

The Impact of Social Dynamics on the Management of Islamic Political Organizations in the Modern Era

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Abstract

In the modern era, Islamic political organizations face significant challenges arising from evolving social dynamics, globalization, and advances in information technology. Rapid social changes, particularly in technology and communication, necessitate that Islamic political organizations adjust their structures, strategies, and management methods to remain relevant and to appeal to younger generations who are increasingly engaged in political and social issues. This study aims to analyze the impact of social changes on the management of Islamic political organizations, including the adaptations made in response to growing demands for public participation, transparency, and the pressures of globalization to maintain a positive image. The research employs a qualitative, literature-based approach, drawing on secondary data sources, including national survey reports, organizational reports, and case studies of various Islamic political organizations in Indonesia, Malaysia, and Turkey. Data analysis is conducted descriptively to depict the adaptations made by these organizations in addressing the challenges of modernity. The findings indicate that developments in information technology, particularly through social media, have prompted Islamic political organizations to adopt more flexible management structures, increase youth engagement, and expand their outreach campaigns. This increase in youth participation has been accompanied by greater demands for transparency and accountability, driving Islamic political organizations to adopt more open management principles. Additionally, globalization has heightened the need for these organizations to maintain their Islamic identity while aligning their values with global norms and demands. This research provides valuable insights for Islamic political organizations on the adaptive strategies necessary to retain public relevance and support in the modern era, while upholding their core values.

Keywords: Social Dynamics, Islamic Political Organizations, Globalization

A. Introduction

In the modern era, Islamic political organizations are undergoing rapid changes driven by social dynamics, including shifts in societal values, norms, and structures. Globalization and digital

technology have accelerated information flow, enabling swift access to public data and opinions, compelling Islamic political organizations to be more responsive to public sentiment and evolving social issues (Simmons, 2019). This transformation significantly impacts the management of Islamic political organizations, which now need to adapt to the new expectations of members and a broader, more diverse public who are often critical of traditional, closed values (BPS, 2021; Esposito, 2020).

This phenomenon can be understood within the broader context of developments in information and communication technology (ICT), which play a crucial role in shaping contemporary social dynamics (Hassan, 2018). According to BPS data, internet penetration in Indonesia has seen a significant rise over the past five years, with more than 70% of the population having internet access by 2022, up from 64% in 2020. This figure highlights the vast potential for information dissemination and political mobilization among the Muslim community through digital channels, which necessitates that Islamic political organizations be more responsive in communicating their vision and mission to the public, now accessible swiftly and easily (BPS, 2022; Nurhadi, 2021).

The role of social media in strengthening political participation has also become a key issue in the context of Islamic political organizations. Based on a report from the Ministry of Communication and Information Technology (Kominfo), 85% of Islamic political organizations in Indonesia now utilize social media as a primary tool to convey messages, garner support, and build relationships with the community, especially among younger generations who are more familiar with digital platforms. Social media plays an important role in shaping organizational image, attracting wider support, and encouraging greater participation from the youth, which is crucial for maintaining organizational relevance in an increasingly digitally connected society (Kominfo, 2022; Lestari, 2021).

Moreover, youth participation in Islamic politics has increased significantly, facilitated by easier access to information and heightened concern for social and political issues that resonate with their lives. According to a recent survey by the National Zakat Agency (Baznas), 60% of young respondents in Indonesia expressed interest in engaging with religious organizations focused on social, political, and economic issues, highlighting a major opportunity for Islamic political organizations to engage the younger generation with a more inclusive, modern, and relevant approach (Baznas, 2023). This trend provides Islamic political organizations in Indonesia with a substantial opportunity to attract the attention of a new generation with an approach that is more inclusive, modern, and in tune with current developments (Fauzi, 2022).

However, alongside the benefits offered by technological and social dynamics, Islamic political organizations also face significant challenges. An increasingly critical and educated society demands transparency and accountability from the Islamic political organizations they support. These expectations push organizations to align themselves with modern management standards that emphasize openness and responsibility, especially in areas such as financial management, leadership, and decision-making (Esposito, 2020; BPS, 2021). For instance, a 2021 survey by BPS found that Indonesian Muslims are becoming more critical of Islamic political organizations that lack transparency in financial management and leadership. This report highlights the need for Islamic political organizations to adopt higher accountability standards that are more aligned with modern societal expectations (BPS, 2021; Syah, 2021).

Overall, these social dynamics impact crucial aspects of Islamic political organization management, from organizational structure and leadership patterns to communication methods with the broader community. Therefore, it is essential for Islamic political organizations to develop appropriate strategies to remain relevant and responsive to the continuous social changes in the modern era (Habibi, 2019).

