E-Masjid Marketplace: My Masjid Portal

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Abstract— **This project called MyMasjid Portal shall initially promote Masjid not only a place for ibadah but also a place that can obtain revenue for the Masjid organization and society. The project use portal site and surrounded Masjid area as the main medium platform in order to integrate business and ibadah among Muslim. There are many activities planned in this project such as are online auction and ads, sales and carnival and many more. This project in the future will be considered to involve many Masjids in the peninsular of Malaysia. It will encourage the government, Islamic NGOs and all the Masjid organization to get involve in order to help the Masjid to produce their own revenues. Hence, it will increase the business activities and produce income to our country. When this project becomes organized properly and well-equipped, a step further is to extend this project to the national level that has been the main objective for this project. As the result, the Masjid organization independently can run these revenues activities on their own. In conclusion, this paper proposed MyMasjid Portal to raise the income growth of all Masjids in peninsular of Malaysia, as well as to the society involved.**

Index Terms— **masjid, mosque, ibadah, revenue, business.**

I. INTRODUCTION

Masjid according to Oxford Dictionary means a worship place for Muslims all around the world. Since the early age of Muslims community, Muslim's last prophet, Muhammad s.a.w has been using the Masjids as the place for gathering, meeting, learning and so forth. During the day of Prophet Muhammad s.a.w, He has fully-utilized the Masjids as the center for everything whether it is about worldly matters or religion matters. However, nowadays the Muslim younger generations has separated the usage of Masjids just for a place to do religion matters. In Malaysia, there are about 6322 Masjids [1] and approximately 61 percent of Malaysian are Muslims [2]. Even though there are many Masjids in Malaysia, the environment and atmosphere of the Masjids are not as lively as before. People are busy pursuing their needs and desires while the Masjids are left behind empty and under-utilized. The community around the Masjids is not really cooperate with each other to make the Masjid as a place as it used to be. Moreover, according to Department of Statistics Malaysia, the unemployment rate in Malaysia has raised from 2.9 percent in 2014[3] to 3.4 in January 2016 [4]. Statistic has shown that every year, the unemployment rate among Malaysian citizens has a slight increased. This phenomenon will become worse if there is nobody to take an initiative to combat this problem especially if the contributor of this statistic to went up is from Muslim community.

However, if the Masjids in Malaysia especially are transformed into a place equipped with latest technology and the mindset of current generations toward Masjids are changed, Masjids can be converted in to a place with full of job opportunities and more meaningful. With MyMasjid Portal, every Masjids in peninsular Malaysia and later Sabah and Sarawak will be connected to each other through online. MyMasjid Portal will act as a traditional bulletin board and with addition of advertisement slots for a business to sell their product through that portal (same like mudah.my and lelong.com.my). In addition, the portal will have online library and repository as for the guest to read about several of knowledge. This project offers community of the Masjids the convenient of having the opportunities to get close to the Masjids and make a full use of it where people can do business, learn and get inform with latest events organized by Masjids in one place...

II. PROJECT BACKGROUND

Nowadays, in Malaysia, most of the Masjid is not interconnected to each other. Therefore, it is hard for any information about Islam to scatter around the country. Moreover, the Muslim community is not very close to each other since they are not fully utilizing the Masjid as the place for gathering. Some Muslims are too busy with their daily lives and activities until they do not have time to go to the Masjid. Thus, MyMasjid Portal will overcome this problem in best manner. It contains auction online, portal, Masjid carnival, Masjid tour and Islamic talks.

III. PROBLEM STATEMENT

Masjid or known as religious institutions serve as a center of social activity of Muslims. It should grow in line with the current development of the time and play a role in the Muslim community as a place for keep the Ummah successful. However, Muslim community did not use the Masjid completely. Masjid should be near to Muslim heart and making it near to others is closely related to the concept of the creation of man to perform enjoining good and forbidding evil. Most of Muslim community has a problem in their way of thinking. They usually consider the Masjid as a place for them to perform certain ibadah such as solat, zakat and others. The society should bear in mind what actually the concept of ibadah. Many others ibadah can also be perform in the Masjid and surrounding but the society did not use it as the places to bring the people closer to the Masjid. For examples others ibadah are business, teaching, entertainment and others.

