THE ROLE COMMUNICATION TECHNOLOGY IN ENHANCING STUDENT COLLABORATION FOR DA'WAH

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Abstract

This study examines the role of communication technology in enhancing collaboration among Public Relations and Digital Communication students at Sang Bumi Ruwa Jurai University, particularly in supporting da'wah and promoting Islamic values. Using a qualitative case study approach with ten purposively selected participants, data was collected through in-depth interviews and observations, analyzed thematically. Findings highlight the significant role of technologies like Zoom, Google Meet, WhatsApp, and Google Drive in improving collaboration efficiency and flexibility, enabling real-time discussions and overcoming time and location barriers in da'wah contexts. However, challenges such as technical issues and difficulty building virtual interpersonal relationships were noted. The study recommends improving technology access, technical training, and supportive policies to optimize technology use in collaborative da'wah activities. These insights inform strategies for developing technology-based learning in higher education, particularly in Islamic communication, equipping students with essential skills for the digital era.

Keywords: *Da'wah; Communication; Technology; Skills.*

INTRODUCTION

The digital revolution has drastically changed the landscape of higher education, requiring universities to transform to remain relevant amidst increasingly complex global challenges. In an era where communication technology is the key to success, educational institutions are no longer just tasked with producing graduates, but also forming a generation that is ready to compete in a world of work that is connected without borders. Sang Bumi Ruwa Jurai University responded to this challenge by strategically utilizing communication technology, especially in the Public Relations and Digital Communication study program, to create innovative learning

that is able to answer the needs of the times while supporting scientific and practical development (Lestari, 2018). This step also aims to support students in carrying out their roles in the future, especially in conveying Islamic values through effective and collaborative communication (Oos M. Anwas, 2014).

Public Relations and Digital Communications students at Sang Bumi Ruwa Jurai University are expected to have strong collaboration skills. This skill is crucial in the context of their profession which will involve interaction with various parties, both internally and externally, to convey messages or carry out da'wah activities effectively. In the era of digital communication, collaboration not only includes face-to-face interactions but also occurs through digital platforms that support remote collaboration. Mastering communication technology that supports long-distance collaboration, especially in spreading Islamic messages, is important for students (Salsabila et al., 2023).

Ever-evolving communications technology offers a variety of useful tools and platforms for improving collaboration skills. Some of them are instant messaging applications, video conferencing platforms, cloud-based collaboration software, and social media. These technologies have their respective advantages and disadvantages. For example, video conferencing platforms such as Zoom and Microsoft Teams enable real-time virtual meetings without geographic restrictions, while cloud-based collaboration tools such as Google Drive facilitate collaborative work on the same project or document simultaneously. With the help of this technology, collaboration in spreading Islamic values can be carried out more effectively and efficiently, even though there are challenges such as uneven internet access and differences in technical abilities among students (Warsita, 2018).

This research aims to explore the role of communication technology in improving the collaboration skills of Public Relations and Digital Communication students at Sang Bumi Ruwa Jurai University. Specifically, this research will identify the most effective communication technology in supporting student collaboration, evaluate the benefits and challenges faced in using it, and provide recommendations for increasing the use of communication technology in collaborative activities relevant to Islamic da'wah. This research is important considering the increasingly high demand for collaboration skills in the world of work, especially in the fields of Public Relations and Digital Communication. A profession in this field requires the ability to work together both internally within the organization and externally with various parties, such as the media, clients and the general public. In the context of da'wah, these skills will also support students in spreading peaceful and positive Islamic messages, so that technology-based collaboration skills become increasingly relevant to learn (Haryadi et al., 2023).

This research is expected to make a significant contribution to the development of technology-based collaborative learning theory and practice. The

findings obtained will be the basis for developing more effective curriculum and learning strategies at Sang Bumi Ruwa Jurai University. In this way, universities can produce graduates who are not only strong in the academic aspect, but also have practical skills that are relevant to industry demands and are able to optimize technology to support da'wah goals (Said, 2023).