B. Literature Review

1. The Theory of Social Dynamics

Social dynamics encompass changes in social structure and culture that affect societal values, norms, and institutions. According to Simmel (1950), social change occurs as a response to complex interactions between individuals and groups. In the context of globalization, developments in information and communication technology have influenced the ways individuals and groups in society interact with each other, impacting political organizations, including those based on Islam (Simmel, 1950). Habibi (2019) supports this view, asserting that social dynamics in the modern era lead to structural changes within religious organizations, as more people gain access to global information that can influence their political and religious perspectives (Habibi, 2019).

In the context of Islamic political organizations, modern social dynamics like globalization and digitalization have driven the need for more rapid and inclusive responses to various issues. This requires organizations to consider flexible management strategies to quickly adapt to the demands of a society that is increasingly critical and informed (Hassan, 2018). Hassan (2018) argues that powerful social dynamics in the era of globalization accelerate the spread of political ideas, including Islamic political ideologies introduced abroad through social media and digital platforms. The impact of these social dynamics requires Islamic political organizations to be more open to change in order to remain relevant (Hassan, 2018).

2. Management in the Islamic Context

Management within Islamic organizations is rooted in Islamic values that encompass principles of justice, transparency, and responsibility. Al-Faruqi (1982) emphasizes that these principles must not be neglected in managing Islamic organizations, including Islamic political organizations. However, with the increasing influence of modernity, these organizations face challenges in integrating modern management principles, such as effectiveness and efficiency, while maintaining Islamic values (Al-Faruqi, 1982).

Ahmed and Elmessiri (1999) add that Islamic organizations must be able to balance traditional values with innovation in their management to compete and survive in a rapidly changing society. Islamic political organizations in the modern era must implement management systems that are not only in line with Islamic values but also adaptable to broader social demands, such as openness in financial information and transparency in decision-making (Ahmed & Elmessiri, 1999). This aligns with a 2023 report by Baznas, which noted that young people in Indonesia are increasingly attracted to organizations that exhibit high accountability in their management (Baznas, 2023).

3. The Impact of Globalization on Islamic Politics

Globalization has a significant impact on Islamic politics, including organizations involved in Islamic political movements. Esposito (2020) argues that globalization offers opportunities for Islamic political organizations to establish international dialogue and collaboration, strengthening their position on the global stage. On the other hand, globalization also poses challenges, as Islamic political organizations need to align with international norms and standards that may not always align with traditional Islamic values (Esposito, 2020).

Research by Fauzi (2022) indicates that adaptive Islamic political organizations in Indonesia are more successful in maintaining their relevance within an increasingly pluralistic society (Fauzi, 2022). Islamic political organizations that are open and adaptive to global influences are better positioned to attract support from young people, who tend to be more interested in international issues and inclusive political approaches.

4. The Influence of Information Technology on Islamic Political Organizations

Advances in information technology, especially social media, have a profound impact on the management of Islamic political organizations in the modern era. Research by Jackson and Parker (2020) shows that social media has become an essential tool for Islamic political organizations to reach a wider audience and engage them in organizational activities. This technology also enables organizations to connect with younger members and accommodate their participation in decision-making processes (Jackson & Parker, 2020).

In Indonesia, the impact of information technology is evident in the high level of public participation on social media regarding political and religious topics. According to a 2022 Kominfo survey, over 85% of Islamic political organizations in Indonesia utilize social media for communication, support mobilization, and information dissemination (Kominfo, 2022). The report also reveals that social media helps Islamic political organizations build a more positive public image and strengthens trust among their members and supporters (Kominfo, 2022). However, Jackson and Parker (2020) caution that social media also poses risks of public opinion manipulation and misinformation, which could damage the reputation of these organizations if not properly managed (Jackson & Parker, 2020). Islamic political organizations that effectively leverage information technology tend to succeed in retaining member support and boosting public participation in their activities. Information technology serves not only as a communication tool but also as a means to modernize organizational approaches to transparency and accountability, which are increasingly important in the digital era (Nurhadi, 2021).

C. Research Methods

This research uses a qualitative method focused on in-depth observation to understand a phenomenon or problem. This approach emphasizes context, meaning, and subjective interpretation, involving interaction between the researcher and the research subject. Key characteristics of the qualitative method include:

- a. Grounded in post-positivist philosophy
- b. Focused on the "why" rather than the "what" of social phenomena
- c. Relies on direct human experience
- d. Emphasizes the research process
- e. Prioritizes intuition and feeling over numerical data

1. Data Collection Techniques

According to Rosyidhana (2014:3) in Rusmawan (2019:104), a literature review is a data collection method involving searching for and reading existing written sources, such as books or literature, that explain theoretical foundations.

