



Optimizing Gender Equality Messages on the *Mubadalah.id*

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A B S T R A C T

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This qualitative study aims to measure the optimization of Search Engine Optimization (SEO) on content containing gender equality values on the *mubadalah.id* website. This research focuses on the editorial team's and writers' efforts to use SEO on the *mubadalah.id* website using Computer-Mediated Communication (CMC) theory to optimize asynchronous communication. The values of gender equality are seen from the perspective of Qira'ah Mubadalah, which has three indicators, namely a perspective (minzhar) that humanizes humans, a way of reading (qira'ah) reference texts by placing men and women as subjects and whole human beings, and ways of grouping (qa'idah) experiences, mutuality, or cooperation between men and women. This research uses interview and digital observation methods. The results show that *mubadalah.id* has a comprehensive SEO strategy, but there is still room for improvement in its implementation.

Introduction

The concept of mubadalah emphasizes equality and justice between men and women, not only as a theological basis but also as a basis for social and cultural understanding in Islam. This offers an equal interpretation of Islamic teachings because relations between men and women are based on partnership and cooperation (Fadhlurrahman et al., 2022). The verse that underlies the mutual perspective is Q.S At-Taubah, Verse 71:

وَالْمُؤْمِنُونَ وَالْمُؤْمِنَاتُ بَعْضُهُمْ أَوْلِيَاءُ بَعْضٍ يَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ وَيُقِيمُونَ
الصَّلَاةَ وَيُؤْتُونَ الزَّكَاةَ وَيُطِيعُونَ اللَّهَ وَرَسُولَهُ أُولَئِكَ سَيَرْحَمُهُمُ اللَّهُ إِنَّ اللَّهَ عَزِيزٌ حَكِيمٌ

Meaning: And those who believe, men and women, some of them become helpers for others. They enjoin (do) what is right, forbid what is wrong, perform prayers, pay zakat, and obey Allah and His Messenger. Allah will give them mercy. Indeed, Allah is all-powerful, all-wise.

It is explained that men are helpers for women and vice versa. Support each other in doing good and remind each other of evil. This verse can be interpreted to mean that between men and women, no one is superior. The roles of men and women complement each other, not dominate each other. The verse above emphasizes the principle of mutuality and mutual support between the two, emphasizing that every individual, regardless of gender, has the same moral responsibility in promoting goodness and rejecting evil.

This principle is the basis for the emergence of Qira'ah Mubadalah, a thought on gender equality developed by KH. Faqihuddin Abdul Kodir (Faqihuddin Abdul kodir, 2019). This concept has become a reference for thinking about gender equality in Indonesia. The website mubadalah.id was formed in 2017 to spread these ideas. This website has a vision as a reference media platform that promotes and develops relations of mutuality, cooperation, and true justice in Islam to create a dignified, sustainable, and inclusive civilization for all humans in the grace of Allah SWT.

The accessibility of content on a website is influenced by various factors, one of which is search engines. Many search engines are available in the market, but the one quite popular nowadays is Google. However, in certain countries such as China, Google's popularity is below that of local search engines such as Baidu. However, Google is still the dominant search engine in most world markets. SEO or Search Engine Optimization is needed to help a website achieve top ranking organically on a search engine (Eric Spencer, Stephan Stricchiola, Jessica, 2022).

SEO is a series of techniques that aim to increase the visibility of a website on Google (Sabresh.V, 2020), and it is based on keywords or phrases relevant to the content (Azim, 2019). Thus, a well-optimized website has a greater chance of getting more visits from search engine users, which can increase traffic, credibility, and potential income through advertising (Artanto & Nurdiyansyah, 2017).

In 2021-2022, the number of internet users in the country reached 210.03 million based on survey results from the Indonesian Internet Service Providers Association (APJII). This number increased by 6.78% compared to the previous period of 196.7 million people (Bayu 2022 n.d.). The increasing number of internet users is both an opportunity and a challenge for website managers to gain an audience.

The world is entering the second decade of life in the internet network era, which is marked by the proliferation of computer-mediated communication (CMC). This situation encourages significant social changes and impacts people's daily lives (Kozinets, 2015). A significant influence is the reading culture, which has shifted from print to digital.

In Indonesia, many websites offer various kinds of news portals with various themes. *Mubadalah.id* exists as a space to discuss various themes of gender justice from an Islamic perspective. As a website formed from a thought, *mubadalah.id* is unique because it has precise study segmentation. This affects the potential audience who access the content on the website. SEO optimization is essential so existing writings can reach their target audience.

