

ABSTRAK

Rayhani Zakira: Strategi Dakwah Ustaz Dadan F. Ramdhan di Rumah Tahfidz Mahasiswa Cipadung dalam Membentuk Karakter Qurani Mahasiswa

Problematika pembentukan karakter mahasiswa di era saat ini semakin kompleks akibat perbedaan latar belakang pendidikan, tuntutan akademik, serta kondisi psikologis dan emosional mahasiswa. Kondisi tersebut menuntut adanya strategi dakwah yang adaptif, kontekstual, dan berkelanjutan dalam membentuk karakter Qurani. Rumah Tahfidz Mahasiswa hadir tidak hanya sebagai tempat menghafal Al-Qur'an, tetapi juga sebagai wadah pembinaan karakter melalui berbagai aktivitas dakwah yang diterapkan oleh pembina kepada mahasiswa.

Penelitian ini bertujuan untuk menganalisis strategi dakwah Ustaz Dadan F. Ramdhan di Rumah Tahfidz Mahasiswa Cipadung dalam membentuk karakter Qurani mahasiswa. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif dan paradigma interpretatif. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi, kemudian dianalisis melalui tahapan pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian ini menggunakan teori strategi dakwah Muhammad Abu Al-Fath Al-Bayanuni yang meliputi strategi indrawi (*al-manhaj al-hissi*), strategi sentimental (*al-manhaj al-'athifi*), dan strategi rasional (*al-manhaj al-'aqli*).

Hasil penelitian menunjukkan bahwa strategi dakwah Ustaz Dadan F. Ramdhan di Rumah Tahfidz Mahasiswa Cipadung diterapkan melalui tiga strategi yang saling melengkapi. Strategi indrawi diwujudkan melalui pembiasaan ibadah, keteladanan, dan pelibatan aktif mahasiswa dalam kegiatan pembinaan. Strategi sentimental diterapkan melalui pendekatan emosional, komunikasi interpersonal, pemberian motivasi, serta pendampingan yang membangun kedekatan antara pembina dan mahasiswa. Strategi rasional diwujudkan melalui kajian keislaman, dialog, dan diskusi yang mendorong mahasiswa memahami ajaran Islam secara logis dan kontekstual. Penerapan ketiga strategi tersebut secara terpadu terbukti mendukung pembentukan karakter Qurani mahasiswa yang tercermin dalam sikap religius, disiplin, bertanggung jawab, berakhlak baik, serta mampu mengamalkan nilai-nilai Al-Qur'an dalam kehidupan sehari-hari.

Kata Kunci: Strategi Dakwah, Ustaz Dadan F. Ramdhan, Rumah Tahfidz Mahasiswa, Karakter Qurani, Mahasiswa.

ABSTRACT

Rayhani Zakira: *The Da'wah Strategy of Ustaz Dadan F. Ramdhan at Rumah Tahfidz Mahasiswa Cipadung in Developing the Qur'anic Character of University Students*

The challenges of developing university students' character in the current era have become increasingly complex due to differences in educational backgrounds, academic demands, and students' psychological and emotional conditions. These circumstances require da'wah strategies that are adaptive, contextual, and sustainable in fostering Qur'anic character. Rumah Tahfidz Mahasiswa serves not only as a place for memorizing the Qur'an but also as a center for character development through various da'wah activities implemented by its mentor for the students.

This study aims to analyze the da'wah strategy employed by Ustaz Dadan F. Ramdhan at Rumah Tahfidz Mahasiswa Cipadung in developing the Qur'anic character of university students. This research employs a qualitative method with a descriptive approach within an interpretive paradigm. The data were collected through observation, in-depth interviews, and documentation, and were analyzed using the stages of data collection, data reduction, data presentation, and conclusion drawing. This study adopts Muhammad Abu Al-Fath Al-Bayanuni's theory of da'wah strategy, which consists of the sensory strategy (al-manhaj al-hissi), the emotional strategy (al-manhaj al-'athifi), and the rational strategy (al-manhaj al-'aqli).

The findings reveal that the da'wah strategy implemented by Ustaz Dadan F. Ramdhan at Rumah Tahfidz Mahasiswa Cipadung consists of three complementary strategies. The sensory strategy is realized through the habituation of worship practices, exemplary conduct, and the active involvement of students in various character-building activities. The emotional strategy is implemented through an emotional approach, interpersonal communication, motivational support, and continuous mentoring that fosters close relationships between the mentor and the students. Meanwhile, the rational strategy is carried out through Islamic studies, dialogue, and discussions that encourage students to understand Islamic teachings logically and contextually. The integrated implementation of these three strategies has proven effective in supporting the development of students' Qur'anic character, as reflected in their religious attitudes, discipline, responsibility, good moral conduct, and their ability to practice the values of the Qur'an in their daily lives.

Keywords: Da'wah Strategy, Ustaz Dadan F. Ramdhan, Rumah Tahfidz Mahasiswa, Qur'anic Character, University Students.