Other problem is the lack of integration between each Masjid. Most of people that handle the Masjid did not care about other Masjid's activities. So there is no bound between each Masjid. Each Masjid should support other's activities in order to apply the concept of brotherhood. People are not close to the Masjid is one of the main problems. It is because the environment near the Masjid is unharmonious and not

attractive. New younger generations are afraid to go to the Masjid, as they do not want to be scolded with the older generations.

Furthermore, the problem with the Muslim community is lack of entrepreneurship spirit. In Islam, a Muslim is forbidden to make any transaction in the Masjid however they can still do the transaction outside the Masjid area.

IV. METHODOLOGY

For methodology part, data had been gathered, the researchers carried out a survey in which a set of questions in order improve the value proposition. The researchers focus on certain customer segment such as Muslim, Non-Muslim, visitors and community around mosque. The survey was distributed on March 2016 with a total of 20 interviewees for each customer segments. The survey was conducted via online.

V. LITERATURE REVIEW

Generally, in modern times, most Muslim view Masjids only as a place for prayer. Contrasting to that, at the time of Rasulullah, Masjids are used as the center of Muslim community. Masjid is used as marketplace, school and government office. The use of Masjid enhances the brotherhood between Muslims. Nowadays, most Masjid strictly acts as a place of worship where most of the activities revolve around congregational prayers and sermon. It is quite rare to see a Masjid being utilized for a more non-religious activity, although some non-religious activities with the right intention can be considered as ibadah in Islam.

A good example of a Masjid that is utilized more actively is Masjid Wilayah Persekutuan, Kuala Lumpur (2011). Dr. Muhammad Adil Khan in his paper Contributions of Masjids towards Building Malay Society: A Case Study on Masjid Wilayah Persekutuan, Kuala Lumpur (2011) reported on various activities available in Masjid Wilayah Persekutuan, Malaysia [5]. In his paper, he shows that the Masjid houses various activities, not only congregational prayers. Some of the non-conventional Masjid activities include cooking class, health program and cooking class, flower making class and blood donation. The Masjid also contains a nursery and primary school that can house 687 students. In addition to that, Masjid Wilayah Persekutuan also act as a tourist spot. The report shows that there are some interest from international tourist. Masjid Wilayah Persekutuan is an example of an active Masjid. There could other Masjid that have similar facilities, but not as actively utilized.

A Masjid as a facility shows a great opportunity. JAKIM (Jabatan Kemajuan Islam Malaysia. En: Malaysia Islamic Advancement Department) registered about 6339 registered Masjid in Malaysia. Masjid outside Malaysia also shows some increasing opportunity. The American Masjid 2011 Report shows that the number of Masjid in 2011 is 2106 compared to 1209 in year 2000. This shows a 74% increase. This increase in facility corresponds to the increase in opportunity for us to utilize the Masjids. This increase also suggests that there are demands for Islamic activities. In addition to that, most of the new Masjid do not seek loan to be funded. The reason is that Islam forbid interest (riba) charged in conventional banking. This suggests that there is financial capability among the Muslim and at the same time, Muslim do seek a halal business approach.

A severely contrasting characteristic between modern ages and the ages before it is the widespread use of information technology. Advancement of technology leads to cheaper computers and internet access. Nowadays, effectively everyone has access to smartphone and internet. Because of this, information technology is a great opportunity to be used to revitalize the role of Masjid in Muslim community. There had been several attempt before such as mymasjid.net.my and myMasjid app. www.mymasjid.net.my (portal).