SEO is a technique used by Islamic website managers to optimize the reach of their audience. Hidayah (2023), in his thesis entitled "Optimizing Religious Moderation Messages on the *Nu.or.id* Website," shows how websites managed by

the community organization Nahdlatul Ulama optimize SEO for content on the theme of religious moderation (Hidayah, 2023). This research has similarities with this research, namely using SEO theory by Tobias Ebner and Levin Granitza. The difference lies in the topic focus and research context, namely religious moderation and gender justice.

SEO techniques are also used to promote institutions, for example, the use of SEO to optimize promotion through school websites as written in *Analyzing the use of SEO and Google Analytics on the Website of Vocational High School of Information Technology* by Annajiyah Supraba and H Jati (2021). Even though it has different contexts and topics, SEO is important in promotional agendas. This research will focus on how mubadalah.id managers implement SEO to increase the reach of gender equality messages based on the qira'ah mubadalah concept.

Method

This research is qualitative. Qualitative research is a process of understanding human or social phenomena by creating a comprehensive and complex picture that can be presented in words. This research involved detailed views obtained from informant sources and was conducted naturally (Fadli, 2021). Qualitative research presents data through narratives, in-depth stories, or details from respondents from interviews and/or observations (Sari Wahyuni, 2015). Researchers used interview and digital observation methods to conduct data mining. Interviews were conducted with the Chief Editor of mubadalah.id and editor Fachrul Misbahudin. Meanwhile, digital observation is done by selecting relevant texts or articles for this research.

Researchers use the Computer-Mediated Communication (CMC) theory in optimizing asynchronous communication (Kozinets, 2015) to make relevant the use of the Search Engine Optimization (SEO) concept by Tobias Ebner & Levin Granitza. In this theory, what needs to be done is keyword research, On-Page SEO, and Off-Page SEO, which is centered on a network, namely website managers (Tobias Ebner & Levin Granitza, 2019). The selected articles use the essential thinking of Qira'ah Mubadalah (Faqihuddin Abdul kodir, 2019) and are divided into three:

1. First, a perspective (Minzhar) that humanizes humans.
2. Second, how to read (Qira'ah) reference texts by placing men and women as subjects and whole humans.
3. Third, the way of grouping or, in Arabic terms (Qa'idah), the experience, mutuality, or cooperation between men and women.

Findings and Discussion

The World Economic Forum (WEF), in its Global Gender Gap Report 2023, explained that Indonesia's Global Gender Gap Index (GGGI) was 0.697 points. The score is based on four dimensions: educational attainment, health and survival, economic participation and opportunity, and political empowerment. The index score has not changed from the previous year (Febriana Sulistya Pratiwi, 2023). This score shows that the struggle to mainstream gender still needs to be carried out. With over 200 million internet users, using websites as campaign media is a practical strategy.

Mubadalah.id is a website used to disseminate the ideas of Qira'ah Mubadalah, a thought on gender equality developed by KH. Faqihuddin Abdul Kodir (Faqihuddin Abdul kodir, 2019). Mubadalah comes from Arabic, ba-da-la, which means replacing, exchanging, or changing. The word mubadalah is a form of mutuality or mu'afalah and cooperation between two parties or the community; this means replacing each other, changing each other, or exchanging each other. In Indonesian, "reciprocity" means that which indicates reciprocity (Faqihuddin Abdul kodir, 2019). From the explanation above, it can be concluded that Qira'ah Mubadalah was developed into a perspective and understanding of a particular relationship between two parties, which contains the values and spirit of partnership, cooperation, mutuality, reciprocity, and the principle of reciprocity (Adib & Mujahidah, 2021).

Relations always exist in human life, such as relations between the state and the people, parents and children, employers and workers, teachers and students, men and women, women and girls, and so on, locally and globally. However, the discussion in mubadalah is closely related to gender equality, justice, and relations between men and women in both the domestic and public spheres.

To optimize website accessibility, managers must use various strategies, including SEO. Based on the analysis of Tobias Ebner and Levin Granitza (2019), implementing SEO requires in-depth attention to several key aspects, including:

1. keyword research: as the primary foundation, choosing the right keywords influences the website's position in search results.
2. On-page SEO: This includes optimizing titles (permalinks), title tags, content, meta descriptions, images, and ALT attributes, as well as internal links.
3. Pagespeed optimization: Page load speed is crucial for improving user experience.
4. Off-page SEO: focus on external strategies such as link building, which affects a site's relevance and quality in the eyes of search engines.

