



Homofilie Organization of Muhammadiyah Business Charity: Da'wa through Collaboration Brand Network Configuration

Ariana Suryorini¹, Fania Mutiara Savitri^{2*} & Setyo Budi Hartono³

^{1,2,3}UIN Walisongo Semarang, Indonesia

*faniamutiara@walisongo.ac.id

ABSTRACT

Muhammadiyah is a social organization based on the guidelines of the Al-Qur'an & Al-Hadith as the ideology in carrying out all its activities. Internal circles refer to this term as "Islamic purification" which makes it a characteristic of a homophilous organization. This research aims to analyze whether organizational homophily can influence its performance with the Co-BNC novelty. Collaboration Business performance is a strategic da'wa activity. The method used in this research is explanatory quantitative. Amount 35 chief administrators Muhammadiyah Subsidiaries (AUM) in Semarang City who were selected by accidental sampling. The data collection method used was a questionnaire method and was processed by Structural Equation Model analysis (SEM) with the AMOS analysis tool. The results of analysis explain: organizational homophily values (Dissemination of Information, Ideas and Emotions) influence marketing performance. In addition, Co-BNC plays a role in mediating this relationship. CO-BNC's success in changing the homophile organization through a brand collaboration approach has brought benefits to many parties, especially those who are "excluded". Harmonization of profit proposition arrangements is carried out by AUM so that mudharib can cover its business to obtain much greater profits/ non profit and can remain consistent when AUM restructures its cooperation on business losses. It shows that the organization stand in survive mode for maslahah and da'wa orientation. We would like to underline that collaboration in business based on values of islamic purification is one form of strategic da'wa activity.

Keywords : Co-BNC; da'wah performance; disseminasi informastion; emotion; idea.

INTRODUCTION

Islam, with its diversity of understandings, has given rise to various groups with certain values which still principally refer to the Qur'an and hadiths (Ali, 1992). Communities with certain typologies, socio-demographics and

cultures carry out da'wah activities with the Islamic and cultural values they adhere to be spread as teachings (Saleh, 1992). An organized community group with a vision to grow and develop into a missionary organization with a complex and modern structure. Members in the organization have the same values which will later be internalized by other members and society through da'wah activities (Arifin, 1991). This da'wah activity is in the form of trade owned by da'wah organizations that are homophilous with various stakeholders. Rohana states that homophilous consumers as external stakeholders are only connected by similar product characteristics and preferences (Rohana, 2018). Social influence refers to the work network as a structure in which the organization's values are spread. Homophily interact in disseminating information through their social networks, whether individual, group, member, or similar characteristics in the use of various products they develop (Hartmann, et al., 2010). The phenomenon of homophily in members' statements also claims that the network plays an important role in spreading ties between its members without considering other ties (Watt & Dodds, 2007). So ideology is the main component of homophilous organizations to be able to develop performance in marketing. Contradictory research conducted by de Vries et al., (2012) found that the configuration of information in the internal environment significantly and positively influences brand creation. Meanwhile (Dholakia, et al., 2009), the results show a significant negative relationship between configuration information and brand creation.

Contradicting the research conducted, Scandellius & Cohen (2016) stated the idea of combining brands with sustainable practices for CSR, so that it has an effect on brand awareness. Meanwhile (Lourenco et al., 2012), the results show the opposite relationship, where the idea of collaboration has no effect on brand awareness. Contradictory research conducted by Ahn & Kwon (2012) found that the emotional value built by hotel companies significantly and positively influences brand creation. Meanwhile (Singjai et al., 2009) shows that emotions do not affect brand awareness in companies with high complexity of activities. Muhammadiyah is a social organization based on the guidelines of the Al-Qur'an and Al-Hadith as the main ideology in carrying out all its activities. For internal circles, this term is referred to as "Islamic purification" or returning to the teachings contained in the Al-Qur'an and Al-Hadith so that teachings that have no guidance on this basis can be said to be Bid'ah. Muhammadiyah itself values cooperation with all existing organizations, both monetary and

non-monetary (Nashir, 2015). However, ideological matters will become closed in nature and cannot be influenced by various parties in matters of upholding Islamic teachings.

