

Development of Sharia Crowdfunding to Support Social Initiatives in the Medan City Muhammadiyah Student Association

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Abstract

This research aims to investigate the potential and obstacles to implementing Sharia crowdfunding in supporting the social initiatives of the Medan City Muhammadiyah Student Association. The research method used is a qualitative approach with case studies, involving interviews with administrators and analysis of documents related to previous social initiatives. The research results highlight several main challenges, including limited financial resources, uncertainty in fundraising, and a lack of understanding regarding sharia crowdfunding. With an in-depth analysis of financial challenges, effective communication strategies, and the role of education, this research provides a comprehensive understanding and a concrete foundation for the development of a Sharia crowdfunding model that is appropriate to the organizational context. The implications of these findings include strategic steps to ensure the sustainability and success of social initiatives in the future.

Keywords: Crowdfunding, Social Initiatives, Human Development Index

Article History

Received: November 04, 2023

Accepted: December 28 2023

Published: January 14, 2024

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INTRODUCTION

The Medan City Muhammadiyah Student Association, as an organization that focuses on coaching and empowering student members, plays a very important role in shaping the character and positive potential of students in Medan City. By understanding the complexity of the social challenges faced by local communities, the Muhammadiyah Student Association has emerged as a force that is increasingly relevant and necessary in efforts to improve community welfare. In supporting its role as an agent of positive change, this organization carries out various social initiatives designed to respond to community needs (Anggraeni & Mukhlis, 2023). Active involvement in social activities illustrates a real commitment to contributing to improving social conditions in the city of Medan. Educational programs implemented by the Muhammadiyah Student Association help raise the quality of education in the area, while religious activities create space for the development of holistic spirituality (Saepudin & Farida, 2023).

With a strong foundation built through involvement in social, educational, and religious activities, the Muhammadiyah Student Association is not just an ordinary student organization (Rayyani & Abbas, 2020). It becomes a forum for student members to develop their potential, involve themselves actively in community life, and become effective agents of change (Abriyansyah & Rohim, 2023). In this way, this organization not only produces academically intelligent students, but also fosters the values of social care, responsibility, and diversity, so that it can make a sustainable positive contribution to the local community in Medan City. Social challenges involving unequal access to education, poverty, and economic inequality in Medan City mark the urgent need for collective efforts involving active participation from various parties. This situation demands solutions that are not only effective in the short term but also sustainable in providing a positive impact on society. Unfortunately, when faced with these enormous challenges, social initiatives often face limited financial resources that can hamper the potential for implementing holistic solutions.

Limited funds are often the main obstacle faced by the Medan City Muhammadiyah Student Association in carrying out its social initiatives. To empower society and overcome inequality, sufficient funding is needed to provide quality education programs, help individuals or families who are in poverty, and support small economic businesses. Therefore, the critical question that arises is how to increase the financing capacity of this social initiative so that it can contribute more optimally to solving social problems faced by the people of Medan City. This research is relevant and crucial because it tries to provide answers to these financial challenges. By investigating and developing innovative financing strategies, such as the use of sharia crowdfunding, this research is expected to provide a comprehensive view and practical solutions to increase the financing capacity of the Muhammadiyah Student Association's social initiatives. In this way, it is hoped that sustainability can be created in the implementation of programs that have a positive impact on society and overcome inequality that exists in the city of Medan.

The choice of Sharia crowdfunding as a solution to support social initiatives at the Medan City Muhammadiyah Student Association has a strong basis in Sharia values and principles which are the moral and ethical foundation of the Muslim community. The principles of justice, transparency, and sustainability that are firmly held in Islamic teachings form a deep philosophical basis for choosing this financing method. Sharia crowdfunding is considered a financial instrument that incorporates Islamic ethical values in every stage (Hendratmi et al., 2020). Community participation in beneficial projects reflects the spirit of togetherness and social care, which is in line with the principle of justice in sharing risks and benefits (Yuneline, 2022). Through direct participation from the community, Sharia crowdfunding creates active involvement and a sense of ownership, strengthening the bond between funders and beneficiaries (Bawono et al., 2023). Transparency in sharia crowdfunding is also always emphasized (Coronel-Pangol et al., 2023; Menne et al., 2022). This principle ensures that information regarding the use of funds is clear and open, providing confidence to funders that their contributions are used for purposes following Sharia values. In this way, this system creates a transparent and trusting relationship between those who fund it and those who receive the benefits.