When implementing SEO, it is essential to treat all of these elements seriously, ensuring the site appears in search results and provides the best experience for visitors.

In recent years, Kozinets has only begun to develop a coherent theory and analysis of the processes and practices surrounding these cultures and communities. The CMC media in this research uses asynchronous communication such as bulletin boards (web), newsgroups, forums, blogs, textualization, and extended communication. The result is a shift in symbolic and temporal typography in social interactions that provides participants with more artificial forms of communication and more opportunities to engage in strategic control over information and self-presentation than face-to-face exchanges. It also requires investment. Time to obtain information and the comfort level necessary for cultural sharing and communal intimacy (Kozinets, 2015).

As defined by Kozinets, in this context, the World Wide Web (WWW), better known as the "web," is one of the leading CMC platforms. As this medium, users can access information through a browser, a program that downloads and displays content from the internet in various formats (Hidayah, 2023). CMC can also be interpreted as communication between people using computer media or computers (Herring in Budiargo, 2015). According to Fakhruroji, CMC is a process of human communication through computers involving humans and forming media for various purposes (Moch Fakhruroji, 2017).

CMC theory has a broad scope in using new media and has developed along with advances in computer technology (CMC Theory in Communication -

Definition, Development, Concepts and Criticism, 2019). CMC also discusses several aspects. According to Kozinets, CMC has the main characteristics: communication opponents are in different places and do not have to be in the same place; messages can be sent and received from remote locations; and flexible time does not have to communicate simultaneously. CMC allows people to interact asynchronously without strict attention to time. Then, through the role of computers, media can become a substitute for humans. CMC utilizes computer technology to facilitate the exchange of messages and information (Kozinets, 2015). For this reason, *mubadalah.id* needs to carry out a strategy so that its content can be in a good position in Google rankings.

Keyword research

Before uploading an article, *mubadalah.id* uses keyword research with several tools. Initially, the manager used the Semrush and Rehmat tools. Because he felt it was ineffective, he switched to using Yoast after receiving SEO learning assistance from the El-Bukhari Institute.

“Yes, in the past, we used the tool Semrush, if I am not mistaken. Rehmat.” Yes, it used to be Rehmat. Keep going. It was not effective; I used UAS. However, after being accompanied by friends from Elbukhori, he recommended using Yoast SEO. To make it easier to edit the SEO brains, you know, the keywords.” (Zahra Amin, Personal Interview. December 11, 2023)

However, researchers found that using these keywords could have been more optimal. For example, in the article entitled “Fields of goodness from a *mubadalah* perspective apply to husband and wife” there were no keywords used. In fact, with the right keywords, a site has a greater chance of appearing on the first or second page, attracting more visitors (Tobias Ebner & Levin Granitza, 2019). In the example article, *mubadalah.id* does not use specific keywords based on observations on Ubersuggest. This indicates a flaw in the SEO strategy, which can reduce the impact and reach of the article. A quality

article needs to be supported by effective keyword optimization to reach the correct and relevant audience.



Figure 1 keywords in the title of the article “The field of goodness in the perspective of mubadalah applies to husband and wife”

On-page SEO

Permalink optimization

The importance of permalinks or URLs must be addressed in website management. Permalinks are crucial in helping users find and access optimized content appropriately. At mubadalah.id according to Zahra, the process of editing the title of the permalink can be done to improve it. Still, the decision to change it depends entirely on the editor, who has the highest authority in creating or editing URL links. For example, the popular content management platform WordPress offers a web panel feature that allows users to choose between old titles or old web when creating or editing permalinks. These decisions affect the site's appearance and directly impact the data displayed in Google Analytics. Therefore, any change to the URL must be carried out carefully to ensure the integrity and accuracy of the analytical information obtained.