Based on interviews with Muhammadiyah leaders regarding Muhammadiyah liquid data in the last 10 years, it can be seen that the percentage of Muhammadiyah liquid funds has increased by around 11% per year on average. This shows that Muhammadiyah members consciously use outlets as a reflection in ensuring the purity of Islamic teachings. However, if we further increase the liquid percentage, the average increase is only around 5.54%. This research presents a novel concept in the form of Collaboration Brand Network Configuration as a solution to improve marketing performance in a closed ideology and can develop within the Muhammadiyah Charitable Business network. This novelty is a new view of an organization that has extraordinary potential with its homogeneous character.

Based on the background of the problem, namely in the form of gap research and business phenomena in the Muhammadiyah Business Charity (AUM), the research problem formulation for this study is "How is the collaborative brand network configuration model in homophilous organizations able to improve marketing performance. Then the research question that arises is: How does the dissemination of information, ideas and emotions affect collaboration brand network configuration? and How does collaboration brand network configuration affect marketing performance? Value creation in an organization is a vision supported by organizational strategy in a monopoly situation. Organizational resources are mobilized to achieve this vision. The discipline of strategic management places a focus on resources and their distribution within the organization, which has led to the development of resource-based theories. Wernerfelt (1984) built resource based theory (RBT) on economic theory to show that modeling a company according to its resources leads to coherent decisions and will be very beneficial for the company's future processes. This can also be defined through company relationships which generally influence all aspects (Chatterjee & Wernerfelt, 1991).

Social capital in the study of society, highlights its central importance to the survival of strong environmental networks. Naphit & Ghosal (1998), emphasize cross-sector personal relationships that are developed as the basis for trust, cooperation, and collective action as network ties and network configurations. In these ties, the development of network

configurations is based on the transfer of ties, transfer of knowledge, and unifying diversity. The derivation of resource based theory (RBT) to network configuration underlies this research. Customer-focused companies in providing value to customers are a priority for top management. The Balanced Scorecard determines services into specific measures that embody important value for society. Combined customer performance measures how a company's products or services contribute to creating value for its customers. To implement a balanced scorecard, a company must articulate objectives for time, quality, performance, and service in the form of a marketing strategy.

Information dissemination is an attribute aimed at target groups or individuals so that they obtain data, so that awareness arises to receive and effectively utilize the information. The information presented relates to collaborative learning, participation, communities of practice, expansion, and constructivism (Haythornthwaite, 2019). The purpose of information dissemination among work networks is the spread of unified values that can identify organizational values through pro-company behavior (Punjaisri & Wilson, 2011; Buil et al., 2016). The influence generated through this perception can lead to behavior that is beneficial to the organization. Namely through the perception created by the organization for its network in changing the perspective generated in the minds of the wider community (Ngo et al., 2019).

Dissemination of information on the collaboration of organizational values is a basis that can be developed in an internal branding strategy (Baker et al., 2014). Information dissemination is very clear in influencing work networks, especially with regard to the perception created through value collaboration. Bravo & Pina assess the dissemination of information in forming value collaboration through: message communication, message essence, and message interpretation as previous research has studied (Bravo & Pina, 2021), among others, Kashive & Khanna, (2017), He, et al., (2019), and Herhausen , et.al., (2020). Thus, the hypothesis that can be put forward in this research is:

H1: there is a positive and significant influence between information dissemination on collaboration brand network configuration.

The main idea in developing brand collaboration between networks is to get the good sides of each network. This value can then be created through the brand collaboration that is formed, where consumer characteristics, brand community identification, brand loyalty, and brand

owner preferences are the main ideas (Nørskov et al., 2016). The characteristics of today's consumers are focused on the sophistication of online social networking services such as brands that make it possible to turn passive observers into active participants and collaborators who generate new ideas (Jahn & Kunz, 2012; Hollebeek et al., 2016). de Vries dan Carlson explains that by sharing brand experiences via social media, it able connecting consumers and brands (De Vries & Carlson, 2014).