MyMasjid.net.my is a Malaysian website aims to provide a central portal for all Muslim need. It contains listings of Masjid in Malaysia, an online copy of Al-Quran, online copy of Sahih Muslim and various other resources such as video clips of kuliah and articles. It also provides a forum service for members of the website in which the user can register as. Although the website provides the platform for the information, the information seems to lack quality and focus. The website seems to try to provide everything but did not do any of it really well. UI seems outdated. The content is outdated and unappealing.

myMasjid is a mobile app that list down nearby Masjid and Muslim activity. By default, it shows nearby masjid, but it also has option to list down nearby community event and businesses. The data shown are user generated. User can register as a Masjid administrator and can list down activities of the Masjid. The app also has prayer time.

myMasjid is a good travel app for travelling Muslim. However, it lacks content which is generated by users. Most of the Masjid does not have activity listed and prompt for registration when clicked. The classified tab does not show any nearby business, likely due to the lack of user content. The UI feels slightly unresponsive and some pages are buggy. Both of this previous solution has similar issue. They both lack exposure and marketing. Both of them have good aim, however they do not have the exposure and drive to keep their content updated. Both of them also have the same issue in which they try to act as an informative medium for Muslim activities surrounding the Masjid. However, they do not consider the lack of activity itself. In addition to that, in both of these cases, the user needs to actively look into the Masjid information to find out the activities surrounding it. In another word, the portal and application does not advertise the activity or the Masjid itself to the public, but merely provide listing of activity of a particular Masjid.

VI. INITIAL CONCEPTUAL FRAMEWORK/MODEL

Environmental Map

Market Forces: It is based on the data on the Frost and Sullivan that Asia has the highest daily internet usage. So, that's why this ecommerce platform is suitable for seller around the Masjid to promote their product widely and also help expand their business strategy.

- Muslims in Peninsular Malaysia
- Islamic teaching has become a significant factor in society
- Trusted in online transaction are needed
- Demand for Muslim to involve in business
- Secured online transaction

Industry Forces: Key actors in your space, such as competitors; rising value chain actors; new or fading technology providers; and more.
- Increasing in online businesses
- Multi-platform Ecommerce site
- Small online businesses (thru social media)

Key Trends: Online shopping in Malaysia was increasing year by year compare to the offline sales.
- Online Shop
- Brick-and-click shop
- E-Commerce Platform
- Internet accessibility
- Islamic teaching has become a significant factor in society

Macroeconomic Forces: Macro trends, such as global market conditions; access to resources; high or low commodities prices; and more
- Availability of businesses around the Masjid
- Masjid facilities may affect the operation
- Increase in cost of living
- High unemployment rate resulting more startup business to emerge
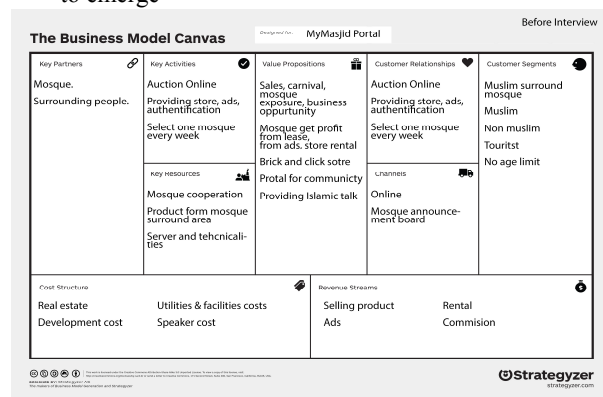
VII. ENHANCE CONCEPTUAL FRAMEWORK/MODEL

Key partners: The key partner played an important role to determine the success of the business. For this business model, it will be involved people around the Masjid. In addition, the Masjid also involved in order providing side area business for business place to run.

Key activities: One of the activities is to organize Masjid carnival that will trigger people to come close to Masjid. The next activities are organized Masjid tour in order to expose to people about the beauty of the Masjid art. The last activities is to organized Islamic talks, so that people will get the better understanding the about Islam.