“If you edit the title, it will be corrected. If not, from the start, no, no. Because the person who has the right to create the URL link is the editor because

Arul and I are the ones changing the title; usually, this is an option. There is an option from the web panel. We use WordPress, OK? WordPress usually has a display above that. There are options for using the old title or the old website. Because that will also change the link in Google Analytics” (Zahra Amin, Personal Interview. December 11, 2023)

In the article entitled “The field of goodness from a mubadalah perspective applies to husband and wife”. There is a URL as follows:

<https://mubadalah.id/ladang-kebaikan-dalam-perspektif-mubadalah-berlaku-bagi-suami-dan-istri/>

https:// : to define the type of server being targeted

Mubadalah.id/ : shows the domain name and ID for Indonesia as the identity of the domain origin

ladang-kebaikan-dalam-perspektif-mubadalah-berlaku-bagi-suami-dan-istri/

: the actual file pointed to by the URL containing the title of an article

An effective webmaster recognizes the importance of permalinks in search engine optimization. Relevant permalinks, such as www.dogfood.com/permalink, increase site visibility by showing the keyword’s association with the main domain (Tobias Ebner & Levin Granitza, 2019). In the article “Fields of goodness in the mubadalah perspective apply to husband and wife”, the author observes on Ubersuggest showing the appropriate use of permalinks, reflecting mubadalah.id’s attention to SEO aspects that support the quality and reach of articles.

Meta description optimization

In search engine optimization, meta descriptions are inseparable in increasing content visibility. One of the basic principles in creating a meta description is the presence of relevant keyword elements. Mubadalah.id uses an approach that doesn’t just add keywords; specific nuances must be considered. Furthermore,

when compiling a meta description, it is essential to consider variations in writing styles, both passive and active, as well as pay attention to sentence length and avoid excessive repetition of words. To assist in this process, many SEO practitioners rely on tools such as Yoast to ensure that the meta description created meets the desired criteria without compromising the quality or integrity of the information conveyed.

“There must be keyword elements in the meta description. It must be far away. Red, people, we don't let... We don't even tolerate people. In the meta description title, it is passive, too. We try to keep the length of the sentence, the repetition of words, and everything at a distance. Not red, not even orange; it has to be green.” (Zahra Amin, Personal Interview. 11 December 2023)

In SEO, meta descriptions attract users to click on articles (Tobias Ebner & Levin Granitza, 2019). While not directly affecting rankings, proper descriptions, such as those created with serpsim.com tools, can maximize visibility. In the article “Fields of goodness from a mubadalah perspective apply to husband and wife”, according to the author the existence of the keyword “fields of goodness” shows relevance which can be increased with in-depth and relevant meta descriptions.



Figure 2 Meta description in the article “The field of goodness in the perspective of mubadalah applies to husband and wife”

Content optimization

Content is also an essential point in an article. According to Zahra Amin

on the *mubadalah.id* website wants to introduce Qiraah Mubadalah's thoughts to readers and publish articles on *mubadalah.id* must contain elements of thought from Faqihuddin Abdul Kodir's Qiraah Mubadalah method, Nur Rofiah's perspective of true justice, and the concept of ma'ruf. Badriyah Fayumi became known as the Fatwa methodology trilogy of the Indonesian Women's Ulema Congress (KUPI). This is what underlies *mubadalah.id*'s content.

“But if you have already taken part in perspective training, there is a difference between other Islamic media and other women's perspectives on online media; we bring a perspective. We use a *mubadalah* perspective, a true justice perspective, Mrs. Nyai Badriyah's ma'ruf concept, and the KUPI Fatwa methodology trilogy. So, in terms of ideas, it's okay; in perspective, it's okay; SEO is okay, and then we pass the article so it can be published. So, there are three stages of screening. So, the only difficulty is if SEO is finished. However, the perspective is not included, or the ideas are still gender biased, orders are still not delivered, or the article is hanging, not finished, that might be the difficulty.” (Zahra Amin, Personal Interview. 11 December 2023)

In on-page optimization, unique content is a crucial element. Interesting and informative content increases website visits and improves user experience (Tobias Ebner & Levin Granitza, 2019). However, content relevance and topicality are also essential to maintain visitor interest. The article “Fields of goodness in the *mubadalah* perspective apply to husband and wife” shows that the content successfully reflects the three principles of the Qiraah *mubadalah* method. The author found:

First, through perspective (*minzhar*), the article highlights the mutuality between husband and wife as a field for goodness. Second, through the way of reading (*qira'ah*), interpretation of the QS. Al-Baqarah (2): 223 emphasizes the importance of cooperation and mutuality in the husband and wife relationship. Third, through the grouping method (*qa'idah*), the article underlines that happiness in marriage must always go hand in hand with obedience to Allah SWT. Thus,

the article content is informative and relevant to the values and principles of the mubadalah perspective, which can attract and maintain the interest of a broader readership. Thus, this article not only offers an in-depth perspective on husband-wife relationships in Islam but also reinforces the importance of quality content in conveying complex and nuanced messages.