This research will also evaluate the impact of the use of communication technology on group dynamics and student collaboration outcomes, by analyzing factors such as satisfaction, work efficiency, and collaboration quality. In addition, this research will see whether there are significant differences in collaboration skills between students who intensively use communication technology and those who are less active in using this technology (Ackley, 2023).

Overall, this research is expected to provide a comprehensive understanding of the role of communication technology in improving the collaboration skills of Public Relations and Digital Communication students at Sang Bumi Ruwa Jurai University (Harris Budiman, 2017). It is hoped that these findings can be used as a basis for developing learning strategies that are more effective and adaptive to technological developments, so that students can be better prepared to face an increasingly digital and collaborative world of work, as well as supporting the spread of Islamic values in society (Jayantika & Namur, 2022).

METHODS

This research aims to explore the role of communication technology in improving the collaboration skills of Public Relations and Digital Communication students at Sang Bumi Ruwa Jurai University. To achieve this goal, the research method used is a qualitative method with a case study approach. This approach was chosen because it allows researchers to gain an in-depth understanding of the experiences, perceptions and dynamics that occur in students' use of communication technology.

The subjects of this research were ten students enrolled in the Public Relations and Digital Communication study program at Sang Bumi Ruwa Jurai University. These ten students were selected purposively to ensure that they had sufficient experience in using communication technology in their academic and collaborative activities (Riyana, 2017).

The data in this research was collected through in-depth interviews and participant observation. In-depth interviews were conducted in a semi-structured manner to allow the researcher to explore important topics that emerged during the interview process. Each interview lasted 60 to 90 minutes and was recorded with permission from the participant. Participatory observation is carried out by researchers joining several group projects involving research subjects. Researchers observe how students interact using communication technology, how they complete

group assignments, and how technology helps or hinders the collaboration process. These observation notes will provide additional context and enrich the data from the interviews (Mukaromah, 2020).

Data analysis was carried out through several stages. First, data from the interviews were transcribed verbatim to ensure accuracy and reliability. Then, transcript data and observation notes were analyzed using thematic analysis techniques. This research pays attention to ethical aspects by ensuring participant confidentiality and privacy. Participants' identities were disguised and the data collected was only used for the purposes of this research. Additionally, participants were given the freedom to withdraw from the study at any time without negative consequences. This qualitative research method is expected to provide an in-depth understanding of the role of communication technology in improving the collaboration skills of Public Relations and Digital Communication students at Sang Bumi Ruwa Jurai University. Through in-depth interviews and participant observation, this research will reveal students' real experiences and provide recommendations that can be used to optimize the use of communication technology in collaborative learning in the future (Ahlam Abdul Aziz, 2016).

RESULTS AND DISCUSSION

This research aims to find out in depth the role of communication technology in improving the collaboration skills of students in the Public Relations and Digital Communication study program at Sang Bumi Ruwa Jurai University. Through a qualitative approach with case studies, this research explores the experiences, perceptions and impacts of communication technology in the context of collaborative learning.

In the current digital era, communication technology has become an inseparable part of everyday life, including in the educational context. Universities as higher education institutions need to utilize communication technology to improve the quality of learning and prepare students to face the challenges of an increasingly complex world of work. The Public Relations and Digital Communication study program at Sang Bumi Ruwa Jurai University is also not immune from the positive impacts and challenges posed by communication technology.

This research was conducted to explore in depth the role of communication technology in improving the collaboration skills of students at the Public Relations and Digital Communication Study Program at Sang Bumi Ruwa Jurai University. A qualitative approach using the case study method is used to understand the experiences, perceptions and challenges faced by students in using communication technology. Data was obtained through in-depth interviews with several students which lasted 60 to 90 minutes and were recorded with the permission of the participants. In the digital era, communication technology has become an important

element in everyday life, including in the field of education. Universities need to utilize this technology to improve the quality of learning, especially in study programs that require collaboration skills such as Public Relations and Digital Communication. Students in this program are expected to be able to work together in teams in various professional contexts, including the ability to manage time, adapt to technology, and communicate effectively.