The implications of brand collaboration from two organizations can strengthen the organization through the values attached to their respective work networks (Carlson et al., 2018). Various studies indicate that collaboration on brands at the network level is indicated to form ideas in creating more valuable meaning, among others (Carlson, et al., 2016; Dong & Sivakumar, 2017). The idea or idea in forming a brand collaboration is to create much better value between the network of two organizations, so that it can be massive through the network. The hypothesis can be proposed as follows:

H2: There is a positive and significant influence between the idea of brand collaboration on the collaboration brand network configuration.

Social media platforms are increasingly being used by organizational networks to encourage emotional bonds from brand collaborations. This interaction makes it easy for all organizational networks to obtain or convey information. Collaboration networks can be formed from the emotional levels of their parent organizations which are seen as the value configuration when brand collaboration is realized by the two organizations. Emotional ties are a dimension in the form of meaning, recommendation, satisfaction, or emulating the values of the parent organization in carrying out brand collaboration in all work networks (Mahmoud et al., 2021).

Emotional ties to organizational meaning can be propagated in work networks in various online media. Emotional feelings will be very easy for those who listen via audio or video. So by conveying emotional forms visually, collaboration can be created based on combining organizational meanings (Djafarova & Rushworth, 2017). Emotional bonds are created by articulating the meaning of an organization which can later be spread through various online media. Akbar, M.M., and W. Wymer, Duffett Rodney, G., and Iglesias, O., and N. Ind. reviewed this relationship between ideas and brands (Akbar & Wymer, 2017; Duffet, 2017; Iglesias, & N. Ind, 2020). By looking at the impact on the emotional level of the

network in building this collaborative brand, the following hypothesis can be proposed:

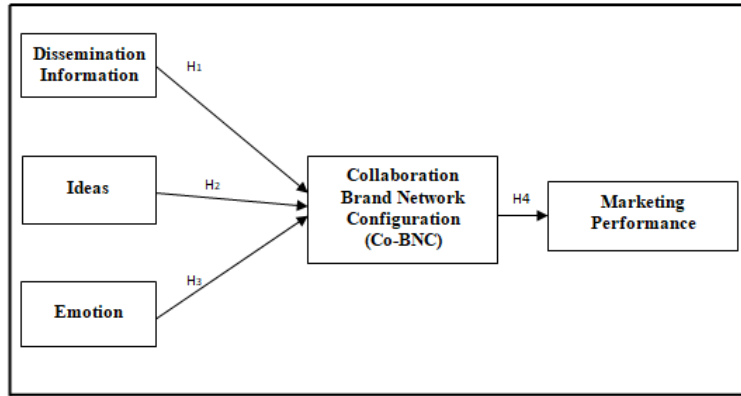
H3: There is a positive and significant influence between the emotional level of the network on collaboration brand network configuration.

Disruption creates new strategies in introducing brand meaning in the business world. Business strategies in digital-based marketing can utilize artificial intelligence (AI) and social media. Social media is considered the easiest medium to spread the value of a brand after collaboration (Chahine & Malhotra, 2018; Ong & Ito, 2019). Companies that have extensive networks, with social media, can access information about the meaning of brand collaboration widely. The influence of social media engagement is directly proportional to the information disseminated, especially for new brands (Lou & Yuan, 2018). The goal is to create a positive relationship with brand awareness.

In the current generation era, marketing activities can be created through social media by creating content that will be uploaded (Olsen & Sandholmen, 2019). The content is in the form of brand collaboration which can influence brand awareness through the dissemination of product meaning content in the company's network (Anand et al., 2019). So that most brands that are spread via social media get positive responses from their followers, this is with the aim of spreading the content even more widely. Some research on brand collaborations that can be successful if shared in network content is as follows. This study was also carried out by De Veirman, M., Cauberghe, V., & Hudders, L. (De Veirman, et.al., 2017). Andreani, F., Gunawan, L., & Haryono, S. (Andreani & Haryono, 2021) so the following hypothesis can be proposed:

H4: There is a positive and significant influence between collaboration brand network configuration on marketing performance.

