthening of religious values in society.

Apart from being a place for prayer, the construction of the mosque is also used for other worship activities such as congresses and other Islamic holidays (Pratama, 2022). Mosques have many functions, including as a means of information for the public to

obtain information regarding the location of the mosque, capacity for congregation, activities organized by the mosque, equipment available at the mosque, and other convenient systems. Information about the surrounding community is needed (Maharani et al., 2017). Therefore, registering a mosque or prayer room on the application will provide a national mosque ID equipped with a GIS that is integrated with government services and can show its location. Registration of mosques and prayer rooms also allows the Ministry of Religion to monitor and supervise religious activities in mosques and prayer rooms, as well as provide assistance and support needed to improve the quality of services and management of mosques and prayer rooms.

In an effort to improve the quality of mosque and prayer room registration, the Ministry of Religion developed the SIMAS program which not only includes mosque registration but also prayer room registration, thus helping the Ministry of Religion to manage and supervise religious activities in mosques and prayer rooms more effectively. In this way, the SIMAS program can contribute to improving the quality of service and management of mosques and prayer rooms, as well as increasing the efficiency of the Ministry of Religion in managing religious activities in Indonesia. However, the SIMAS program still faces several challenges and obstacles in its implementation, such as limited infrastructure, limited technical capabilities, and a lack of public awareness of the importance of registering mosques and prayer rooms. In this regard, a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the SIMAS program is very necessary to determine the strengths, weaknesses, opportunities and threats of the SIMAS program in optimizing the registration and management of mosques and prayer rooms. This SWOT analysis can thus help the Ministry of Religion develop an effective strategy to improve the quality of mosque and prayer room records, as well as increase the effectiveness of the SIMAS program in supporting better management of mosques and prayer rooms. The aim of this research is to analyze the SWOT of the SIMAS program not only to optimize mosque and prayer room recording, but also to identify effective strategies to improve the quality of mosque and prayer room recording, as well as the SIMAS program. The aim is to identify performance improvements that support the best management of mosques and prayer rooms.

LITERATURE REVIEW

1. Community Empowerment

Empowerment can be defined as the process of gaining ability, power, or authority, either independently or with the help of other people. In this process, less empowered individuals or groups can gain strength, capacity or authority that they did not previously have (Sulistiyani Ambar Teguh & Wulandari Yulia, 2017). Community empowerment can be interpreted as an effort to increase, strengthen and make the abilities of disadvantaged communities more independent in facing various challenges in various aspects of life. This process also allows community

members to work together, identify common goals, pool resources, and take collective action to strengthen strengths and capabilities in the community(Iryana, 2018).

Empowerment programs often include aspects of participation and collaboration. For example, in the context of Asset-Based Community Development, empowerment focuses on optimizing local resources, both physical, social and cultural, to create economic and social sustainability. Empowerment is also closely related to active participation in the decision-making process and resource management, so that it can create significant and sustainable changes in people's lives. In a religious context, community empowerment is often implemented through programs based on religious values, such as mosque management, zakat, infaq and alms. These programs not only aim to support economic independence, but also to increase social and religious awareness among the community.

2. Mosque Information System (SIMAS)

This information system is a system that combines operational, managerial and strategic needs for the organization, and provides reports needed by the community(Badharudin Abid Yaniuar & Wijaya Setiawan Ardi, 2020). SIMAS (Mosque Information System) is an information system that can help facilitate the recording of mosques and prayer rooms, as well as optimize the management of mosques and prayer rooms. SIMAS also has features such as the latest information, profile search, mosque and prayer room data, maps, and update capabilities making it easier to submit requests for support and open accounts at Bank Syariah Indonesia(Muliyani & Rozi, 2024). One of the benefits of registering mosques and prayer rooms with SIMAS is being able to obtain a national mosque identity card which can connect directly with government services (Himmah & Al Ahsan Nasirudin, 2024).

METHODS

This research was conducted using a qualitative approach method with several existing case studies. Qualitative research methods are often referred to as naturalistic research methods because they are carried out in natural conditions, without manipulation or intervention(Fadli Muhammad Rijal, 2021) . This method is called a qualitative method because the data collected and analyzed is more descriptive in nature and does not use mathematical, statistical or computer models. Qualitative research, the process begins with developing basic assumptions and rules of thinking that will be used. This research does not use numbers to collect data and provide interpretation of the results, so it focuses more on meaning and interpretation rather than quantity(Fristasya et al., 2021). The aim of this research is to conduct a SWOT analysis of the SIMAS program in optimizing

mosque registration. The SWOT analysis framework will be used to identify the strengths, weaknesses, opportunities and threats of the SIMAS program. The data collected will be analyzed using SWOT analysis to identify the strengths, weaknesses, opportunities and threats of the SIMAS program. It is hoped that the results of this research can provide recommendations for optimizing the SIMAS program in mosque registration.

