

Consumerism with Tawhidic paradigm activism with the community in the neighbouring masjid

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Abstract

This study postulates that consumerism activism can be sustained with Tawhidic paradigm through the involvement of local community with masjid. A few masajid have been selected based on the neighbouring to IIUM within 10KM radius. Consumerism activism is part of the SDG No 12 on responsible consumption and production. This study focuses on responsible consumption component, particularly on the awareness part. The study uses focused group and participant observation to obtain views of the participants in the DEBA KENMS SDG Flagship 2019 project. The results of the study suggest that there is very little awareness on consumerism as a whole and almost none on the Tawhidic consumerism awareness despite frequenting to masjid to perform prayers and to listen to sermons and lectures. The study proposes for more activities and concerted efforts between IIUM and the neighbouring community entities.

Introduction

There 17 Sustainable Development Goals (SDG) produced by United Nations from 2015 until 2030 with the ultimate aim to have the world is peace and prosperous. The 15-year journey that involved all nations in the world would be possible to achieve the ultimate aim through 17 SDG goals. As for this study, it focuses on SDG Goal No 12, which is on responsible consumption and production. More importantly, the emphasis is on Tawhidic paradigm (Sarif, 2014, 2015), which is consistent, sustainable and compliance to the universal values of humanity and civilisation.

Methodology






This study involved 41 students from MGT 4760 Strategic Management, Semester 3, 2018/2019, to formulate Strategic Plan 2021-2015 with five Masajids (from July – August 2019). This study uses qualitative method due to the nature of the research and the context (Dane, 2019; Hennink, Hutter, & Bailey, 2020).. The study uses focused group and participant observation to obtain views of the participants.

Team	Leader	Participants
Masjid Gombak Utara	Mariam	WangManYuan Fadzilah Nur Farahin Maryam M Raof Haffizah Nur Afiqah Siti Nur Syafiqah
Masjid Kg Sg Chinchin	Nur Sobirah	Ikhwan Nik Syahirah Syed M. Azizzuddin Nur Sakinah Nurul Aminah Nor Syafiqah Shafiq
Masjid As-Syarif	Syed Bilal	Zhang Lu Nik Nur Hajar Nurul Hanis Afifah Nurul Imanina Siti Sarah Muna Izzati
Masjid As-Syahkirin	Najwa	Nur Fatin Sharhirah Ali Nur Adillah Sheikh Nik Azim Surlani Nur Fahmida
Masjid Ar-Rahimah	Maryam Yahaya	Anis Nurul Syafiqah Ahmad Muazamil Nur Izzati Nurul Aqilah M Aqil Nadirah

Prior to the field, there was a briefing to all 41 students.



The students contacted all the Masajid. Namely
Collaborators

Logo	Name of Organisation
    	Masjid Gombak Utara Masjid Al-Sharif Masjid Kampung Sungai Chinchin Masjid Ar-Rahimah Greenwood Masjid Asy-Syakirin Batu 6 Jalan Gombak

Exposure to vegetable garden at KENMS (served as laboratory of the project)
Planning for gardening site



Planning for seeds and plants



Planning for planting, watering and seeding

Planting briefing



Watering hose



Watering



Planting



Helped



In collaboration with
Office of the Honorable Rector
Development Division IIUM
Daya Bersih Sdn Bhd

Site checking



Planning



Sharing of Findings



**Their consultation with Masjid
2 July – 15 August 2019**

MASJID AL-SHARIF (BATU 7 JALAN GOMBAK)



THIS VIDEO IS ABOUT
**5 YEARS
STRATEGIC PLANNING
FOR
MASJID AL SHARIF
(2020 - 2025)**

Video link: <https://youtu.be/JPkcG-nwXZo>
3000 jamaah. 40% exposed to consumerism

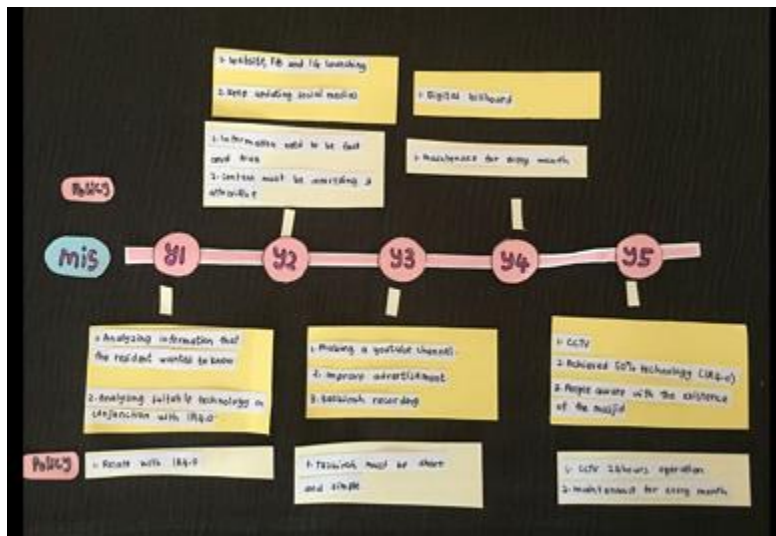
MASJID ASY-SYAKIRIN (BATU 6 JALAN GOMBAK)



Video link: <https://youtu.be/rttih6IDu8A>
Total jamaah: 5000. 40% exposed.

MASJID SUNGAI CHINCHIN (BATU 8 JALAN GOMBAK)





Video link: <https://youtu.be/qhJB7zshJRw>

MASJID AR-RAHIMAH GREENWOOD GOMBAK



<https://youtu.be/INQ4LU8okM>

MASJID GOMBAK UTARA



Video: <https://m.youtube.com/watch?v=TKCl3T26eIU>

Impact

SDG 12 responsible consumption and production impact on the society.

Location	Views	Comments	People exposed	Ulul albab
MASJID ASY-SYAKIRIN (BATU 6 JALAN GOMBAK) https://youtu.be/rttih6IDu8A Published 6 Aug 2019	196	19	50	2
MASJID SUNGAI CHINCHIN (BATU 8 JALAN GOMBAK) https://youtu.be/qhJB7zshJRw Published 6 Aug 2019	191	39	30	1
MASJID AR-RAHIMAH GREENWOOD GOMBAK https://youtu.be/INQ4LU8okM Published 6 Aug 2019	126	19	50	2
MASJID AL-SHARIF (SIMPANG TIGA JALAN GOMBAK) https://youtu.be/JPkcG-nwXZo Published 5 Aug 2019	178	20	30	1
MASJID GOMBAK UTARA https://m.youtube.com/watch?v=TKCl3T26eIU Published 6 Aug 2019	194	34	20	1
TOTAL	885	131	180	7

From 2 July 2019 - 31 Dec 2019

The five youtube videos have been viewed by 885 viewers;

Commented with ulul albab 131 comments;

In terms of face-to-face consultation with 41 students, 180 people exposed to the awareness of sustainable consumption and seven (7) masjid officers were involved in the formulating of the Strategic Plan.

Conclusion

In five locations, Kg Gombak Utara, Kampung Sungai Chinchin, Kampung Simpang Tiga, Greenwood, and Batu 6 Jalan Gombak (2 July - 15 August 2019) by 41 IIUM students in Strategic Management class, observed that 10% are aware of sustainable consumerism.

After the campaign of 2 months, the awareness rate increased from 10% to 15%.

Three areas of consumerism, (a) consumed healthy food, (b) avoid single use plastic bags, and (c) vegetable garden.

In total, two months duration of campaign, total of 200 man hours, total costs of RM1,500, managed to expose to 2000 people.

References

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