

ABSTRAK

Zahra Nabila Mahmudin. 1214030134 *Manajemen Strategi Dakwah Melalui Media Sosial Dalam Meningkatkan Kualitas Pemahaman Keagamaan Pegawai (Studi Deskriptif Di Kantor Wilayah Kementerian Agama Provinsi Jawa Barat).*

Kantor Wilayah Kementerian Agama Provinsi Jawa Barat memiliki peran penting dalam membina kehidupan keagamaan dan meningkatkan pemahaman agama pegawainya. Di era digital, lembaga ini menghadapi tantangan sekaligus peluang untuk menyampaikan pesan keagamaan secara efektif. Media sosial dimanfaatkan sebagai sarana dakwah digital yang adaptif dan interaktif, dengan fokus penelitian pada manajemen strategi perumusan, implementasi, dan evaluasi dalam meningkatkan pemahaman keagamaan pegawai.

Penelitian ini bertujuan untuk mengkaji secara mendalam bagaimana manajemen strategi dakwah melalui media sosial dilaksanakan oleh Kanwil Kemenag Provinsi Jawa Barat. Dengan pemahaman agama yang baik, diharapkan para pegawai tidak hanya mampu menjalankan tugas administrasi, tetapi juga mampu menginternalisasi nilai-nilai Islam dalam pelayanan publik yang mereka berikan kepada masyarakat.

Kerangka berpikir penelitian ini didasarkan pada konsep manajemen strategi menurut Fred R. David, yang membagi strategi ke dalam tiga tahapan utama: formulasi strategi, implementasi strategi, dan evaluasi strategi.

Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif dengan paradigma konstruktivisme. Data dikumpulkan melalui teknik observasi, wawancara mendalam, dokumentasi, dan angket terbuka untuk memperoleh pemahaman menyeluruh tentang fenomena yang diteliti. Analisis data dilakukan dengan tahapan reduksi data, penyajian data, dan penarikan kesimpulan, sehingga hasil penelitian mencerminkan realitas yang ada di lapangan secara sistematis dan logis.

Hasil penelitian menunjukkan bahwa formulasi strategi dilakukan melalui penetapan visi, misi, serta analisis SWOT untuk menentukan arah jangka panjang lembaga. Implementasi strategi diwujudkan dalam berbagai program seperti Podcast Sehati, Berita Keagamaan, dan Konten Dakwah di Instagram yang berjalan efektif. Evaluasi strategi dilakukan secara berkala dengan mengidentifikasi tantangan pelaksanaan serta melakukan penyesuaian program melalui laporan pertanggungjawaban (LPJ). Simpulan penelitian ini bahwa manajemen strategi dakwah melalui media sosial di Kanwil Kemenag Jabar terbukti mampu meningkatkan kualitas pemahaman keagamaan pegawai secara signifikan.

Kata Kunci: *Manajemen Strategi, Dakwah Digital, Pemahaman Keagamaan, Pegawai.*

ABSTRACT

Zahra Nabila Mahmudin. 1214030134 *Strategy Management of Da'wah Through Social Media in Improving Employee's Religious Understanding (Descriptive Study at the Regional Office of the Ministry of Religious Affairs of West Java Province).*

The Regional Office of the Ministry of Religious Affairs of West Java Province plays a crucial role in fostering religious life and enhancing the religious understanding of its employees. In the digital era, this institution faces both challenges and opportunities to effectively convey religious messages. Social media is utilized as an adaptive and interactive digital da'wah tool, with the research focusing on strategic management, formulation, implementation, and evaluation to improve employees' religious understanding.

This study aims to examine in-depth how the West Java Provincial Office of the Ministry of Religious Affairs implements da'wah strategies through social media. With a sound understanding of religion, it is hoped that employees will not only be able to carry out administrative tasks but also internalize Islamic values in the public services they provide to the community.

The framework for this research is based on Fred R. David's concept of strategic management, which divides strategy into three main stages: strategy formulation, strategy implementation, and strategy evaluation.

The research method used is a descriptive qualitative approach with a constructivist paradigm. Data were collected through observation, in-depth interviews, documentation, and open-ended questionnaires to gain a comprehensive understanding of the phenomenon under study. Data analysis was conducted through data reduction, data presentation, and conclusion drawing, ensuring that the research results systematically and logically reflect the reality on the ground.

The research findings indicate that strategy formulation was carried out through establishing a vision and mission, as well as a SWOT analysis to determine the institution's long-term direction. Strategy implementation was realized through various programs, such as the Sehati Podcast, Religious News, and Islamic Content on Instagram, which were effectively implemented. Strategy evaluation was conducted periodically to identify implementation challenges and make program adjustments through accountability reports (LPJ). The study concluded that strategic Islamic outreach management through social media at the West Java Ministry of Religious Affairs Regional Office was proven to significantly improve the quality of employees' religious understanding.

Keywords: Strategic Management, Digital Dakwah, Religious Understanding, Employees.