



## BINCANG SYARIAH IN CAFES: EVALUATING SATISFACTION AND IMPACT ON ISLAMIC LITERACY DURING RAMADHAN

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Article info	ABSTRACT
<p><b>Corresponding Author:</b></p> <p>Syah Awaluddin  <a href="mailto:syah.waluddin@iainambon.ac.id">syah.waluddin@iainambon.ac.id</a>            Institut Agama Islam Negeri            Ambon</p>	<p>An innovation in Islamic teaching and preaching, the "Bincang Syariah" Program in Cafes aims to increase Islamic literacy in the community throughout the month of Ramadan. With a focus on young adults and professionals, this program aims to establish a casual and welcoming environment for discussing Islamic law, social concerns, and economics. The implementation strategy involves engaging conversations, brief lectures, and Q&amp;A sessions with academic and Islamic practitioners in cafés. Surveys of participant satisfaction and an examination of the program's influence on their comprehension are used to gauge its efficacy. The program effectively raised participant interest in Islamic studies and broadened access to Islamic literacy in informal public settings, according to the evaluation's findings. This initiative shows that creative delivery techniques may be a successful substitute for community service projects by using a flexible, community-based approach to preaching.</p> <p><b>Keywords:</b> <i>Bincang Syariah, Islamic Literacy, Community Service, Da'wah, Ramadhan.</i></p>
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### INTRODUCTION

In the modern era, Islamic studies are often conducted in formal settings such as mosques, Islamic boarding schools, or educational institutions. However, with the evolving lifestyle of society, especially among young adults and professionals, there is a growing need for more relaxed and accessible discussion spaces. Cafes, as comfortable gathering places, can serve as an alternative venue for more inclusive and engaging Islamic discussions.

Ramadan is a crucial time for Muslims to increase their understanding of Islamic teachings, including those related to Islamic law, society, and economics (Crawford, A., & Newburn, T. (2013)). Because of this, the Bincang Syariah Ramadan program at Kafe hadir is considered an innovation in Islamic education and teaching. One of the main challenges in promoting religious activities in places like cafes is the potential for negative perceptions from conservation groups (Basri, M. R., 2023), which may lead to a lack of interest in discussing Islamic issues outside of places of worship or official religious organizations.

They may believe that discussions about Islam should only take place in places that have already been established.

Through participatory conversations on a range of Sharia-related topics that are pertinent to daily life, this community service program seeks to unite scholars, practitioners, and the general public. The realities of contemporary life demonstrate that a large number of individuals, particularly professionals and young adults, are more interested in informal, open discussion platforms. Sadly, Islamic teachings and methods of instruction are frequently inflexible and unappealing to this demographic.

Theoretically, Islamic literature covers a wide range of topics related to daily life, such as Islamic law (fiqh), social issues, and sharia economics. Numerous studies highlight the importance of understanding Islamic law in the context of ibadah and muamalah (Firdaus, M. A. 2018). However, there is still a lot of effort put into creating materials that are easier for the general public to use, especially in informal settings like coffee shops.

The "Bincang Syariah Ramadhan" program at the cafe is an innovative approach to Islamic education and teaching that is in line with current society's ways of living. In contrast to the traditional religious services offered in a church or official organization, the purpose of this program is to encourage more thoughtful and inclusive discussions on Islamic law, social issues, and Islamic economics.

The idea behind this initiative is based on the observation that the local population, especially the professional muda and mahasiswa, frequently spends time in cafes to engage in social and intellectual interactions. By utilizing this space, Islamic discourse can create a more expansive khalayak that may not often be seen in traditional religious forums.

This program uses an interactive discussion paradigm that allows participants to interact with staff members, practice, and other participants in a calm and peaceful manner. Topics is prepared with care to discuss contemporary issues that are pertinent to daily life in a straightforward manner, ensuring that Islamic education is applicable and practical. This article aims to analyze the success of the community's participation in the implementation of the Bincang Syariah Ramadan program at Cafe as an innovation in Islamic education and teaching, as well as the program's impact on the public's understanding of Islamic law, society, and economics. It also examines the effectiveness of informal education in raising Islamic literacy among the local population.

## **METHOD**

The program's outreach to the general public has been going on for three years in 2022, 2023, and 2024 during the Ramadan period. It has been carried out for two days and has drawn support from Academics and Practitioners.

This program is held in the Redstone coffee shop, which is a popular hangout for those who want to talk. The target audience includes university students and young professionals interested in Islamic studies, business owners, and entrepreneurs who seek knowledge about Islamic law and economics, as well as the general public who wish to gain an understanding of Islamic perspectives on social issues, shariah economics, and Islamic law. By discussing it in public, this initiative aims to convey the idea that religious education is less formal and is therefore easier to access and understand.