Communication technologies, such as video conferencing platforms, instant messaging applications, and cloud-based software, have a significant impact on collaborative learning. In their research, students revealed that this technology allows them to collaborate without geographic restrictions, increasing efficiency and flexibility in organizing meeting schedules. In addition, instant messaging applications help them hone their written communication skills more effectively. The challenges remain, students often face technical obstacles such as unstable internet connections, schedule differences, and the difficulty of building interpersonal relationships in a virtual environment. These problems sometimes hinder the collaboration process and require solutions such as technical training and better infrastructure development. In addition, students suggested increasing technology accessibility so that all participants have the same opportunity to contribute.

This research also found that communication technology encourages interdisciplinary collaboration. Students can work together with colleagues from other study programs, which helps them develop new perspectives and cross-disciplinary skills. This process not only broadens their horizons, but also prepares them to face the challenges of a dynamic and complex world of work. Recommendations from this research include regular technical training for students and lecturers to maximize the use of communication technology, development of policies that support technology-based academic collaboration, and integration of communication technology in the curriculum as part of practical learning. Students feel that technology-based collaborative projects can provide experiences that are close to the real world of work.

"From interviews, students also emphasized the importance of university support in providing adequate infrastructure. Subsidy programs for hardware or stable internet access are considered important steps to create an inclusive and fair learning environment. This is considered important to overcome technology gaps that can hinder the learning process."

The results of this research provide important implications for the development of learning strategies at Sang Bumi Ruwa Jurai University. By understanding the benefits and challenges of communications technology, universities can design approaches that are more responsive to student needs. This strategy is expected to improve collaboration skills while preparing students to face the dynamics of the world of work.

As a theoretical contribution, this research deepens understanding of how communication technology can support the higher education process. By connecting these findings with communication and media theory, universities can develop curricula that are more relevant to the demands of the times. This research opens up opportunities for further exploration of the effectiveness of digital technology in various learning contexts. Communication technology plays a key role in improving students' collaboration skills. By overcoming challenges and optimally utilizing the potential of technology, Sang Bumi Ruwa Jurai University can become a pioneer in creating innovative and adaptive collaborative learning. These findings provide a strong basis for building more effective and relevant learning strategies in the future.

The use of communication technology in learning at the Public Relations and Digital Communication Study Program at Sang Bumi Ruwa Jurai University not only has an impact on work efficiency, but also influences the way students build connections and relationships. In interviews, students mentioned that technology such as instant messaging apps and video conferencing platforms helped them stay connected in real-time, even though they were not in the same location. This changes their interaction patterns from face-to-face to more flexible virtual ones. Students stated that communication technology provided opportunities to explore new ways of completing group projects. For example, using cloud-based software like Google Drive allows them to work collaboratively on the same documents without needing to meet in person. Features such as live revision and autosave are considered very helpful in managing complex group work. In terms of skill development, students feel that communication technology helps them become more organized. Tools like digital calendars and reminders in collaboration platforms make it easier for them to manage time and task deadlines. In interviews, some students mentioned that they felt more productive because technology facilitated better time management.

This research also found that communication technology acts as a link between students and the outside world. In some cases, students use technology to communicate with industry practitioners, project advisors, or other external parties. This experience enriches their learning process with relevant insights from the real world of work. The use of communication technology does not always run smoothly. Students face challenges in building trust and close interpersonal relationships in a virtual environment. Although technology allows for rapid communication, students often find it difficult to achieve deep personal connections. This shows the need for a combination of technology and direct interaction to build better relationships.