In addition, the sustainability of projects supported through sharia crowdfunding has a positive impact in the long term. By upholding the values of sustainability, these projects are designed to have a sustainable positive effect on the community and surrounding environment. This is in line with Islamic teachings which encourage good deeds and positive contributions to survival (Cahyandari et al., 2023). The choice of Sharia crowdfunding does not only look at financial aspects but also as a form of implementation of Islamic social and ethical values in supporting social initiatives at the Medan City Muhammadiyah Student Association. In this way, Sharia crowdfunding becomes more than just a financing method, but also a concrete manifestation of community contribution based on the principles of justice, transparency, and sustainability.

In the context of Islamic social finance, the use of Sharia crowdfunding as a financing model highlights its compatibility with Islamic economic principles that underlie finance based on religious teachings (Abidin & Utami, 2020). One of the distinctive characteristics of sharia crowdfunding is the fair distribution of risks and profits between funders (donors) and beneficiaries (Hudaefi & Beik, 2020). This principle is in line with the concept of Islamic economic justice which emphasizes equal distribution and transparency in every transaction (Rahmat & Nurzaman, 2019). The principle of participation in Sharia crowdfunding is the main key to driving community involvement (Ashiq & Mushtaq, 2020). By involving the community directly, this model not only creates closer connections between donors and recipients of funds but also provides opportunities for the general public to play an active role in supporting social initiatives (Nugroho et al., 2022). This participation creates a spirit of togetherness and shared responsibility for the projects being carried out, creating strong synergy among community members. In addition, the principle of justice in the Sharia crowdfunding approach can be an effective solution to overcome limited resources which is often the main obstacle in social initiatives (Kasri & Chaerunnisa, 2022). By providing opportunities for the community to participate in financing, diversification of funding sources is created which can overcome the financial limitations faced by organizations, including the Medan City Muhammadiyah Student Association. This opens the door for organizations to receive financial support from various levels of society, increasing the potential for success and positive impact on a broader level.

This research encourages the application of sharia crowdfunding as an innovative solution to strengthen financial capacity in supporting the social mission of the Medan City Muhammadiyah Student Association. By combining the principles of Islamic social finance, Sharia crowdfunding not only provides a source of needed funds but also builds a strong bridge between the organization and the community it focuses on. In this way, this model becomes an effective tool for empowerment and provides a greater positive impact on social initiatives at the local level.

LITERATURE REVIEW

Crowdfunding

Sharia crowdfunding reflects an innovative evolution in the Islamic financial system, combining the principles of Islamic finance with the collaborative approach of the crowdfunding model (Menne et al., 2023). In its essence, Sharia crowdfunding is a joint effort to collect funds from the community to support projects or initiatives that are in line with Islamic economic principles (Muryanto et al., 2022). This practice indicates the role of the community as an active agent in supporting projects that not only provide economic benefits but also social benefits (Sofilda et al., 2022). Direct participation of the community in financing these projects creates strong bonds between funders and beneficiaries, building a solid foundation for positive contributions to social and economic development (Pangol et al., 2023). Sharia crowdfunding complies with Sharia rules in all its aspects, especially in the distribution of risks, profits, and fairness. The concept of risk sharing reflects sharia principles which emphasize fairness in all economic transactions. Funders not only participate in the potential profits of the project but also share in the risks that may arise, creating an atmosphere of mutual responsibility (Muryanto et al., 2022). In addition, the principle of profits generated from Sharia crowdfunding projects must follow Islamic economic principles.