Figure 3 contains mubadalah.id content entitled "The Field of Kindness in the Mubadalah Perspective applies to husbands and wives."

Image and ALT optimization

Image optimization is essential in SEO, where the ALT attribute is an alternative description if an image fails to load. The importance of this approach lies in the search engine readability of visual content. According to Zahra and Fachrul, file names and image ALT text should be short but informative, with keyword integration to increase SEO relevance. Thus, keywords should be reflected not only in the title and content but also in the image attributes for effective optimization.

“Yes, so we made the website illustrations ourselves. Keywords are always included in the image to optimize keywords. So it’s not only in the title, the content, and the PR image.” (Fachrul, personal interview. 11 December 2023)



Figure 4 Optimization of images in articles

“The field of goodness in the perspective of mubadalah applies to husband and wife.”

The picture above shows a file named “Wife’s goodness.” In contrast, the relationship between husband and wife is less relevant in the title, even though the two characters are depicted distinctively using pictures of husband and wife.

Internal link optimization

Internal links play an important role in Google’s ranking algorithm, and their quality often determines the success of an SEO strategy. Web admins are encouraged to place these links in the main content area, at the beginning of the text, and in a design that users easily recognize. Competing links on pages with high traffic and little competition are more effective. For example, in the article on *mubadalah.id*, according to Zahra, is used as a strategic internal link.



Figure 5 Internal links in the article

“The field of goodness in the perspective of mubadalah applies to husband and wife.”

Internal links are critical in SEO, affecting Google’s rankings. Its quality and placement in key content areas are essential, especially on high-traffic pages (Tobias Ebner & Levin Granitza, 2019). The article “The field of goodness from the mubadalah perspective applies to husband and wife” on mubadalah.id. According to the author, it utilizes strategic internal links and demonstrates optimization and user engagement expertise.

Pagespeed

Pagespeed is a key indicator of the speed of loading website content, which is important for Google’s evaluation and user convenience. While speed is a factor, there is an “organic” approach that emphasizes natural growth without additional acceleration engines. According to Zahra, mubadalah.id bases optimization on SEO without relying on acceleration engines, prioritizing natural quality and engagement with Google.

“Yes. We are, what is it called? Organic. We are organic; there is no machine to speed things up and nothing. We are organic, so we only rely on SEO, and we plug it into Google. There is no engine to speed it up” (Zahra Amin, personal interview. 11 December 2023)

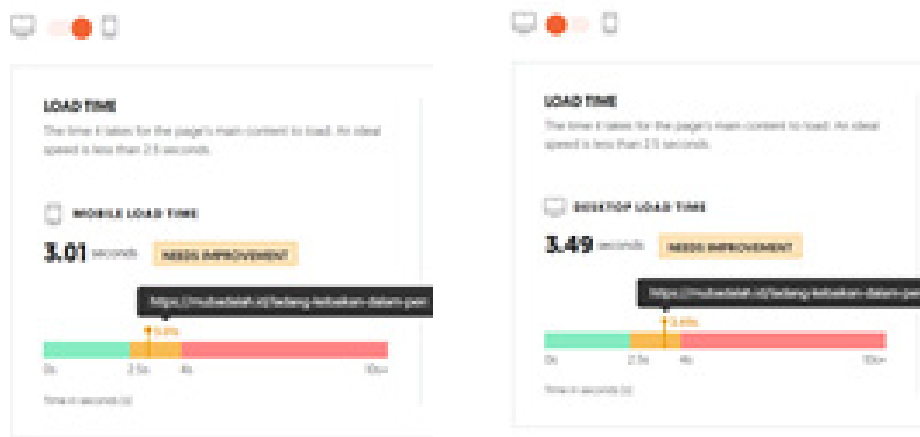


Figure 6 pagespeed in articles in articles

“The field of goodness in the perspective of mubadalah applies to husband and wife.”

Nevertheless, according to the researchers, the analysis shows that there is room for improvement. The loading time for the desktop version was 3.49 seconds, and the mobile version was 3.01 seconds, indicating the need for further efforts to increase content loading speed. Moreover, the pagespeed difference of 0.48 seconds between desktop and mobile highlights the importance of holistic optimization to ensure consistency and efficiency of user experience across platforms.