Figure 1 can be used to explain the empirical model in this research:



Source: Author's Observation, 2024

Figure 1. Research Empirical Model

This research used a quantitative approach (Sugiyono, 2017:9). The research method used in this research is quantitative explanatory (Creswell & Poth, 2016). Primary data consists of the Management of 7 (Seven) Muhammadiyah Business Charities / AUM in Semarang City. Secondary data was obtained from the Central Leadership of Muhammadiyah Semarang and related literature. Data collection was obtained through the questionnaire method. The population in this study were the chief administrators in 7 (seven) Muhammadiyah Business Charities, with 5 respondents each, who were distributed to hospitals, Hajj Guidance Groups, High Schools and Junior High Schools. Vocational Schools, Elementary Schools, Middle Schools and Orphanages. Totally, the number of respondents was 35 people and was processed using Structural Equation Model (SEM) analysis with AMOS.

RESULTS AND DISCUSSION

The result consist of descriptive analysis both respondent and data, and also inferensial analysis.

Table 1. Ages

No	Age (yo)	Frequency	%
1	< 29	3	7
2	30 ≤ 39	15	37
3	40 ≤ 49	13	43
4	> 50	4	13

Total	35	100
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Source: Author's Observation, 2024

Table 1 shows that the majority of ages are between 30 years and 39 years, amounting to 15 respondents or 37%. Thus, if we look at the age position of the respondents in this study, they are in a mature position in making decisions.

Table 2. Period of Work

No	Period (year)	Frequency	%
1	< 9	7	20
2	10 ≤ 20	27	72
3	> 20	1	8
	Total	35	100

Source: Author's Observation, 2024

Based on the data collected in table 2 above, it can be seen that the majority of work periods are between 10 years and 20 years, there are 27 people or 72%. Meanwhile, 7 respondents or 8% had work periods of more than 6 years. This data shows that decision makers in AUM have quite mature experience. Skills in making diversification decisions require skills in implementing investments from the limitations posed by cooperation, especially in mudharabah and musyarakah. This also makes it easier to take risks in the future. In testing the assumptions, namely testing normality to residuals, it indicates that the modified model is significantly acceptable. **Anderson & Gerbing (1988)** stated that convergent validity can be seen from structural equation modeling by paying attention to each indicator coefficient for each construct which has a value greater than twice its respective standard error. As shown in Table 3, it appears that convergent validity can be met because each indicator has a critical ratio value that is greater than twice the standard error.

Table 3.

Standardized Regression Weight (*Loading Factor*)

		Estimate	S.E.	C.R.
X9	← Ideas	1,000		
X8	← Ideas	1,011	,026	39,514
X7	← Ideas	1,015	,024	42,786

		Estimate	S.E.	C.R.
X6	← Ideas	1,000	,029	34,889
X1	← Dissemination	1,000		
X2	← Dissemination	,964	,023	42,170
X4	← Dissemination	,987	,024	41,562
X13	← Emotion	1,000		
X12	← Emotion	1,025	,030	33,875
X11	← Emotion	1,054	,028	37,064
X10	← Emotion	,997	,031	32,349

Source: Author's Observation, 2024

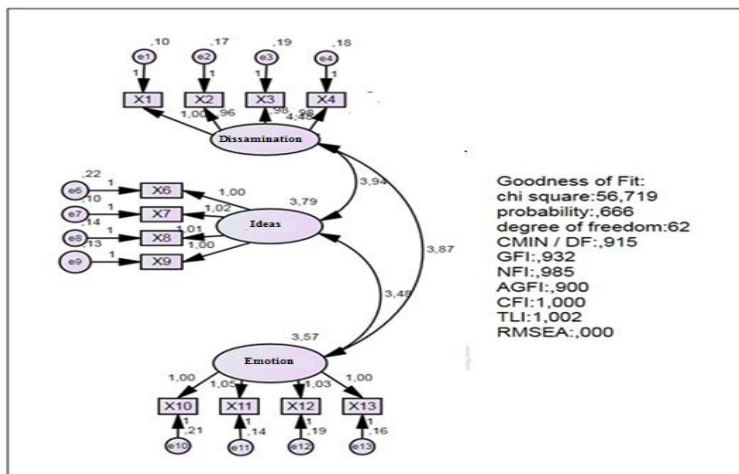
The minimum reliability value of the dimensions forming a latent variable that is acceptable is 0,70. In the variance extraction test there is no value <0,50. All indicators (observed) in the construct are able to explain the construct validly and reliably.

