

ABSTRAK

Muhamad Fatih Hidayatulloh, 1224030070, Peran Kepemimpinan Transformasional dalam Penguatan Gerakan Dakwah melalui Kegiatan Tarbiyah (Penelitian di Dewan Pimpinan Tingkat Daerah Partai Keadilan Sejahtera Kota Bandung)

Dakwah tidak hanya dilaksanakan dalam ruang keagamaan formal, tetapi juga berkembang dalam organisasi politik Islam melalui kegiatan tarbiyah dalam kegiatan *liqo'* sebagai sarana kaderisasi dan pembinaan kader. Keberhasilan tarbiyah dipengaruhi oleh kepemimpinan transformasional yang mampu menginspirasi, memotivasi, dan mengembangkan potensi kader dalam dakwah. Hal ini menjadikan kepemimpinan transformasional sebagai aspek penting untuk dikaji dalam penguatan gerakan dakwah melalui kaderisasi tarbiyah di DPD PKS Kota Bandung.

Penelitian ini bertujuan menganalisis pemahaman, penerapan, nilai-nilai dakwah, serta tantangan kepemimpinan transformasional pimpinan struktural DPD PKS Kota Bandung dalam penguatan gerakan dakwah melalui kaderisasi tarbiyah.

Penelitian ini menggunakan teori kepemimpinan transformasional dari Bass dan Avolio yang meliputi *idealized influence*, *inspirational motivation*, *intellectual stimulation*, dan *individualized consideration* untuk memahami peran, penerapan, serta pengaruh kepemimpinan dalam penguatan gerakan dakwah melalui kegiatan tarbiyah. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi, yang kemudian dilakukan reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa kepemimpinan transformasional telah diterapkan dalam kegiatan tarbiyah. Dimensi *idealized influence* diwujudkan melalui dakwah *bil hal* oleh *murabbi* yang mencontohkan nilai-nilai seperti kedisiplinan beribadah dan menjaga kesehatan. Dimensi *inspirational motivation* diwujudkan melalui penanaman visi dakwah secara berulang dalam setiap *liqo'*, mencakup tahapan kesalehan pribadi, keluarga, hingga masyarakat, sehingga kader terbentuk sebagai pelaku dakwah bukan sekadar anggota partai. Dimensi *intellectual stimulation* diwujudkan melalui arahan pekatan berbasis isu sosial-politik aktual yang mendorong kader berpikir kritis terhadap persoalan kontemporer. Dimensi *individualized consideration* diwujudkan melalui pendampingan personal *murabbi* di luar forum *liqo'*, termasuk tindak lanjut kehadiran dan bimbingan sesuai kondisi masing-masing kader.

Penelitian juga menemukan tantangan berupa keterbatasan waktu, keberagaman karakter kader, dan dinamika organisasi yang diatasi melalui komunikasi intensif, pendekatan personal, serta penguatan sistem kaderisasi. Penelitian ini menyimpulkan bahwa kepemimpinan transformasional menjadi faktor penting dalam penguatan gerakan dakwah melalui kaderisasi tarbiyah karena mampu membangun komitmen, kapasitas, dan keberlanjutan pembinaan kader.

Kata kunci: Kepemimpinan transformasional, Dakwah, Kaderisasi, Tarbiyah, Partai Keadilan Sejahtera

ABSTRACT

Muhamad Fatih Hidayatulloh, 1224030070, *The Role of Transformational Leadership in Strengthening the Da'wah Movement through Tarbiyah Activities (A Study at Dewan Pimpinan Tingkat Daerah Partai Keadilan Sejahtera Kota Bandung)*

Dakwah is not only carried out within formal religious settings but also flourishes within Islamic political organizations through tarbiyah activities in liqo' sessions as a means of cadre development and training. The success of tarbiyah is influenced by transformational leadership capable of inspiring, motivating, and developing the potential of cadres in da'wah. This makes transformational leadership a crucial aspect to examine in strengthening the da'wah movement through tarbiyah cadre development at DPD PKS Kota Badung.

This study aims to analyze the understanding, application, and values of da'wah, as well as the challenges of transformational leadership among the structural leaders of the DPD PKS Kota Bandung in strengthening the da'wah movement through tarbiyah cadre development.

This study employs the theory of transformational leadership by Bass and Avolio, which includes idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration, to understand the role, application, and impact of leadership in strengthening the da'wah movement through tarbiyah activities. The research method used is a qualitative approach employing a case study method. Data were collected through observation, interviews, and documentation, followed by data reduction, data presentation, and drawing conclusions.

The results of the study indicate that transformational leadership has been applied in tarbiyah activities. The "idealized influence" dimension is realized through dakwah bil hal by murabbi who exemplify values such as discipline in worship and maintaining health. The "inspirational motivation" dimension is realized through the repeated instillation of the dakwah vision in every liqo', covering the stages of personal piety, family, and society, so that cadres are formed as practitioners of dakwah, not merely party members. The intellectual stimulation dimension is realized through weekly guidance based on current socio-political issues that encourage cadres to think critically about contemporary issues. The individualized consideration dimension is realized through personal mentoring by murabbi outside the liqo' forum, including follow-up on attendance and guidance tailored to each cadre's specific circumstances.

The study also identified challenges such as time constraints, the diversity of cadres personalities, and organizational dynamics, which were addressed through intensive communication, a personal approach, and strengthening the cadre development system. This study concludes that transformational leadership is a crucial factor in strengthening the da'wah movement through tarbiyah-based cadre development because it fosters commitment, capacity, and the sustainability of cadre development.

Keywords: Transformational leadership, Da'wah, Cadre development, Tarbiyah, Partai Keadilan Sejahtera