

ABSTRAK

Nada Nursani, 1224030081, Implementasi Strategi Pengabdian Masyarakat dalam Optimalisasi Kemakmuran Masjid (Studi Kasus di Masjid Jami Attawakal Kecamatan Warudoyong Kota Sukabumi).

Masjid Jami Attawakal yang berdiri sejak 1961 di Kecamatan Warudoyong, Kota Sukabumi, merupakan contoh nyata bagaimana kemakmuran masjid dapat dioptimalkan melalui partisipasi aktif masyarakat tanpa bergantung pada prosedur formal maupun donatur tetap. Hal ini menunjukkan bahwa pengabdian masyarakat yang kuat dapat menjadi fondasi utama dalam mewujudkan kemakmuran masjid sesuai dengan nilai-nilai Islam.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis implementasi strategi pengabdian masyarakat dalam optimalisasi kemakmuran Masjid Jami Attawakal melalui empat indikator, yaitu penetapan tujuan tahunan, perumusan kebijakan, alokasi sumber daya, dan penyesuaian struktur organisasi. Penelitian ini menggunakan Teori Implementasi Strategi Fred R. David (2011) yang mencakup empat elemen pokok implementasi strategi, serta Teori Kemakmuran Masjid Moh. E. Ayub (1996) yang meliputi dimensi *idarah*, *imarah*, dan *ri'ayah*, diperkuat dengan konsep pengabdian masyarakat berbasis modal sosial.

Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif dengan metode studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipan, dan analisis dokumen terhadap delapan subjek penelitian, dengan keabsahan data dijamin melalui triangulasi sumber, member check, dan reflektivitas peneliti.

Hasil penelitian menunjukkan bahwa: (1) penetapan tujuan tahunan dilakukan melalui musyawarah non-formal yang partisipatif; (2) perumusan kebijakan berkembang secara organik berbasis kepercayaan komunitas dengan pembiayaan dari infak spontan dan sistem door-to-door; (3) alokasi sumber daya didorong oleh motivasi intrinsik dan keikhlasan tanpa insentif formal; dan (4) struktur organisasi yang fleksibel memfasilitasi mobilisasi jamaah secara cepat dan adaptif. Kesimpulannya, implementasi strategi pengabdian masyarakat berbasis kesadaran kolektif dan kepercayaan komunitas terbukti efektif dalam optimalisasi kemakmuran Masjid Jami Attawakal dari dimensi *idarah*, *imarah*, dan *ri'ayah* secara berkelanjutan. Temuan ini mengimplikasikan bahwa model pengabdian masyarakat organik dapat menjadi alternatif efektif bagi lembaga sosial keagamaan lokal, dan penguatan modal sosial masyarakat merupakan investasi strategis bagi keberlanjutan institusi keagamaan.

Kata Kunci: Implementasi Strategi, Kemakmuran Masjid, Masjid Jami Attawakal, Pengabdian Masyarakat.

ABSTRACT

Nada Nursani, 1224030081, *Implementation of Community Service Strategy in Optimizing Mosque Prosperity (A Case Study at Masjid Jami Attawakal, Warudoyong District, Sukabumi City).*

Masjid Jami Attawakal, which was established in 1961 in Warudoyong District, Sukabumi City, represents a concrete example of how mosque prosperity can be optimized through active community participation without relying on formal procedures or permanent donors. This demonstrates that strong community service can become the main foundation in realizing mosque prosperity in accordance with Islamic values.

This study aims to describe and analyze the implementation of community service strategy in optimizing the prosperity of Masjid Jami Attawakal through four indicators: annual goal setting, policy formulation, resource allocation, and organizational structure adjustment. This research employs Fred R. David's Theory of Strategy Implementation (2011), which encompasses four main elements of strategy implementation, and Moh. E. Ayub's Theory of Mosque Prosperity (1996), which includes the dimensions of idarah (management), imarah (empowerment), and ri'ayah (guidance), strengthened by the concept of community service based on social capital.

The research methodology employed a qualitative descriptive approach using the case study method. Data collection was conducted through in-depth interviews, participant observation, and document analysis involving eight research subjects, with data validity ensured through source triangulation, member checking, and researcher reflexivity.

The research findings demonstrate that: (1) annual goal setting is conducted through non-formal participative deliberation; (2) policy formulation develops organically based on community trust, with financing from spontaneous alms and a door-to-door system; (3) resource allocation is driven by intrinsic motivation and sincere dedication without formal incentives; and (4) flexible organizational structure facilitates rapid and adaptive congregation mobilization. In conclusion, the implementation of community service strategy based on collective awareness and community trust has proven effective in optimizing the prosperity of Masjid Jami Attawakal across the dimensions of idarah, imarah, and ri'ayah on a sustainable basis. These findings imply that an organic community service model can serve as an effective alternative for local religious social institutions, and strengthening community social capital constitutes a strategic investment for the sustainability of religious institutions.

Keywords: *Implementation of Strategy, Mosque Prosperity, Masjid Jami Attawakal, Community Service.*