This includes the provision that investments made by the community must be socially and economically beneficial, and not conflict with Islamic moral and ethical values (Yuneline, 2022). Lastly, justice is the main objective in sharia crowdfunding, both in terms of the distribution of benefits and responsibilities. This justice is reflected in a balanced and transparent distribution of benefits, creating an environment where each party feels fair and is treated equally. Overall, Sharia crowdfunding is not only an alternative financing system but also a representation of community participation in building an economic ecosystem that follows Sharia financial principles. By combining the values of justice, transparency, and direct involvement of the community, Sharia

crowdfunding makes a positive contribution to accelerating sustainable and inclusive economic development. A case study on the use of sharia crowdfunding illustrates the implementation and success of this method in supporting social initiatives in the context of Islamic social finance (Rayyani & Abbas, 2020). For example, a zakat amil institution or social foundation can use Sharia crowdfunding to collect funds from the public to support humanitarian programs or productive projects that comply with Sharia principles.

One striking case study is the use of Sharia crowdfunding in building a Sharia-based education center in an area. Through the sharia crowdfunding platform, this institution has succeeded in collecting funds from various levels of society who care about increasing access to education based on Islamic values (Hendratmi et al., 2020; Muhamad Abriyansyah & Ade Nur Rohim, 2023). The funds collected are used for building construction, providing educational facilities, and scholarships for underprivileged students. In the context of Islamic social finance, case studies like this show how Sharia crowdfunding is not only an alternative source of financing but also an effective tool for mobilizing community participation in supporting social initiatives that are by the principles of Islamic finance. The success of case studies like this can be an inspiration and example for similar institutions in carrying out their projects by optimally utilizing the potential of Sharia crowdfunding.

In the context of Sharia Crowdfunding, there are verses in the Koran that can serve as guidelines for the principles of Islamic economics, justice, transparency, and sustainability. These verses provide a moral and ethical basis that can guide Islamic economic actors, including sharia crowdfunding practices. One of the main values emphasized in the Qur'an is fairness in business. The verse that tells us not to consume one another's wealth falsely (Al-Baqarah 2:188) provides the view that every economic transaction must be fair and by the principles of Islamic justice. This is relevant to sharia crowdfunding principles which emphasize fairness in the distribution of risks and profits. Transparency in business is also emphasized, as stated in the verse which tells us not to consume each other's wealth falsely and to do business with mutual agreement (An-Nisa' 4:29). Transparency is a key principle in Sharia crowdfunding, where investors have the right to know how their funds are used and how the proceeds will be distributed.

The verse that calls for mutual assistance in virtue and piety (Al-Ma'idah 5:2) is also relevant to the values of sharia crowdfunding which emphasizes sustainability and mutual benefit. Sharia crowdfunding is not just about getting funds, but also about contributing to the common good and improving the welfare of society. The verse that encourages giving rights to those who ask and the poor who groan (Adh-Dhariyat 51:19) reflects social values and concern for others. In the context of sharia crowdfunding, it is important to pay special attention to projects that provide social and economic benefits to groups in need. In addition, the verse that mentions giving a loan to Allah and getting a double payment (Al-Baqarah 2:245) can be connected to the principles of financing in Sharia crowdfunding. The financiers who provide financial support are considered as lenders to Allah, and the continuation of the funded project can be considered as a double return. By understanding and exploring the meaning of these verses, Sharia crowdfunding practices can be carried out with full awareness of Islamic values which prioritize justice, transparency, sustainability, and concern for others. The application of these principles can guide Sharia crowdfunding actors to contribute to the welfare of society in a way that is by the teachings of the Islamic religion.