RESULTS AND DISCUSSION

In implementing PKL SWOT in 2024, we chose to analyze one of the programs in the field of Community Guidance (BIMAS), namely the implementation of the SIMAS (Mosque Management Information System) website. In this activity, we play an active role in assisting the mosque data input process, which includes managing information related to mosque facilities, activities and needs, so that it is hoped that it can increase efficiency in managing mosque administration and facilitate access to information for the community. The following is the analysis we carried out on the SIMAS program.

Table 1 : SWOT analysis of the SIMAS program

Strength	Weakness
<ul style="list-style-type: none"> - Make mosques throughout Indonesia have official records when registering on the SIMAS website - The public will know comprehensive information about the mosque, in terms of location, resources and activities held at the mosque - Mosques will have certification to comply with standards set by the ministry of religion 	<ul style="list-style-type: none"> - Website access that is quite slow causes long response times, which can hinder user performance in inputting data efficiently. This delay has the potential to slow down the work process, disrupt productivity, and make takmirs have to wait longer for verification. It should be able to be done more quickly on the website. - Some mosque takmirs do not fully understand the SIMAS program, so officers in the field of Islamic Community Guidance (BIMAS) must go directly to socialize this program and help prepare the necessary data. In addition, several mosques did not complete the biodata requested by SIMAS, which ultimately caused delays in the

	<p>data verification process and granting mosque certificates in accordance with applicable regulations.</p> <ul style="list-style-type: none"> - People in areas that do not have internet access or adequate digital facilities may not be able to utilize this program optimally.
Opportunities	Threats
<ul style="list-style-type: none"> - With SIMAS, opportunities to integrate other technology-based services can be broader, such as mobile applications or chatbots for the community. - With transparency and faster response, the public will have more trust in the government or institutions running this program. - This program can collaborate with non-governmental or private institutions for further development, both in terms of technology and outreach. - This program can be expanded and implemented in other areas that do not yet use digital systems for community guidance, with the potential to improve public services. 	<ul style="list-style-type: none"> - With digital systems, the threat of hacking or leaking of people's personal data can be a big risk that must be anticipated. - If the technology service provider that supports SIMAS experiences problems or no longer provides support, this could disrupt the running of the program.

The table above is sufficient to explain that the Mosque Information System Program (SIMAS) has several advantages that can improve performance and efficiency in managing mosques in Indonesia. First, this program allows mosques to have official records that can be accessed by the community as a whole, so that the public can find out information about the location, resources and activities held at the mosque. This program also provides certification to mosques that comply with standards set by the government.

There are several weaknesses that this program has, namely slow website access which causes long response times, this can hinder the user's performance in inputting data efficiently. Some mosque takmirs also do not fully understand the SIMAS program, so officers in the Islamic Community Guidance (BIMAS) sector have to go directly to socialize this program and help prepare the necessary data.

The SIMAS program also has several opportunities that can be utilized to improve performance and efficiency. First, this program can be integrated with other technology-based services, such as mobile applications or chatbots for the public. This program can also collaborate with non-governmental or private institutions for further development, both in terms of technology and outreach. Several threats that need to be anticipated in this program are that the digital system used by this program can be vulnerable to hacking or leakage of people's personal data. If the technology service provider that supports SIMAS experiences problems or no longer provides support, this could disrupt the program. Looking at it as a whole, the SIMAS program has great potential to improve performance and efficiency in managing mosques in Indonesia. System improvements really need to be carried out as a form of effort to overcome existing weaknesses and threats, as well as take advantage of available opportunities to improve the performance and efficiency of this program.

CONCLUSION

The Mosque Information System Program (SIMAS) has several advantages that can improve performance and efficiency in managing mosques in Indonesia. This program allows mosques to have official records that can be accessed by the community as a whole, so that the public can find out information about the location, resources and activities held at the mosque. This program also provides certification to mosques that comply with standards set by the government. There are several weaknesses of this program that need to be considered. Slow website access can cause long response times, which can hinder user performance in inputting data efficiently. Some mosque takmirs also do not fully understand the SIMAS program, so officers in the Islamic Community Guidance (BIMAS) sector have to go directly to socialize this program and help prepare the necessary data.