2. Data Analysis

Social dynamics in the modern era have had a profound impact on the management of Islamic political organizations. Data analysis reveals that social changes, including the rising involvement of young people, widespread use of social media, and increased demand for transparency and accountability, have compelled these organizations to adapt their management strategies and structures.

Firstly, the growing involvement of youth in Islamic political organizations highlights the need for these organizations to become more inclusive and responsive to issues relevant to younger generations. Data indicate that young people are particularly engaged with issues directly impacting their daily lives, such as human rights, democracy, and social matters. Consequently, Islamic political organizations have adopted more flexible approaches in their recruitment and member development processes to appeal to and engage younger audiences.

Secondly, Islamic political organizations' use of social media has driven changes in their communication and campaign strategies. The data show that social media serves not only as a communication tool but also as a platform for mobilizing support and increasing member engagement. Islamic political organizations that have effectively leveraged social media—such as the Prosperous Justice Party (PKS) in Indonesia—have successfully broadened their reach and engagement, particularly among young audiences. This demonstrates the crucial role social media plays in efficiently delivering organizational messages.

Moreover, public demand for transparency and accountability has influenced the management practices of Islamic political organizations. Data suggest that the modern public is increasingly critical of how these organizations manage funds and conduct activities. As a result, many Islamic political organizations, including Nahdlatul Ulama (NU) and Muhammadiyah, have begun implementing open reporting and auditing systems. This transparency not only enhances public trust but also ensures that the organizations remain relevant and legitimate in the eyes of the public.

D. Results and Discussion

1. Impact of Information Technology on the Structure and Management of Islamic Political Organizations

Information technology, especially social media, has transformed the ways Islamic political organizations interact with their members and the broader public. This technology enables these organizations to reach wider audiences, speed up communication processes, and expand networks across various social strata, including the younger generation, which traditionally participates less in Islamic politics (Jackson & Parker, 2020). In Indonesia, for instance, organizations like the Prosperous Justice Party (PKS) use social media to promote Islamic values, garner support, and increase political engagement among the youth (Kominfo, 2022).

With easier access to information online, the organizational structure of Islamic political groups has become more horizontal and open. Previously hierarchical organizations are now adopting more flexible structures to quickly respond to public opinion and emerging issues. For example, PKS has streamlined its internal bureaucracy, facilitating inter-member communication and enhancing access to decision-making processes via digital platforms. This enables the organization to be more responsive to relevant social issues and increases member participation, especially among Millennials and Gen Z, who tend to be more critical and expect transparency (Kominfo, 2022; Fauzi, 2022).

Outside Indonesia, similar changes are observed in Islamic political organizations in countries like Malaysia and Turkey. For instance, the Pan-Malaysian Islamic Party (PAS) has adopted social media strategies to reach broader audiences, focus political messages that are more inclusive, and address issues relevant to the younger generation. In Turkey, the Justice and Development Party (AKP) also leverages social media to enhance public engagement and strengthen its support base. Research by Karaca (2021) shows that AKP's social media use has increased interactions with young voters, subsequently bolstering its legitimacy and political support among the youth. These changes indicate that Islamic political organizations in various countries face similar challenges in adapting to technological advances (Karaca, 2021).

2. Youth Participation in Islamic Politics and Its Implications for Organizational Management

The younger generation, with broad access to technology and information, tends to be more critical and engaged in social and political issues. According to a 2023 survey by Baznas, around 60% of young Indonesian Muslims expressed an interest in joining Islamic-based organizations concerned with social and political issues. This trend presents a significant opportunity for Islamic political organizations to embrace the younger generation by developing management strategies

that respond to their aspirations (Baznas, 2023).

Islamic political organizations that accommodate the needs of the youth in their structure and decision-making processes tend to build stronger and more sustainable support bases. For example, Muhammadiyah and Nahdlatul Ulama (NU) have initiated programs to attract young people's participation by addressing issues such as education, environment, and human rights. These programs demonstrate that organizations responsive to evolving social dynamics can create inclusive and appealing spaces for youth participation (Esposito, 2020; Fauzi, 2022).

In Malaysia, PAS has taken a similar approach, introducing community-based programs that involve young Muslims in social and political activities. This approach helps the organization maintain its relevance in modern society and bolsters its political legitimacy by engaging the increasingly critical and educated youth. The success of this strategy shows that high youth participation can positively impact organizational management by enhancing transparency, accountability, and effectiveness (Fauzi, 2022; Kominfo, 2022).

3. The Impact of Globalization on the Image and Communication Strategies of Islamic Political Organizations

Globalization has broadened the influence of foreign cultures among Muslims, including in the context of Islamic political organizations. As global values continue to penetrate, these organizations face challenges in preserving Islamic identity while addressing more universal social issues, such as human rights and democracy (Esposito, 2020). In this regard, communication strategies become crucial for maintaining organizational image and identity in the era of globalization.