Social Initiatives at the Medan City Muhammadiyah Student Association

The Muhammadiyah Student Association in Medan City is an integral part of the Muhammadiyah organization which was founded on November 18 1912 in Yogyakarta (Wulaningrum et al., 2020). As a student organization, the Muhammadiyah Student Association has a mission to shape character and educate student members about Islamic values. The background of this organization involves a commitment to education, religion, and social empowerment as the main foundation for achieving Muhammadiyah's vision of creating a civilized

and dignified society. The Medan City Muhammadiyah Student Association has carried out various social initiatives covering various aspects of community life (saponin, encip. Frida, 2023). Some of these initiatives involve educational programs, humanitarian assistance, and community economic development. However, along the way, this organization also faced several problems (Sulistiani, 2019).

Some of the social initiatives undertaken include organizing tutoring programs for underprivileged children, providing free health assistance, as well as implementing religious activities to strengthen spiritual values among students (Anggraeni & Mukhlis, 2023). However, the main problem faced by the Medan City Muhammadiyah Student Association is related to limited financial resources. Limited funding is an obstacle in developing and expanding the scope of social initiatives implemented (Kholifah, 2020). Another problem faced is the challenge of measuring the real impact of the social initiatives undertaken. Accurate impact measurement can be difficult without adequate resource support. In addition, challenges in getting active participation from student members and the general public can also be an obstacle to maximizing the results of social initiatives. Even though it is faced with various problems, the Medan City Muhammadiyah Student Association continues to strive to overcome these obstacles to continue and develop its social initiatives. They may need to look for innovative solutions, such as implementing sharia crowdfunding models, to increase financial capacity and engage the wider community in supporting their social mission.

RESEARCH METHODOLOGY

This research utilizes a qualitative approach with a case study approach to explore an in-depth understanding of the context and challenges faced by the Medan City Muhammadiyah Student Association. A qualitative approach was chosen because it allows researchers to explore the nuances and complexity of social initiatives and organizational dynamics in more detail (Bender et al., 2024). The first step in data collection involved interviews with Muhammadiyah Student Association administrators. This interview is designed to obtain direct views from internal parties in the organization, revealing ideas and obstacles that may arise during the implementation of social initiatives. The second step involves documentation studies to gather information regarding previous social initiatives. This documentation includes activity reports, financial data, and historical records of previous social projects. This documentation provides the necessary historical context and performance evaluation of these projects (Rukstela et al., 2023).

Data analysis focused on exploring the potential and obstacles to implementing sharia crowdfunding in the Medan City Muhammadiyah Student Association. Evaluation of the community's financial potential, member readiness, and other factors that influence the implementation of sharia crowdfunding are the focus points in data analysis. Furthermore, this research analyzes the development of a Sharia crowdfunding model that is appropriate to the organizational context, including relevant Sharia principles, community participation structures, and communication strategies to gain wider support. By combining qualitative methods, various data collection techniques, and in-depth analysis, it is hoped that this research can provide a comprehensive understanding and appropriate solutions for implementing sharia crowdfunding as support for the social initiatives of the Medan City Muhammadiyah Student Association.

RESULTS AND DISCUSSION

Financial Challenges in Social Initiatives: An In-Depth Analysis

The social initiatives implemented by the Medan City Muhammadiyah Student Association provide a positive contribution to shaping the character and empowering its members. However, financial challenges are a major obstacle in implementing these programs. An in-depth analysis of these financial challenges needs to be carried out to understand the root of the problem and identify the right solution.