The SIMAS program also has several opportunities that can be utilized to improve performance and efficiency. This program can be integrated with other technology-based services, such as mobile applications or chatbots for the community. This program can also collaborate with non-governmental or private institutions for further development, both in terms of technology and outreach. Several threats that this program poses also need to be anticipated. The digital systems used by this program can be vulnerable to hacking or leakage of people's personal data. If the technology service provider that supports SIMAS experiences problems or no longer provides support, this could disrupt the program. Looking at it as a whole, the SIMAS program has great potential to improve

performance and efficiency in managing mosques in Indonesia. System improvements really need to be carried out as a form of effort to overcome existing weaknesses and threats, as well as take advantage of available opportunities to improve the performance and efficiency of this program.

ACKNOWLEDGMENT

The author gratefully acknowledges the guidance and encouragement provided by the respected lecturers and mentors throughout the course of this research. Deep appreciation is also extended to all participants and interviewees who shared valuable insights, making this study more comprehensive and impactful.

REFERENCES

- Badharudin Abid Yaniuvar, & Wijaya Setiawan Ardi. (2020). Pengembangan Sistem Informasi Masjid KH. Ahmad Dahlan Berbasis Website. *SAINTEKS*, 17(1), 73–82.
- Fadli Muhammad Rijal. (2021). Memahami desain metode penelitian kualitatif. *Umanika, Kajian Ilmiah Mata Kuliah Umum*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1>
- Fristasya, A., Az-Zahra Rifa, C., Sumiati, M., Fauziah, S., & Ahmad, F. (2021). Pendekatan Swot Dalam Pengambilan Keputusan Perencanaan SDM Di PT X. *SeTIA Mengabdikan-Jurnal Pengabdian Kepada Masyarakat*, 2(1), 20–30.
- Himmah, F. E., & Al Ahsan Nasirudin. (2024). Optimalisasi Simas (Sistem Informasi Masjid) oleh Seksi Bimas Islam dalam Meningkatkan Efektivitas Pendataan Masjid Di Kantor Kementerian Agama Kabupaten Lumajang. *Maddah: Journal of Advanced Da'wah Management Research*, 3(1), 63–72. <https://doi.org/10.35719/maddah.vxix.xx>
- Iryana, B. A. (2018). Pemberdayaan Masyarakat Petani Dalam Meningkatkan Kesejahteraan Hidup Di Kecamatan Compregng Kabupaten Subang. *Jurnal Academia Praja*, 1(2), 125–140.
- Kementerian Agama Pamekasan. (2024, September 16). *Seksi Bimbingan Masyarakat Islam*. <https://kemenagpamekasan.com/halaman/detail/seksi-bimbingan-masyarakat-islam>
- Krispriana, A., Kumaladewi, N., & Rahajeng, E. (2016). Sistem Informasi Computer Assisted Test (Cat) Kementerian Agama Republik Indonesia. *Studia Informatika: Jurnal Sistem Informasi*, 9(2), 203–211.
- Maharani, S., Apriani, D., & Kridalaksana, A. H. (2017). Sistem Informasi Geografis Pemetaan Masjid Di Samarinda Berbasis Web. *Jurnal Informatika*, 11(1), 9–20.
- Muliyani, S., & Rozi, F. (2024). Resepsi Pengurus Badan Kemakmuran Masjid (BKM) Pada Sistem Informasi Masjid (SIMAS) Kemenag Di Medan Barat. *Jurnal Social Library*, 4(3), 420–429. <https://doi.org/10.51849/sl.v4i3.300>
- Pratama, D. (2022). Perancangan Sistem Informasi Masjid Berbasis Website (Studi Kasus Masjidjami Al-Mukaromah). *OKTAL : Jurnal Ilmu Komputer Dan Science*, 1(03), 236–241.
- Sulistiyani Ambar Teguh, & Wulandari Yulia. (2017). Proses Pemberdayaan Masyarakat Desa Sitimulyo, Kecamatan Piyungan, Kabupaten Bantul dalam Pembentukan Kelompok Pengelola Sampah Mandiri. *Indonesian Journal Of Community Engagement*, 2(2), 146–162.