**Figure 1. Bincang Syariah Program**

Every discussion starts with the moderator's introduction and explanation of the topic, followed by a presentation mostly by a few participants (Graduate, Academic, or Expert) who explain the main points of the topic. concluded with interactive discussion in which participants ask questions, share insights, and discuss topics related to everyday life. This is followed by reflection and conclusion, which are a summary of the main points and penutup statements. To encourage active participation, this program incorporates case, contemporary issues, and problem-solving activities related to the discussed theme.

The three main topics in the Bincang Syariah are as follows: 1) Islamic Law (Fiqh & Legal Perspectives), which covers discussions on tolerance and fasting, as well as the philosophy of fasting within Islamic legal thought. 2) Islamic Social Tenets, including concepts of moderation, fasting, and social awareness. 3) Islamic Economic Principles, such as the principles of Islamic financial management and exchange, along with the concepts of zakat, infaq, and sadaqah in contemporary society.

Each topic is analyzed based on its relevance to current issues, ensuring that the discussions provide solutions to real-world problems while staying true to Islamic principles.

## **RESULT AND DISCUSSION**

### **Interest in Themes and Level of Participant Engagement**

Bincang Syariah at Kafe encourage more flexible discussion topics without compromising academic content or Islamic principles. It is hoped that with the help of this program, the general public would find it easier to understand and apply Islamic legal, social, and economic principles to their daily lives.

This study received positive feedback from local residents, café patrons, and students. Bincang Syariah has been a practice for three years and is now also a medium for transforming non-formal knowledge among doctors. Kesadaran narasumber to participate in this activity without receiving payment (pro bono) is a form of intellectual and practical support for continuously improving the lives of Muslims in Maluku, especially in the city of Ambon, especially in understanding legal, fiqh, social, and economic issues.

This table shows the percentage of participants and topics covered in the three years after the public's participation in the Bincang Syariah Ramadhan program (Sharia Enterprise IAIN Ambon, 2024):

### Participant Attendance at Bincang Syariah Ramadhan in Cafe

Year	Session	Date	Participants	Theme
2022	Session 1	14 April	44	Fasting & Tolerance
	Session 2	15 April	30	Ethics & Islamic Financial Management
2023	Session 1	7 April	37	Religious Moderation
	Session 2	8 April	55	Fasting and Social Awareness
2024	Session 1	27 March	46	Essence of Fasting in Islamic Legal Philosophy
	Session 2	28 March	52	Concepts of Zakat, Infaq, and Sadaqah in Modern Society

The activities in this program demonstrate significant results based on the number of participants in each session. The theme of Fasting & Tolerance, which was covered in Sesi 1 with 44 participants, highlights the importance of Tolerance and Diversity in the Fasting Context, while Sesi 2, which covers Islamic Ethics and Financial Management, is composed of 30 participants. This indicates that, despite the importance of the topic, the number of participants is somewhat lower. Despite this, this topic is very relevant to those of us who are concerned about syariah-based money.

In 2023, the Religious Moderation theme in Session 1, attended by 37 participants, highlighted the importance of tolerance and moderation in all aspects of life. Meanwhile, the Fasting and Social Awareness theme in Session 2 attracted greater interest, with 55 participants. This indicates a growing public curiosity about understanding fasting not only as a personal act of worship but also as a means to enhance social awareness. However, the actual attendance was notably lower than the expected number of participants.



Figure 2. Discussion

In 2024, the first theme, The Essence of Fasting in the Philosophy of Islamic Law, which was presented by 46 participants, explains that the study of law, particularly that related to understanding the philosophy of puasa from an Islamic perspective, raises a lot of questions. In contrast, the theme of Zakat, Infaq, and Sadaqah in Modern Society, in Sesi 2 with 52 participants indicates that social economic issues related to Charity and societal

well being are more often discussed. This lesson covers practical and applicable aspects that are pertinent to day-to-day life.

In general, social economic themes such as Fasting and Social Awareness, as well as Zakat, Infaq, and Sadaqah, in modern society indicate a higher level of participation and a greater number of participants as compared to themes of law or moderation. This indicates that people are more interested in topics that are directly related to social justice and community service. Even while the topics of law and moderation are very important, social and economic issues are often more interesting to many people, which may be seen as a way to more fully illustrate the religious principles in their daily lives.

**Level of Satisfaction in the Implementation of Bincang Syariah Ramadan**

Here is a summary of the recommendations we provided to participants for evaluating this activity in 2024. The evaluation includes recommendations on facilities and infrastructure, themes and speakers, as well as the available time.