Another challenge expressed was the digital divide among students. Not all students have the same access to technological devices and adequate internet. This situation can create an imbalance in their contributions to group projects. Therefore, universities need to ensure that all students have equal access to communication technology. From the lecturer's side, interviews show that technical training for

teachers is also needed to maximize the use of communication technology. Several students stated that the success of technology-based learning really depends on the lecturer's ability to integrate technology into their teaching strategies. This emphasizes the importance of technical training that involves lecturers and students simultaneously.

"Students also provide input regarding university policies in supporting technology-based learning. They feel that clear regulations regarding the use of technology, data privacy and rules in online discussions need to be strengthened. This kind of policy not only protects students, but also creates a safe and productive learning environment. In the long term, the integration of communication technology into the curriculum can open up opportunities for students to prepare themselves to face the demands of an increasingly digital world of work. For example, cross-major collaborative projects that utilize communications technology can be an effective way to practice collaboration skills in multidisciplinary teams. This approach can add value to their learning process."

Students in this study program are required to have strong collaboration skills, considering that their role will be involved in various team projects and interactions with various parties, both inside and outside the organization. These skills include not only the ability to communicate effectively but also time management skills, coordination, and adaptation to ever-evolving technology.

This research focuses on how communication technologies such as video conferencing platforms, instant messaging applications, and cloud-based collaboration software can influence collaboration dynamics among students. Apart from that, this research also explores the challenges faced by students in using this technology as well as recommendations for increasing the use of communication technology in learning.

The research findings demonstrate that communication technology plays a pivotal role in enhancing the collaboration skills of students in Public Relations and Digital Communication. One of the standout insights from the study is the array of benefits offered by communication technology. Students widely acknowledged that tools such as video conferencing platforms have revolutionized how they conduct meetings and discussions. These platforms allow for seamless communication without being constrained by time or physical location, enabling students to work together more effectively across different settings. The flexibility provided by these technologies has not only increased efficiency in the collaboration process but has also empowered students to manage their academic and personal schedules more productively, fostering a greater sense of autonomy in their learning process.

Another significant outcome of the research is the improvement observed in students' communication skills. The integration of instant messaging applications and social media in academic contexts has proven to be a valuable avenue for enhancing

written communication abilities. By engaging with these digital tools, students are compelled to convey their ideas clearly, concisely, and in a manner that aligns with the more direct and often informal characteristics of digital communication. This practice not only improves their ability to express thoughts effectively but also prepares them for professional environments where such skills are increasingly indispensable.

Furthermore, the study highlights the role of communication technology in facilitating interdisciplinary collaboration. These tools provide a bridge for students from different academic disciplines to work together on shared projects. By enabling collaborative efforts across fields, communication technology enriches the learning experience, exposing students to diverse perspectives and equipping them with the skills needed to navigate the complexities of cross-disciplinary teamwork. This experience of working collaboratively with peers from varying fields sharpens their ability to think critically and adapt to multifaceted problem-solving scenarios, which are essential in today's dynamic professional landscape.

Despite its numerous advantages, the use of communication technology is not without its challenges. Students reported encountering several obstacles that hinder the optimal use of these tools. Technical issues, such as unstable internet connections, were a recurring problem, often disrupting virtual meetings and collaborative tasks. Additionally, coordinating schedules among team members proved difficult, particularly when working across different time zones or juggling academic and personal commitments. Another notable challenge was the difficulty in establishing strong interpersonal relationships in virtual settings, as the absence of physical interaction sometimes hindered the development of trust and rapport among team members.

To overcome these challenges and maximize the potential of communication technology in academic settings, students proposed a series of recommendations. They emphasized the need to enhance access to reliable technological infrastructure to ensure seamless connectivity and reduce disruptions. Furthermore, they suggested providing technical training for both students and lecturers to improve their proficiency in using these tools effectively. Lastly, the development of institutional policies that support and encourage the use of communication technology for academic collaboration was highlighted as an essential step. These measures aim to create a more conducive environment for leveraging communication technology in ways that enhance learning and collaborative experiences.

