

## ABSTRAK

**Muhammad Rijalul Huda Ahladzikri:** Strategi Peningkatan Kinerja DKM Masjid Al-Muqorrobin Dalam Mengoptimalkan Pelayanan Kepada Jamaah (Studi Deskriptif di Masjid Al-Muqorrobin Jagakarsa, Jakarta Selatan).

Dewan Kemakmuran Masjid (DKM) merupakan ujung tombak pelaksana tugas-tugas pengelolaan masjid di daerah. DKM menempati posisi yang sangat strategis dalam upaya mengembangkan dan membina kehidupan keagamaan di masyarakat. Implementasi strategi peningkatan kinerja DKM di Masjid Al-Muqorrobin sangat diperlukan untuk meningkatkan kemampuan dan mendorong pengurus masjid, sehingga diperoleh hasil kerja yang optimal.

Tujuan penelitian ini bertujuan untuk menganalisis strategi peningkatan kinerja DKM dalam mengoptimalkan pelayanan kepada jamaah di Masjid Al-Muqorrobin, dengan fokus pada perencanaan pelayanan, kontrol kualitas pelayanan, dan peningkatan pelayanan. Teori yang digunakan dalam penelitian ini adalah teori manajemen yang relevan dengan pengelolaan masjid.

Metode penelitian menggunakan metode deskriptif dengan pendekatan kualitatif yang memiliki tujuan untuk menggambarkan dan mendeskripsikan mengenai bagaimana implementasi strategi peningkatan kinerja DKM di Masjid Al-Muqorrobin dengan teknik pengumpulan data melalui wawancara, observasi, dan studi dokumen.

Hasil penelitian mengungkap tiga temuan utama. Pertama, proses perencanaan program pelayanan belum sepenuhnya menerapkan prinsip pelayanan yang berfokus pada kebutuhan jamaah. Penyusunan program hanya mengandalkan survei sederhana dan kurang melibatkan jamaah, sehingga kegiatan masjid seringkali tidak sesuai dengan kebutuhan mereka. Kedua, sistem kontrol kualitas pelayanan terbatas pada monitoring administratif tanpa indikator kualitatif yang mengukur dampak spiritual atau perubahan perilaku jamaah. Ketiga, inisiatif peningkatan pelayanan melalui media digital seperti podcast dan YouTube belum didukung sistem pelatihan berkelanjutan dan alokasi anggaran yang memadai. Penelitian menyimpulkan bahwa implementasi strategi peningkatan kinerja DKM di Masjid Al-Muqorrobin belum optimal.

**Kata Kunci:** Strategi Peningkatan Kinerja, DKM, Pelayanan Jamaah, Masjid Al-Muqorrobin.

## ***ABSTRACT***

**Muhammad Rijalul Huda Ahladzikri:** Strategy for Improving the Performance of the Al-Muqorrobin Mosque DKM in Optimizing Services to the Congregation (Descriptive Study at the Al-Muqorrobin Jagakarsa Mosque, South Jakarta).

The Mosque Prosperity Council (DKM) is the spearhead of mosque management tasks in the region. The DKM occupies a strategic position in efforts to develop and foster religious life in the community. Implementing strategies to improve the DKM's performance at the Al-Muqorrobin Mosque is essential to enhance the capabilities and motivate mosque administrators, resulting in optimal work results.

The purpose of this study is to analyze the DKM's performance improvement strategies in optimizing services to congregants at the Al-Muqorrobin Mosque, with a focus on service planning, service quality control, and service improvement. The theory used in this study is management theory relevant to mosque management.

The research method used is descriptive with a qualitative approach. The aim is to describe and illustrate the implementation of the DKM's performance improvement strategies at the Al-Muqorrobin Mosque. Data collection techniques include interviews, observation, and document review.

The research revealed three main findings. First, the service program planning process did not fully implement the principle of service that focuses on the needs of the congregation. Program development relied solely on simple surveys and lacked congregation involvement, resulting in mosque activities often not meeting their needs. Second, the service quality control system was limited to administrative monitoring without qualitative indicators measuring spiritual impact or changes in congregation behavior. Third, service improvement initiatives through digital media such as podcasts and YouTube were not supported by a continuous training system and adequate budget allocation. The study concluded that the implementation of the DKM performance improvement strategy at the Al-Muqorrobin Mosque was not optimal.

**Keywords:** Performance Improvement Strategy, DKM, Congregational Services, Al-Muqorrobin Mosque.