Below are the results of the questionnaire we used to assess the effectiveness and safety of the Bincang Syariah Ramadan sessions held at the café:

**Participant Satisfaction with Facilities**

Year	Session	Number of Participants	Very Comfortable (%)	Comfortable (%)	Fairly Comfortable (%)	Uncomfortable (%)	Very Uncomfortable (%)
2024	1 & 2	98	70%	25%	5%	0%	0%

(Source: Sharia Enterprise IAIN Ambon 2024)

The overall comfort level demonstrated very great results, according to the satisfaction statistics from the 2024 event that was conducted in the café and involved 98 attendees. 68 attendees, or 70% of the total, expressed great comfort with the event. This indicates that most attendees were happy with the environment and amenities offered at the café, which probably included elements like the location, ambience, and services that helped the event go off without a hitch.

Furthermore, 25 participants, or 25% of the total, reported feeling comfortable, suggesting that most attendees thought the event was well-run even though it did not offer the highest level of comfort. This proportion nevertheless indicates a comparatively high degree of satisfaction, despite the fact that there remains space for improvement. This might imply that although there was room for improvement in certain areas, overall event comfort was successfully attained.

Five participants, or 5% of the total, reported feeling moderately comfortable, suggesting that a tiny percentage of attendees did not feel completely at ease during the session. Minor problems like distractions, room temperature, or other aspects that fell short of their expectations might be the cause of this small pain.

The fact that none of the participants said they felt uncomfortable or extremely uncomfortable, however, is reassuring. To put it another way, nobody had a particularly unpleasant experience with comfort during the event. This indicates that the majority of participants, including those who felt just somewhat at ease, found the environment to be rather pleasant thanks to the organizers' efforts.

Overall, the event's effectiveness in fostering a friendly environment for attendees is reflected in the high degree of comfort that has been expressed. There is certainly

opportunity for improvement, though, especially in terms of making sure that everyone attending is totally at ease. To improve the overall participant experience, it will be crucial to keep taking basic comfort elements into account for next events.

The table below shows the degree of satisfaction with the Theme and Speakers:

**Satisfaction with Speakers and Presented Themes**

Year	Session	Total Participants	Very Satisfied (%)	Satisfied (%)	Moderately Satisfied (%)	Dissatisfied (%)	Very Dissatisfied (%)
2024	1	46	50%	30%	15%	5%	0%
2024	2	52	65%	15%	17%	3%	0%

*(Source: Sharia Enterprise IAIN Ambon, 2024)*

Half of the attendees in Session 1, which had 46 participants, were very satisfied, according to the satisfaction findings, meaning that the program had met their expectations. This indicates that the activities or content offered were of a high caliber.

Though there may be some areas that might be improved, the majority of participants (14 persons, or 30%) felt satisfied despite the high level of satisfaction, indicating that the program met their requirements. On the other hand, 15% of participants (or 7 people) were moderately satisfied, indicating that a small portion of the audience felt the program did not have an optimal impact. Additionally, 5% (or 2 participants) were dissatisfied, highlighting some shortcomings that need to be addressed, possibly related to the content or the program's execution.

However, the general level of satisfaction was higher in Session 2, which included 52 participants. 34 participants, or 65% of the total, expressed great satisfaction, suggesting that the session's concept and execution effectively produced a very favorable experience. This high degree of satisfaction implies that the program did a better job of presenting the information or holding participants' attention.

Furthermore, 8 participants, or 15% of the total, expressed satisfaction, indicating that while certain aspects of the program might still be improved, the majority of participants believed it met their expectations. Nine individuals, or 17% of the total, expressed a moderate level of satisfaction, indicating that some attendees wanted the presentation style or the subjects covered to be changed. The majority thought the event went well, as evidenced by the fact that just 3% (or 2 people) were unhappy.

With 65% of participants expressing high levels of satisfaction with the entire program delivery, Session 2 had a higher satisfaction percentage. This implies that both in terms of content and presentation style, the program was more effective in reaching participant satisfaction at the second session. Comparatively, Session 1 showed that while 50% of participants were extremely happy, indicating a good degree of satisfaction, other attendees were just somewhat or unsatisfied. This suggests that the quality or applicability of the themes offered should be enhanced to better suit the requirements of the participants.

Session 2 was more successful in grabbing participants' attention and keeping them satisfied in terms of audience targeting. The audience found the subjects covered in this session to be more interesting and pertinent. Participants' expectations were satisfied by the topics and delivery methods, as evidenced by the high satisfaction rating, particularly in the

"Very Satisfied" category. On the other hand, there were some differences with participant expectations in Session 1, albeit they were still acceptable. This might indicate that some people thought the presentation techniques were subpar or that the content was less pertinent to their requirements.

Several actions may be performed to improve the program's future success, such as:

- Theme evaluation is the process of determining which subjects, as demonstrated by Session 2, garner greater interest from the audience.
- Enhancing Delivery Methods: Increasing participant involvement through the use of more interactive forms or useful strategies.
- Improving Participant Engagement: Including conversations or Q&A sessions to reduce discontent and increase satisfaction in general.