Table 4.
Realibility dan *Variance Extract*

No	Variabel	Indikator	Loading Factor	Error Term	Construct Reliability	AVE
1	<i>Dissemination information</i>	X1	0,77	0.34	0.87	0.69
		X2	0.83	0.21		
		X3	0.81	0.40		
		X4	0.80	0.35		
2	<i>Ideas</i>	X5	0.84	0.29	0.92	0.79
		X6	0.91	0.17		
		X7	0.91	0.17		
		X8	0.75	0.34		
3	<i>Emotion</i>	X9	0.87	0.25	0.92	0.79
		X10	0.91	0.19		
		X11	0.90	0.18		
		X12	0.75	0.21		
4	<i>Co.BNC</i>	Y1	0.90	0.19	0.88	0.77
		Y2	0.84	0.29		
		Y3	0.92	0.15		
5	<i>Marketing performance</i>	Y4	0.90	0.19	0.92	0.79
		Y5	0.84	0.29		
		Y6	0.92	0.15		

Source: Author's Observation, 2024

The calculations are expressed in Table 4. The reliability value is based on less than 0.70. Likewise, in the variance extracted test there were no values below 0.50. All indicators (observed) in the construct are able to explain the construct or latent variable it forms.



Source: Author's Observation, 2024

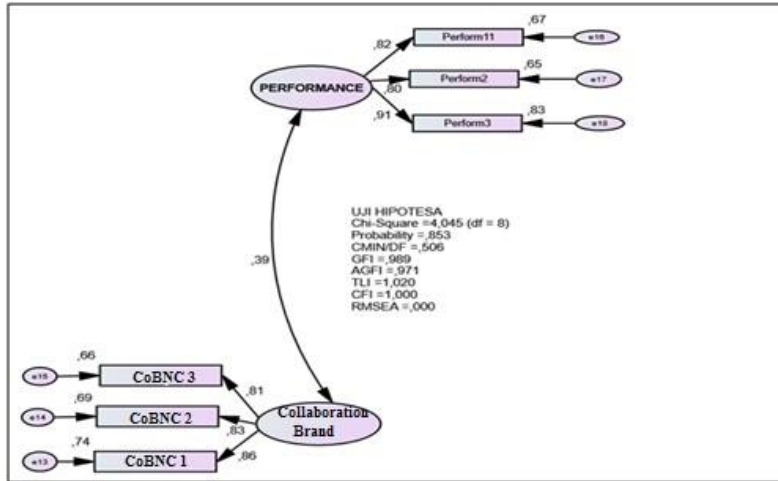
Figure 2.
Confirmatory Factor Analysis 1

Table 5.
Standardized Regression Weight (Loading Factor)

		Estimate	S.E.	C.R.
X9	← Ideas	1,000		
X8	← Ideas	1,011	,026	39,514
X7	← Ideas	1,015	,024	42,786
X6	← Ideas	1,000	,029	34,889
X1	← Dissemination	1,000		
X2	← Dissemination	,964	,023	42,170
X4	← Dissemination	,987	,024	41,562
X13	← Emotion	1,000		
X12	← Emotion	1,025	,030	33,875
X11	← Emotion	1,054	,028	37,064
X10	← Emotion	,997	,031	32,349

Source: Author's Observation, 2024

In the table presented above, based on table 5, it can be seen that each dimension of each research variable has a factor loading value (λ coefficient) or regression weight or standardized estimate which is significant with a Critical Ratio or C.R ≥ 2 value. 00. Therefore, all indicators contained in the research are accepted.



Source: Author's Observation, 2024

Figure 3.