Table 1. Financial Challenges of Muhammadiyah Youth Associations

No	Financial Challenges
1	Limited financial resources
2	Challenges in fundraising
3	Limited access to funds
4	Uncertain economic conditions
5	Limited diversification of funding sources
6	Challenges in managing fund transparency and accountability
7	Uncertainty of support from the community
8	Challenges in creating a sustainable funding model
9	Challenges in increasing community participation as potential donors
10	Regulatory uncertainty regarding alternative funding models such as sharia crowdfunding

Data source: Compiled by the author, 2024

The financial challenges faced by the Medan City Muhammadiyah Student Association include several critical aspects that affect the smoothness and sustainability of their social initiatives. First, limited financial resources are the main obstacle to realizing the desired programs. This condition can harm the effectiveness and scope of any initiative you wish to carry out. Furthermore, the challenge of fundraising is a serious issue that requires creative strategies to attract attention and support from the community. Limited access to funds is also an obstacle, considering that limited availability of funds can limit an organization's ability to respond to urgent social needs. Uncertain economic conditions are an additional factor that can influence the availability of funds, especially in unstable economic situations. Limited diversification of funding sources raises the risk of depending on one or a few funding sources, which can hurt the sustainability of social projects.

The challenge of managing transparency and accountability of funds is crucial to maintaining public trust. Management that is not transparent can create uncertainty and doubt in providing financial support. Uncertain support from the community is also a challenge because it can affect the stability of the funding needed. A further challenge involves creating sustainable funding models, which can maintain the continuity and effectiveness of social initiatives. Increasing community participation as potential donors requires efforts to increase their awareness and understanding of the urgency of the social initiatives being undertaken. Finally, regulatory uncertainty regarding alternative funding models such as sharia crowdfunding is a factor that needs to be considered. Navigating a regulatory framework that may not yet be completely clearly defined can be a challenge in adopting new models to diversify funding sources.

Effective Communication Strategy: Increasing Participation in Sharia Crowdfunding

In facing the challenges of implementing sharia crowdfunding, an effective communication strategy is the main key to mobilizing and increasing community participation. The importance of building understanding and support from various parties, including members of the Muhammadiyah Student Association and the general public, encourages the expansion of participation networks in Sharia crowdfunding schemes. First, communication must be focused on conveying the sharia values that underlie crowdfunding. The introduction of concepts such as justice, transparency, and sustainability inherent in Islamic economic principles needs to be strengthened. This strategy aims to build a deeper understanding of the relevance and usefulness of the Sharia crowdfunding model for the Medan City Muhammadiyah Student Association. Furthermore, the delivery of information regarding projects funded through Sharia crowdfunding needs to be structured clearly and attractively. Using creative media such as videos, images or success stories can help build an inspiring narrative and can motivate people to become actively

involved. Effective communication can illustrate the positive impact that can be achieved through participation in Sharia crowdfunding.

To increase participation, clarity regarding how to contribute and the benefits obtained also needs to be emphasized. Presenting information about how funds will be used, how people can participate, and how they will be involved in social projects is key to reducing uncertainty and increasing trust. In addition, listening to community feedback and providing participatory space for contributors are important elements in this communication strategy. Building two-way dialogue through discussion forums, meetings, or social media can increase the community's sense of ownership of funded projects, create active involvement, and stimulate closer collaboration between the Muhammadiyah Student Association and the community. By implementing a targeted, transparent, and inspiring communication strategy, it is hoped that public participation in sharia crowdfunding can be increased. This will not only provide more stable financial support but also strengthen the relationship between the Muhammadiyah Student Association and the community in achieving common goals for social welfare.

The results of interviews with the administrators of the Medan City Muhammadiyah Student Association provide an in-depth picture of several key elements that can guide the development of communication strategies to increase participation in Sharia crowdfunding. First, the management emphasized the importance of sharia values as the basis for social initiatives. This includes values such as fairness, transparency, and sustainability, which need to be emphasized in communication messages to build strong understanding among communities. Furthermore, certain social projects that have been successfully implemented with community support through the Sharia crowdfunding model are an important highlight. These success stories can become a central focus in a communications strategy, providing concrete examples of the positive impact that can be achieved through active participation. The board's hopes and vision regarding community support create the basis for inspiring and motivating messages. Understanding an organization's internal aspirations helps align communications to more effectively respond to people's needs and expectations.