Although the program is deemed successful overall, it may yet be improved. A more thorough analysis of the topics and their delivery strategies is required in order to increase the success of future events. Increasing engagement during sessions and identifying more pertinent and interesting subjects might help improve participant satisfaction. This strategy will increase the program's focus and provide each participant a more satisfying experience.

With 98 participants in all, the findings of 2024 program's participant satisfaction survey revealed intriguing differences in participants' perceptions of the program's duration.

The following table shows the satisfaction levels regarding the availability of time duration during the 2024 program sessions, attended by a total of 98 participants:

(Source: Sharia Enterprise IAIN Ambon 2024)

Year	Session	Participants	Very Satisfactory (%)	Satisfactory (%)	Moderately Satisfactory (%)	Unsatisfactory (%)	Very Unsatisfactory (%)
2024	1 & 2	98	18%	30%	30%	20%	2%

Based on 98 participants' comments about the program's length, the findings reveal a variety of opinions about how well the allotted time fulfilled their expectations:

- Of the 18 participants, 18 percent said the program lasted as long as they had anticipated. In terms of the level of the content and the activities carried out during the sessions, this represents a minority who felt that the time allotted was appropriate for their requirements. Even though this group is tiny, it shows that some audience members were happy with the way the time was managed.
- Thirty participants, or 30%, thought the program's time was adequate. Although there could be some areas that might be improved, this suggests that most participants thought the time allotted for this program was sufficient. The current length appears to be in line with the program's goals, however some participants might think that the way the information is presented or how time is managed in between sessions might be improved.
- Thirty more participants, or 30% of the total, thought the program's duration only partially fulfilled their expectations. This indicates that a portion of participants thought the time allotted was not perfect. They could have thought that some

aspects of the program needed additional time for in-depth study or that the time allotted was insufficient for the content covered.

- Twenty participants, or 20% of the total, thought the program's duration fell short of their expectations. This demonstrates that some participants thought the allotted time was insufficient to allow them to fully participate in the session. Some participants may have been unhappy as a result of hurried activities or sessions that were too brief.
- Two participants, or 2% of the total, thought the program's duration fell well short of their expectations. Even if the percentage is low, it indicates that some participants were rather unhappy with the amount of time allotted, maybe as a result of sessions that were too brief or did not provide them enough time to study the topic they were interested in.

There is evidence that the time allocation may be increased or changed to be more beneficial for all participants, even if the majority of participants thought the length either met or somewhat met their expectations. The program's performance depends on its duration, and participants' overall experience may be improved with better time management planning.

### **Impact Analysis and Challenges of the Bincang Syariah Ramadan Program**

The high satisfaction levels regarding facilities, themes, speakers, and duration indicate that the program successfully enhanced accessibility, community engagement, and the practical application of Islamic teachings. However, challenges remain, including optimizing session duration, refining content to better match audience needs, and ensuring broader participation. Addressing these areas will further strengthen the program's impact and effectiveness.

The program successfully enhanced accessibility by creating a comfortable and inclusive environment through its choice of venue—a cafe with a relaxed atmosphere. This approach made Islamic learning more approachable for participants who might feel uncomfortable in formal religious settings. High satisfaction with the venue indicates that this strategy effectively encouraged open participation, enabling a more interactive learning experience. Additionally, the relevant and practical themes, such as "Religious Moderation" and "Fasting and Social Awareness," resonated well with participants, promoting active discussions and engagement. Competent speakers facilitated meaningful dialogues, connecting Islamic teachings with real-life social challenges, which enhanced the practical application of religious values in daily life.

However, challenges remain in increasing participation without compromising content quality. To address this, facilitators should guide discussions to maintain focus while encouraging critical thinking. Integrating technology and media can also expand reach and impact, including live streaming on social platforms, summary videos, infographics, and interactive Q&A sessions. By enhancing digital engagement, the program can reach a broader audience and continue fostering community involvement.

## **CONCLUSION**

The Bincang Syariah Ramadan Program in a cafe is an innovative approach to Islamic education and preaching by integrating religious discussions into modern social spaces. By utilizing a relaxed and interactive format, this initiative successfully bridges the

gap between formal Islamic studies and contemporary lifestyle trends, making religious discourse more accessible, engaging, and practical for urban communities. This effectiveness is reflected in the positive participant satisfaction levels regarding facilities, themes, and timing. Most participants felt comfortable with the provided amenities, creating a supportive learning environment. Relevant and appealing themes, such as religious moderation and fasting, were well-received, fostering deep and practical discussions. The program's duration was generally sufficient, although some participants felt the allocated time could be improved. Overall, the program successfully created a comfortable, relevant, and applicable learning experience.

With continued support and enhancements, this model could be expanded to other settings, ensuring that Islamic legal principles, social harmony, and economic ethics remain relevant and beneficial in everyday life.

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