Confirmatory Factor Analysis 2

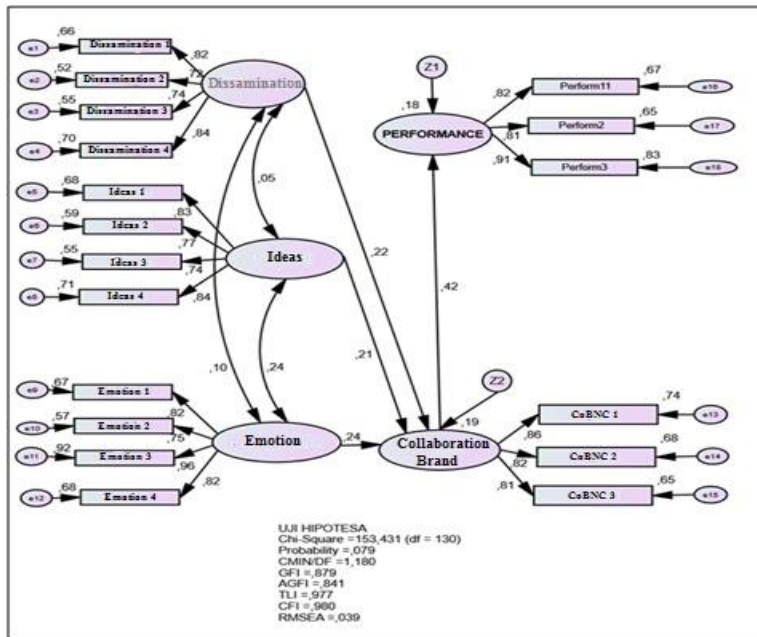
Table 6. Standardized Regression Weight (Loading Factor)

			Std.Estimate	S.E.	C.R.
Y1	←	Co-BNC	1,000	,102	9,805
Y2	←	Co-BNC	,999	,095	10,728
Y3	←	Co-BNC	1,020		
Y4	←	Performance	1,000	,103	9,933
Y5	←	Performance	1,022	,106	9,758
Y6	←	Performance	1,038	,102	9,805

Source: Author's Observation, 2024

Table 6. above has a significant factor loading value (λ coefficient)

or regression weight or standardized estimate with a Critical Ratio or C.R value ≥ 2.00 . Therefore, all the indicators in this research are acceptable.



Source: Author's Observation, 2024

Figure 4.
Full Model Collaboration Brand Network Configuration

Table 7
Standardized Regression Weight (Loading Factor)
Full Model Collaboration brand network configuration

	Std. Estimate	S.E.	C.R.	
Co-BNC	← <i>Dissemination</i>	,221	,35	2,286
Co-BNC	← <i>Ideas</i>	,214	,107	2,093
Co-BNC	← <i>Emotion</i>	,241	,095	2,458
<i>Marketing performance</i>	← <i>CO-BNC</i>	,422	,109	4,121

Source: Author's Observation, 2024

The estimated parameters show significant results with a CR value $\geq \pm 2.00$ with a significance level of 0.05. Then the model test shows that the model in this study is in accordance with the data or fit as shown in Table

8.

Table 8.
Goodness of Fit

Goodness-of-fit-Index	Cut-off-value	Result	Meaning
X-Chi-square	Expected in small number	153,431	Good
Prob	≥ 0,05	0,079	Good
RMSEA	≤ 0,08	0,039	Good
GFI	≥ 0,90	0,879	Marginal
AGFI	≥ 0,90	0,841	Marginal
CMIN / DF	≤ 2,00	1,180	Good
TLI	≥ 0,95	0,977	Good
CFI	≥ 0,94	0,980	Good

Source: Author's Observation, 2024

Information Dissemination has a Significant Positive Effect on Brand Network Configuration Collaboration

Effective dissemination of information based on purifying Islamic values will increase collaborative relationships in each Muhammadiyah business venture that is built, conversely, less effective dissemination of information will reduce the harmony of the collaborative relationships that are established. This relationship was revealed directly from findings in the field which revealed that the problem of homophily in message communication collaboration was AUM's biggest challenge. The assumptions formed by respondents indicate that homophilous organizations are caused by the use of idealism as a challenge.