Off-page SEO

Off-page SEO refers to efforts outside a website to increase visibility in search engines. One of the critical elements in off-page SEO is backlinks, links from other websites that point to the target site. Before Google’s update, multiple links were thought to improve rankings. But now, the link’s relevance to the page content has become crucial. Strategies for obtaining backlinks include exchanging links with similar sites and actively participating in forums and blogs. So far, mubadalah.id has backlinked to Islamic media, such as NU Online, Bincang Muslimah, islami.co, and others. Mubadalah.id is part of a progressive Islamic media network also involved with alternative women’s media such as konde.co. Every issue related to Islam is strengthened by collaboration and exposure on various Islamic media platforms, while women’s issues are given special attention through alternative women’s media.

“Mubadalah is included in the Islamic media network, which was initiated or fronted by progressive Islamic media, fronted by NU Online. Second, alternative women’s media such as *konde.co*, *magdalene*, *women telling stories*, etc. It’s alternative women’s media. So, for moderate Islamic issues, we join this community, friends from *islami.co*, *alif.id*, *Bincang Syariah*, etc. For alternative women’s media, we refer to the network. So, for women’s issues, for vulnerable groups, marginalized groups. So, whenever there are issues related to Islam, we take a good look at Islamic media.” (Zahra Amin, personal interview. 11 December 2023)

In the backlink titled “Fields of goodness from a good perspective apply to husband and wife.”

Para perempuan juga akan menemui Allah untuk mempertanggungjawabkan relasi dengan suami mereka. Karena itu, dalam interpretasi mubadalah, **QS. al-Baqarah (2): 223** juga memanggil keduanya.




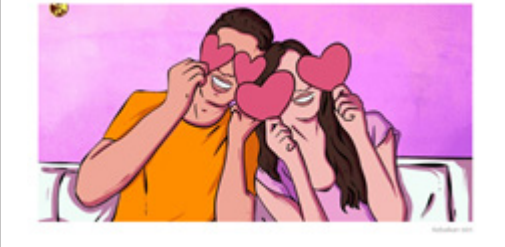

Figure 7 Backlinks to articles in articles

“The field of goodness from a good perspective
applies to husband and wife.”

In the context of off-page SEO, the quality and relevance of backlinks are critical elements in increasing the authority and visibility of a website. *Mubadalah.id*, as one of the main actors in digital discourse, has successfully utilized this strategy by developing strategic collaborations with various network media. However, when evaluating a specific backlink in an article titled “Fields of goodness from a mubadalah perspective apply to husband and wife,” it should be noted that the link refers directly to the verse of the Koran. However, the backlink in this article’s Al-Qur’an verse shows the link: <https://www.liputan6.com/quran/al-baqarah/223>. Although the content of the Qur’an has spiritual authority and blessings, its direct relevance to the article’s content may be a consideration, especially in search engine optimization. *Mubadalah.id* needs to ensure that every backlink generated, including those from authoritative sources such as the Koran, continues to support

the focus and objectives of the content, so that the exposure obtained remains consistent and positively impacts the audience and search engines.

The following is the implementation carried out by *mubadalah.id*.

No	Indicators	Implementation	Details
1.	Keyword research	x	
2.	On-page SEO		
	a. Permalink	√	https://mubadalah.id/ladang-kebaikan-dalam-perspektif-mubadalah-berlaku-bagi-suami-dan-istri/
	b. Meta Description	√	
	c. Content	√	
	d. Image and ALT	√	
	e. Internal link	√	

3.	Pagespeed	x	
4.	Off-page SEO	√	<p>Para perempuan juga akan menemui Allah untuk mempertanggungjawabkan relasi dengan suami mereka. Karena itu, dalam interpretasi mubadalah, QS. al-Baqarah (2): 223 juga memanggil keduanya.</p>

Conclusion

Mubadalah.id has an SEO strategy that is quite optimal for disseminating Qira'ah Mubadalah, but there is still room for improvement in its implementation. Even though we have carried out good on-page optimization, especially in terms of relevant content with a good perspective and strategic use of internal links, in SEO, which is focused on by Tobias Ebner & Levin Granitza (Tobias Ebner & Levin Granitza, 2019) several aspects are still not fulfilled such as the use of appropriate keywords, image optimization, and relevance of backlinks. In addition, improvements to content load speed also need to be prioritized to improve user experience. Thus, all on-page and off-page SEO efforts must continue to be evaluated and refined to ensure optimal visibility and impact for mubadalah.id in the digital realm.

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