The results of this research have important implications in developing learning strategies at Sang Bumi Ruwa Jurai University, especially in increasing the effectiveness of collaborative learning using communication technology. By understanding the benefits, challenges and recommendations put forward by

students, universities can design curricula that are more responsive to technological developments and student needs in the future.

This research reveals that communication technology plays an important role in improving the collaboration skills of students in the Public Relations and Digital Communication study program at Sang Bumi Ruwa Jurai University. The use of technology such as video conferencing platforms, instant messaging applications, and cloud-based collaboration software not only increases efficiency and flexibility in collaboration, but also enriches student learning experiences in an academic context.

The use of communication technology has become an inseparable part of everyday life in the current digital era. In the context of higher education, communication technology has great potential to increase interaction and collaboration between students, both in the context of learning and preparation for the world of work. Sang Bumi Ruwa Jurai University, as a higher education institution in Indonesia, is no exception in facing this challenge. The Public Relations and Digital Communications study program at this university requires students to have strong collaboration skills, given the complexity of their roles in various professional contexts.

This research aims to explore in depth how communication technology, such as video conference platforms, instant messaging applications, and cloud-based collaboration software, influences and improves the collaboration skills of students in this study program. The research was conducted using a qualitative approach, especially case studies, to understand the experiences, perceptions and challenges faced by students in using this technology in the learning context.

Students at Sang Bumi Ruwa Jurai University, Public Relations and Digital Communication study program face demands to not only master communication theory and social skills, but also to be able to adapt to rapid technological developments. Communication technology provides an important means for them to carry out collaborative tasks, whether in the form of group projects, online seminars, or academic discussions. The use of this technology allows for easier and faster interactions, overcoming geographic barriers and busy schedules.

Video conferencing platforms such as Zoom, Microsoft Teams, and Google Meet have become very important tools in distance learning in the midst of a pandemic and also in normal situations. Students can hold group meetings, presentations and discussions in real-time without having to meet physically. This not only increases efficiency in group project coordination and planning, but also facilitates deeper discussions and effective team collaboration.

Instant messaging applications such as WhatsApp, Telegram, and Slack provide a platform for fast and informal communication between team members. Students can exchange ideas, share documents, and coordinate without needing to meet face to face. Speed in responding to messages and flexibility in storing

conversation archives are also advantages of this instant messaging application. Collaboration software such as Google Drive, Dropbox, and Microsoft OneDrive allow students to work together on the same documents online. This facilitates collaborative editing and revision, without the need to manually send files via email or USB. Documents can be accessed from multiple devices and locations, providing great flexibility in working in teams.

Although it has many benefits, the use of communication technology in an educational context also presents various challenges that need to be overcome. Technical problems such as an unstable internet connection, interference with the video conference platform, or system failure can hinder the learning and collaboration process. This can disrupt workflow and cause frustration for students. Differences in schedules and time zones between students can be an obstacle in determining the right time for meetings or group discussions. This challenge requires the ability to manage an effective and flexible schedule. Collaboration that is only carried out virtually through communication technology can reduce the opportunity to build strong interpersonal relationships and mutual understanding between team members. This can affect group dynamics and the quality of interactions.

Universities need to ensure that all students have equal access to necessary technology, such as stable internet access and adequate devices. This can be done through subsidy programs or providing adequate infrastructure on campus. Regular and comprehensive technical training needs to be provided to students and lecturers so that they can use communication technology optimally. This training may include how to effectively use video conferencing platforms, file management in cloud-based collaboration tools, and digital security. Universities need to develop policies that support the use of communications technology in learning, including data privacy policies, information security, and guidelines for the use of technology in academic contexts.

Integrating communication technology as an integral part of the study program curriculum can help students to develop skills that are relevant to industry needs. For example, creating collaborative projects that utilize various communications technologies can provide valuable learning experiences. This research has significant implications in developing learning strategies in the Public Relations and Digital Communication study program at Sang Bumi Ruwa Jurai University. By understanding the benefits, challenges and recommendations put forward by students, universities can design learning that is more responsive to technological developments and student needs in the future. In addition, this research also provides important theoretical contributions in understanding the role of communication technology in higher education.