The solution is the development of brand network collaboration which is carried out by utilizing configurations in the morality aspect. To achieve this essential message, development can be carried out through a form of trust in prioritizing brand honor, especially the moral of cooperation. Furthermore, AUM can provide infrastructure support through collaborative assistance by utilizing harmonization of brand knowledge taken from non-bank income fund branding sources. In addition, AUM can provide a brand commitment to message purity due to the ability to obtain a commendable brand with structured collaboration. Thus, the da'wa approach based on Islamic values is visible through managing information with existing intellectual resources in preparing strategic steps oriented towards excellence through collaboration.

Meanwhile, the relationship between information dissemination and marketing performance through Co-BNC will change AUM's approach to networking through collaboration strategies, this is also consistent with the opinion of Kashive and Khanna (Kashive & Khanna, 2017), He et al., (2019), Herhausen et al., (Herhausen, et.al., 2020). In this case, the development of a collaborative brand network configuration is through expanding the advantages of each brand through collaborative management, harmonization of brand knowledge originating from branding, as well as alignment of meaning in the form of restructuring without idealism. This approach can be used to top off debt repayment, although the increase in performance is small, the profits obtained tend to be stable.

Ideas have a Significant Positive Effect on Brand Network Configuration Collaboration

The benefits of homophilous organizations can position AUM as a solution. With assumptions obtained in the field, especially in addressing idealistic problems. This will have an impact on consumer characteristics through network strength which of course requires brand honor ties, especially on morality characteristics. harmonization of brand knowledge can support the identification of cooperation mechanisms, brand commitment through working capital, and brand loyalty thereby opening up the business opportunities on offer. Apart from that, AUM can also guarantee a commendable brand through restructuring capital participation from revenue.

Meanwhile, the relationship between ideas and marketing performance through Co-BNC will strengthen AUM's position in opening homogeneous organizations in collaboration. The benefits of encouraging AUM in eliminating challenges in an idealistic form are replaced by expanding the value of honesty and using income from the bank which allows AUM to collaborate to improve marketing performance. Especially in "taking over" homophiles with a benefits mindset. Idealism that prioritizes honesty can encourage collaboration between AUM brands. When consumers are not strong enough, the increase is not significant, and no profits are captured through loss sharing percentages.

Lastly, profit is a perception, but this profit is not an obligation to be perceived like a bank. If we refer to economic developments at the lower level, the situation can change at a macro level. Therefore, ideas developed

with morality characteristics will be able to identify effective brand collaboration relationships between two organizations and can strengthen the organization through the values inherent in their respective work networks (Carlson et al., 2018). The results of this research are supported by research that indicates brand collaboration at the network level originates from the idea of creating more valuable meaning, including Carlson, et., al (Carlson, et.al, 2016) and Dong and Sivakumar (Dong & Sivakumar, 2017). Ideas based on Islamic purification values in each AUM produce program characteristics and orientation that are aligned to achieve excellence through brand collaboration.

Emotions have a Significant Positive Influence on Brand Network Configuration Collaboration

This direct relationship is revealed from findings in the field which reveal that realization is AUM's determination to carry out the strategy as well as collaboration created based on combining organizational meaning from emotional visualization (Djafarova & Rushworth 2017). If the challenges can be overcome and the benefits of homophilous organizations can be determined, then implementation can be carried out meaningfully through cooperative mechanisms. The recommendations implemented will refer to the brand's ties of honor to honest moral sources. This is consistent with satisfaction, namely the use of branding resources to be an example in meeting the needs of good brand restructuring.

The meaning in social media content is articulated from the existence of emotional ties (Akbar and Wymer, 2017; Duffett, 2017; Iglesias and Ind., 2020) reviewing this significant relationship between emotions and brands. By looking at the impact on the emotional level of the network in building collaborative brands. Meanwhile, when the relationship between emotions and marketing performance is intervened with the Collaboration brand network configuration, this relationship will form AUM as a "role model" in opening cooperative homophile organizations. Namely in the form of a brand honor bond in the form of honesty in the context of harmonizing brand knowledge towards top of mind through branding sources. By aligning through restructuring the profit proportion value with the profit sharing percentage realized through the perception of recorded profits.