The interview results also revealed several practical challenges faced by organizations in carrying out Sharia crowdfunding, including limited resources and regulatory uncertainty. Communication messages can be designed to directly address or provide clarification regarding these challenges. Management's expectations and views on community participation are important in forming communication strategies. A deep understanding of the organization's internal perspective helps create messages that are more relevant and acceptable to society. Overall, the interview results provide a strong foundation for designing a focused and targeted communications strategy. Understanding values, detailing success stories, capturing hope, overcoming practical challenges, and understanding the administrator's perspective are key in building convincing messages and motivating the public to actively participate in sharia crowdfunding.

The Role of Education and Socialization: Understanding the Values of Sharia Crowdfunding

In the context of implementing sharia crowdfunding, education and outreach play a crucial role in expanding people's understanding of the values underlying this financing model. This approach aims to ensure that the public, including members of the Medan City Muhammadiyah Student Association, have a deep understanding of the Sharia principles involved in every transaction. First, education will focus on introducing basic sharia economic concepts. This includes an understanding of the prohibition of usury, the principles of justice, and other values that are the basis for managing funds within an Islamic economic framework. This education can involve seminars, workshops, or other educational programs involving sharia economic experts and religious figures to provide deeper insight. Furthermore, the socialization will focus on the values of benefit and community empowerment in the Sharia crowdfunding model. This includes

an emphasis on the principles of justice, solidarity, and the positive social impact that can be achieved through participation in financing that complies with Sharia principles. Outreach campaigns can involve activities on social media, notice boards, and community forums.

The role of education and outreach also includes understanding the operational mechanisms of sharia crowdfunding. This includes the means of community participation, the process of collecting funds, as well as the distribution of profits and risks by Sharia principles. Clear education and outreach can help reduce uncertainty and build public trust in the Sharia crowdfunding model. In addition, the role of education involves conveying information about the role of each individual in maintaining the sustainability of social projects funded through Sharia crowdfunding. This understanding motivates active participation and gives society greater responsibility in achieving common goals. By implementing the role of education and socialization holistically, it is hoped that society can internalize the sharia values that underlie crowdfunding. This not only builds deep understanding but also inspires active participation in supporting social initiatives run by the Medan City Muhammadiyah Student Association through a financing model that is by Islamic economic principles.

Based on the results of interviews with the Medan City Muhammadiyah Student Association administrators, it was found that the lack of socialization of sharia crowdfunding values was one of the challenges faced by this organization. This creates an urgent need to improve education and outreach regarding the sharia principles underlying this financing model. The administrator said that members of the Muhammadiyah Student Association often have a limited understanding of the values of Sharia crowdfunding. Most of them do not fully understand the Islamic economic principles that underlie this model, so the lack of socialization has become an obstacle in responding positively to Sharia-based financing. In this context, the role of education and socialization becomes very important. Through interviews, it was found that organizational members could be more empowered and actively involved in sharia crowdfunding if they had a deeper understanding of the values emphasized by Islamic economics.

The recommended education and outreach approach includes holding seminars, workshops, or educational sessions involving sharia economic experts and religious figures. Through this platform, members of the Muhammadiyah Student Association can gain a deeper understanding of the principles of justice, transparency, and sustainability that are the basis of sharia crowdfunding. In addition, the interview results show that outreach must involve relevant and accessible media, such as social media, notice boards, and community forums. With this approach, information regarding the values of sharia crowdfunding can be conveyed effectively to organizational members, thereby increasing their understanding and motivating active participation. By linking the results of this interview, it can be identified that the lack of socialization of Sharia crowdfunding values in the Medan City Muhammadiyah Student Association is a call to design a communication strategy that focuses more on education and counseling. Thus, organizations can respond to this challenge by increasing members' understanding and participation in supporting social initiatives through financing models that comply with Sharia principles.