In Indonesia, some Islamic political organizations have adjusted their messaging to be more inclusive and align with global values. For example, PKS has started introducing themes like tolerance, social justice, and democracy in its political campaigns to attract broader public support. This approach aims to position PKS as a progressive political party responsive to global issues. A study by Nurhadi (2021) indicates that such communication strategies help Islamic political organizations remain relevant in the modern era without compromising their core values (Nurhadi, 2021).

Abroad, Tunisia's Ennahda party also faces similar challenges. In addressing global expectations related to human rights and democracy, Ennahda rebranded itself as a party that upholds democratic values and freedoms. This move reflects an effort to maintain a positive image in the international community while retaining its foundational Islamic ideological base (Esposito, 2020; Karaca, 2021). The success of this approach suggests that Islamic political organizations in the era of globalization must develop effective communication strategies to stay relevant and adaptable to global values.

4. Challenges of Transparency and Accountability in Islamic Political Organization Management

With rising public expectations for transparency and accountability, Islamic political organizations face significant challenges in increasing openness in their management practices. According to a 2021 BPS survey, about 65% of Indonesian Muslim respondents wanted more transparency from Islamic political organizations, particularly regarding fund usage and decision-making. This underscores the importance of improving accountability, especially in financial management and activity reporting (BPS, 2021).

Islamic political organizations such as NU and Muhammadiyah have worked to implement more transparent and accountable management systems. By providing open financial reports and conducting regular audits, these organizations have successfully built greater public trust and strengthened their legitimacy. Abroad, AKP in Turkey faces similar demands, especially after financial scandals tainted the party's image. To address this, AKP introduced anti-corruption

policies and made its financial reports accessible on its official website (Karaca, 2021). These transparency and accountability demands reflect a shift in public expectations, and if Islamic political organizations can adapt to modern management standards, they will more easily retain public trust and relevance.

5. Implications of Islamic Political Organization Management in a Multicultural Context

In the modern era, society has become increasingly heterogeneous and multicultural, presenting unique challenges for Islamic political organizations. These organizations must balance maintaining Islamic identity with embracing cultural and ethnic diversity. In Indonesia, for instance, Islamic political organizations like PKS face challenges in attracting support from minority groups that may have differing views on social and political issues (Kominfo, 2022).

Multiculturalism also poses challenges for Islamic political organizations in European countries. In France, for example, these organizations must adapt to a highly secular and multicultural environment. To remain relevant, they have adopted more inclusive approaches and promoted interfaith and intercultural dialogue. Research by Lewis (2020) indicates that Islamic political organizations in Western countries tend to be more adaptive to multicultural values, aiming to build harmonious relationships with other community groups and strengthen their position in a pluralistic society (Lewis, 2020). This approach demonstrates that successful Islamic political organizations are those that can adapt to multicultural values without sacrificing their Islamic identity.

E. Conclusion

Based on the discussion above, it is evident that social dynamics, information technology, and globalization have significantly impacted the structure, management, and strategy of Islamic political organizations in the modern era. Advances in information technology, especially social media, have driven organizations to become more flexible and adaptive, enabling broader participation, particularly among younger generations who have easier and faster access to information. Organizations like PKS in Indonesia and PAS in Malaysia illustrate how technology can be effectively used to mobilize support and enhance member engagement.

The increased participation of young people in Islamic political organizations reflects their responsiveness to social and political issues relevant to daily life. Through their involvement, these organizations have become more inclusive and accountable, both in structure and in decision-making processes. This trend is visible in organizations such as NU and Muhammadiyah, which actively develop community-based programs to engage youth in social and political activities grounded in Islamic values.

On the other hand, globalization poses new challenges for Islamic political organizations to maintain their image within a framework of universal values without losing their Islamic identity. Organizations like AKP in Turkey and Ennahda in Tunisia have sought to build an image that is responsive to global demands for human rights and democracy. Their experiences underscore the importance of adaptive and relevant communication strategies for Islamic political organizations that aim to maintain their relevance in a global society.

Additionally, the demand for transparency and accountability is a significant challenge for Islamic political organizations in this modern era. Organizations that can demonstrate openness in management and financial oversight are better positioned to gain public trust and sustain community support. PKS, NU, and Muhammadiyah have taken critical steps by implementing open reporting and audit systems, highlighting transparency as essential to maintaining organizational trust and legitimacy.

In conclusion, Islamic political organizations in the modern era must adopt flexible, responsive, and transparent strategies to navigate evolving social dynamics. They must align with societal expectations for accountability and transparency while upholding the Islamic identity that serves as their core foundation. By doing so, Islamic political organizations can remain relevant,

secure broader public support, and contribute positively to social and political life in modern society.

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