Collaborative Brand Network Configuration Collaboration has a Significant Positive Effect on Marketing Performance

CO-BNC is a new approach in realizing investment diversification in homophilous organizations using three methods. First, Moral portfolio agility Agility aligns the financial portfolio with mudharib morals, especially in assessing honesty in assessing the suitability of other organizations, both those that use idealism and those that do not use idealism (excluded) to obtain cooperation from AUM.

Second, harmonization of brand knowledge, agility in minimizing risks through brand resources to support collaboration channeled by AUM. A person who is considered financially unfit, but through developing a morally viable portfolio, earns the trust of AUM. Where this collaboration is through branding resources which are channeled to improve the economy of underprivileged communities in a social activity scheme. Third, the Praiseworthy Brand has the agility to resolve mudharib problems with empathy by using branding as a source of cooperation funds, so that this can be used in alignment, especially for the Praiseworthy Brand. Brand awareness can be influenced by the spread of product meaning content in collaborating organizational networks (Anand et al., 2019).

This research is also supported by de Veirman, et al., Andreani, et al. who reveal brand collaborations that can be successful if shared in network content. This is focused on restructuring cooperation that has been carried out with marginalized groups to ensure its sustainability (De Veirman, et.al., 2017; Andreani & Haryono, 2021). CO-BNC with these three methods produces a strategic approach from the perspective of assessing one's character which is useful in expanding investment diversification to improve marketing performance. The success of collaboration as mediation is consistent with the research results of Savitri & Indarto (Savitri & Indarto, 2020).

Thus, the success of Muhammadiyah's da'wah can be realized through strategic business activities. This statement is also supported by research by Pimay & Savitri that effective da'wah strategies are very necessary amidst the ever-changing dynamics of da'wah (Pimay & Savitri, 2021).

CONCLUSION

The higher the dissemination of information, the higher the Collaboration Brand Network Configuration. Homofile organization encourages AUM

to take an approach beyond the aspect of assessing marketing performance capabilities (branding) or the aspect of moral information. One way is to explore the benefits that AUM will gain, namely by changing the perspective in determining investment diversification. AUM needs to include criteria as a basis for providing its cooperation with a new perspective, so that the realization of restrictions on homophile organizations can be carried out well by AUM. The higher the idea, the higher the Collaboration Brand Network Configuration. This shows that taking a collaborative approach beyond the marketing performance assessment aspect is a new approach that can be implemented by AUM.

Changes in the basis of assessment of the essential delivery of messages through the brand honor bond by looking at the characteristics of a person. The higher the emotion, the higher the Collaboration Brand Network Configuration. Branding and ZIS reports are used to minimize risks in funding. AUM can also carry out restructuring in a commendable brand, meaning that if the mudharib fails to pay, then on the basis of the brand's honorary bond, cooperation can still be disbursed to support the business again. The higher the Collaboration Brand Network Configuration, the higher the marketing performance. CO-BNC's success in changing the homophile organization through a brand collaboration approach has brought benefits to many parties, especially those who are "excluded".

CO-BNC can be used as a new method for AUM to assess a mudharib's financial ability to improve its marketing performance with the database strategy used. Harmonization of profit proposition arrangements is carried out by AUM so that mudharib can cover its business to obtain much greater profits and can remain consistent when AUM restructures its cooperation on business losses. this organization is in survival mode in its maslahah and da'wah orientation. We want to emphasize that business collaboration based on Islamic purifying values is a form of strategic da'wah activity.

Lastly, this research was conducted within the scope of Muhammadiyah Business Practices (AUM) in Semarang City, so the sample obtained was limited. The use of variables only involves internal factors in the form of values held within an organization. It is hoped that future research will carry out data collection with a wider scope, for example AUM under the auspices of the Muhammadiyah Regional Leadership (PWM). Apart from that, it is hoped that this research will add variables from

external factors, for example the addition of market/community factor variables.

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