Overall, this research has explored in depth how communication technology plays an important role in improving the collaboration skills of students in the Public

Relations and Digital Communication study program at Sang Bumi Ruwa Jurai University. By understanding the complex dynamics between the benefits and challenges of using this technology, it is hoped that universities can implement more effective strategies in supporting innovative and adaptive collaborative learning using existing and future communication technologies.

Universities need to ensure that all students have equal access to the technology they need, such as a stable internet connection and adequate devices. This can be realized through subsidy programs for students or by providing adequate infrastructure on campus. Apart from that, universities also need to provide regular and comprehensive technical training for students and lecturers so they can use communication technology optimally. This training includes effective use of video conferencing platforms, file management in cloud-based collaboration platforms, and increased awareness of digital security. The development of supporting policies involving data privacy, information security, and ethical guidelines in the use of technology in academic contexts is also very necessary to create a safe and efficient learning environment.

Integrating communications technology as part of the study program curriculum can help students develop skills relevant to industry needs. For example, collaborative projects that utilize communications technology can provide practical experience for students, as well as strengthen teamwork skills in situations that resemble the world of work. This research has important implications in developing learning strategies in the Public Relations and Digital Communication Study Program at Sang Bumi Ruwa Jurai University. By understanding the benefits and challenges of communication technology from a student perspective, universities can design learning programs that are more responsive to technological developments and professional needs in the future.

This research also contributes theoretically to deepening understanding of the role of communication technology in higher education. This study explores in depth how communication technology plays an important role in improving the collaboration skills of students in the Public Relations and Digital Communication Study Program at Sang Bumi Ruwa Jurai University. By understanding the complex dynamics between the benefits and challenges of using this technology, it is hoped that universities can implement collaborative learning strategies that are more innovative and adaptive, using communication technology that is relevant for today and the future.

To strengthen the theoretical basis of this research, it is necessary to carry out an in-depth study of communication and media theories in previous literature. By connecting the findings of this research to these theories, we can present a more comprehensive interpretation of the mechanisms for spreading da'wah through social media, as well as the factors that influence it. The implications of this research have

the potential to contribute significantly to the development of communication science and religious science, especially in understanding the role of the media in da'wah. In addition, this research opens up opportunities for further studies in exploring the effectiveness of using different digital technologies in the context of Islamic da'wah.

CONCLUSIONS

This research highlights the important role of communication technology in improving the collaboration skills of students in the Public Relations and Digital Communication Study Program at Sang Bumi Ruwa Jurai University. Using a case study-based qualitative approach, this research reveals that technology such as video conferencing platforms, instant messaging applications, and cloud-based collaboration tools play a significant role in facilitating effective collaboration between students, beyond the limitations of time and place. These findings show that the use of communication technology not only increases efficiency and flexibility in group work, but also strengthens students' communication skills and adaptation to the digital work environment.

On the other hand, this research also identifies the challenges faced by students in using this technology, such as technical obstacles, unstable internet connections, and difficulties in building interpersonal relationships virtually. These challenges underscore the importance of support from universities, both in the form of improving technological infrastructure, adequate training for students and lecturers, and policies that support technology-based academic collaboration. Overall, this research confirms that communication technology is a very useful tool in the context of collaborative learning, and provides in-depth insight into how to optimize its use to support the development of students' collaboration skills. The theoretical implications include contributing to the understanding of the role of technology in collaborative learning, while practically, the findings provide guidance for universities in designing learning strategies that are more adaptive and responsive to the demands of higher education in the digital era. These findings also open opportunities for further research, especially in exploring the effectiveness of various other digital technologies in the context of collaborative education and da'wah. By understanding the benefits, challenges and recommendations provided, universities can better prepare students to face an increasingly digital and connected world of work.

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