Key resources: The key resources in this business model are Masjid cooperation, product from Masjid surround area and server and technicalities.

Value proposition: The value proposition for this business model are public Islamic talks, online library and Islamic talk repository, portal for community, authorize product sold, brick and click store, get profit from lease, sales and carnival

Customer relationship: This portal site will secure online transactions, provide excellent product qualities and availability of Islamic references.

Channels: The channels for this business model are online and Masjid announcement board.

Customer segments: There are four customer segments :
- Muslim
- Non-Muslim
- Visitor/Tourist
- Community around the Masjid

Cost structure: The cost structure that will be divided into workers' salaries, portal service cost, portal development cost, utilities & facilities costs, spealer cost and real estate.

Revenue stream: The revenue will be generated from the service charged of tour guide, rental fee, selling products, commission, and advertisement.
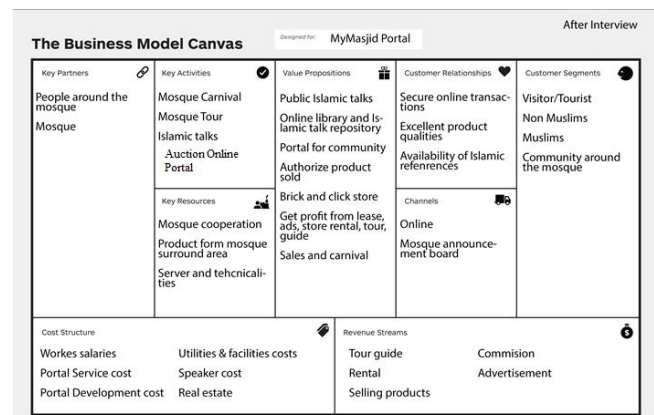
VIII. FUTURE WORK

For future work, this project expects to have many others event that can help the company to get revenue. One of the strategies is to expend the coverage of project to Sabah and Sarawak, then south-east Asia and later to the worldwide.

Besides that, the creators of this project want to make the Masjid as the center for everything like the time of Rasullullah pbuh. The place that can be used for many other purposes such education, business knowledge and others.

Next, they want to make the portal become more well-known e-commerce site in the world so that all Muslim people can use it for their own purpose .

Finally, they want MyMasjid Portal be as a site for the non-Muslim to change their perspective of Islam. The non-Muslim can also join all the activities that the portal provides in the site. For methodology part, data had been gathered, the researchers carried out a survey in which a set of questions in order improve the value proposition. The researchers focus on certain customer segment such as Muslim, Non-Muslim, visitors and community around mosque. The survey was distributed on March 2016 with a total of 20 interviewees for each customer segments. The survey was conducted via online.

CONCLUSION

The project called MyMasjid portal shall promote Masjid not only as a place of ibadah but also as a place that can generate revenue for the Masjid and nearby Muslim society. The project uses ICT technology like portal and Masjid surround area as the main medium to promote the idea to society. Among the activities included in the program are online auction and ads, sales and carnival and many more. By the way, we are not expecting this place to remain constant and limited by the area. This program in the future will consider and involve as many Masjids as possible around Malaysia. This encourages government and all organization of Masjid to get involved and establish their own Masjid to be a suitable place to generate revenues. Additionally, this could increase the economic growth of our country. Institute of Islamic Organization will become more well-known, establish and stable. As our program become organize and well-equip, we will take a step forward to implement this system to a higher level that have been the main objective of this program. So they themselves can run this business on their own and manage to improve their financial management to the certain circumstances.

As a conclusion, this paper proposes MyMasjid which aim to raise the economic structure of all Masjids in Malaysia, Malaysia, as well as to the society. This program has the potential to increase the financial resources of Islamic organization in Malaysia as well as economy of society. Its focus on the organization, which is related directly to the Masjid management and other parties involves.

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