Table 2. Questions Related to Sharia Crowdfunding in IPM Medan City

No	Findings	Recommendation
1	Minimal socialization of Sharia crowdfunding values	<ol style="list-style-type: none"> 1. Organizing seminars, workshops, or educational sessions with sharia economic experts and religious figures as resource persons. 2. Focus on the Islamic economic principles that underlie sharia crowdfunding, such as fairness, transparency, and sustainability.

		3. Involve active members in educational activities to increase their understanding.
2	Members' limited understanding of Sharia crowdfunding	<ol style="list-style-type: none"> 1. Use social media, bulletin boards, and community forums for outreach. 2. Choose a resource that can explain the concept of sharia crowdfunding in a simple and relevant way. 3. Engage members in discussions and questions to strengthen their understanding.
3	The important role of education and socialization	<ol style="list-style-type: none"> 1. Implement educational strategies that include various forms of activities, such as seminars, workshops, and question-and-answer sessions. 2. Encourage member participation in discussions and educational projects related to Sharia crowdfunding.
4	Relevant and accessible media	<ol style="list-style-type: none"> 1. Use social media as the main tool to convey information and build an online community. 2. Combine with local community notice boards and forums to reach members who may not be active on social media. 3. Activate online campaigns to increase awareness and interest in sharia crowdfunding.

Data source: Compiled by the author, 2024

Initially, findings from interviews showed that in the Medan City Muhammadiyah Student Association there was a lack of socialization regarding the values of sharia crowdfunding. Members' lack of understanding of the principles of Islamic economics that form the basis of this financing model indicates the need for action to increase members' understanding and participation. As a first response to these findings, the first recommendation is to organize educational activities, such as seminars, workshops, or educational sessions. The involvement of resource persons who are competent in the field of Sharia economics and religious figures can provide a deep understanding of values such as justice, transparency, and sustainability. Actively involving members in this activity is expected to increase their understanding.

Furthermore, the second recommendation emphasizes the use of social media, bulletin boards, and community forums as a means to increase members' limited understanding. It is hoped that the selection of resource persons who can explain the concept of sharia crowdfunding in a simple and relevant manner will facilitate members' understanding. Activating discussions and questions are also emphasized to strengthen their understanding. The third recommendation highlights the important role of education and socialization in organizations. This approach includes various forms of activities such as seminars, workshops, and question-and-answer sessions. Encouraging members' participation in discussions and educational projects related to sharia crowdfunding is considered an effective step to increase their understanding. Finally, the fourth recommendation includes strategies for creating relevant and accessible media. Social media was identified as a key tool for conveying information and building online communities but needs to be combined with notice boards and local community forums to reach members who may not be active on social media. Online campaign activation is also proposed to increase awareness and interest in sharia crowdfunding

CONCLUSION

This research provides an in-depth overview of the financial challenges, development of sharia crowdfunding models, and communication strategies faced by the Medan City Muhammadiyah Student Association. Financial challenges, including limited resources and uncertainty in fundraising, are real obstacles that need to be overcome to ensure the smooth running and sustainability of social initiatives. In this context, developing a sharia crowdfunding model is a relevant solution, but the lack of understanding regarding this concept shows the need for more intensive education. Concrete steps, such as holding seminars, workshops, and educational sessions involving sharia economic experts and religious figures, are the key to overcoming this lack of understanding. In addition, effective communication strategies will play a crucial role in responding to the challenge of lack of understanding. Through the use of creative media, strong narratives, and active member participation, organizations can build public awareness of the values of sharia crowdfunding. To ensure the sustainability and success of social initiatives, concrete steps are needed. Diversification of funding sources, identification of potential donors, planned fundraising campaigns, and intensive education regarding sharia crowdfunding are essential steps that need to be implemented. Thus, the conclusion of this research confirms that a deep understanding of financial challenges, the development of a sharia crowdfunding model, and effective communication strategies can be a strong foundation for the Medan City Muhammadiyah Student Association in facing their journey towards sustaining meaningful social initiatives.

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