

ABSTRAK

Zaki Hammamunnaja: Perencanaan Program Masjid Pemuda Raheela Melalui Pembudidayaan Kopi Dalam Mengembangkan Jiwa Kewirausahaan

Penelitian ini dilatarbelakangi oleh pentingnya pengembangan jiwa kewirausahaan generasi muda berbasis nilai-nilai Islam melalui peran masjid sebagai pusat pemberdayaan umat. Masjid Pemuda Raheela mengembangkan program pembudidayaan kopi dan kegiatan Ngopi Edukasi sebagai sarana pembinaan pemuda yang mengintegrasikan aspek ekonomi, pendidikan, dan dakwah.

Penelitian ini bertujuan untuk menganalisis motivasi pemuda dan pengurus masjid dalam merencanakan dan menjalankan program pembudidayaan kopi, memahami tujuan program, menganalisis pemaknaan pemuda terhadap program sebagai upaya pemberdayaan dan pembinaan generasi muda, serta mengidentifikasi pengalaman mereka dalam merumuskan alternatif pengembangan dan menghadapi berbagai hambatan program.

Penelitian ini menggunakan teori fungsi perencanaan George R. Terry yang meliputi penetapan tujuan, identifikasi kondisi yang dihadapi, pengembangan alternatif tindakan, dan penyusunan langkah-langkah pencapaian tujuan.

Pendekatan yang digunakan adalah kualitatif dengan metode fenomenologi. Data diperoleh melalui wawancara mendalam, observasi, dan studi dokumentasi terhadap pemuda serta pengurus Masjid Pemuda Raheela yang terlibat dalam program pembudidayaan kopi. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan triangulasi sumber dan teknik.

Hasil penelitian menunjukkan bahwa program pembudidayaan kopi dilatarbelakangi oleh kepedulian terhadap pengembangan potensi pemuda, pemanfaatan potensi kopi lokal, semangat memberikan manfaat kepada masyarakat, serta upaya mewujudkan dakwah bil-hal melalui kewirausahaan berbasis nilai-nilai Islam.

Program ini dipahami sebagai sarana pengembangan ekonomi umat, pembinaan kewirausahaan Islami, dan penguatan fungsi masjid sebagai pusat pemberdayaan masyarakat. Selain itu, program dimaknai sebagai media dakwah, kolaborasi, dan pengembangan karakter pemuda.

Kata Kunci: Pembudidayaan Kopi, Kewirausahaan Islam, Pemberdayaan Pemuda, Masjid Pemuda Raheela, Perencanaan.

ABSTRACT

Zaki Hammamunnaja: Program Planning for the Raheela Youth Mosque: Cultivating Coffee to Develop an Entrepreneurial Spirit

This research was motivated by the importance of developing entrepreneurial spirit among young people based on Islamic values through the role of the mosque as a center for community empowerment. Masjid Pemuda Raheela developed a coffee cultivation program and Ngopi Edukasi activities as a medium for youth development by integrating economic, educational, and da'wah aspects.

This study aims to analyze the motivations of youth and mosque administrators in planning and implementing the coffee cultivation program, understand the objectives of the program, examine the meaning constructed by youth regarding the program as an effort for empowerment and development, and identify their experiences in formulating alternative strategies and overcoming program challenges.

This study employed George R. Terry's planning function theory, which includes goal setting, identification of existing conditions, development of alternative actions, and formulation of steps to achieve organizational goals.

A qualitative approach with a phenomenological method was used. Data were collected through in-depth interviews, observations, and documentation studies involving youth members and administrators of Masjid Pemuda Raheela who actively participated in the coffee cultivation program. Data were analyzed through data reduction, data display, and conclusion drawing, while data validity was ensured through source and technique triangulation.

The findings reveal that the coffee cultivation program was motivated by concerns for youth development, the utilization of local coffee potential, the desire to provide benefits to society, and the implementation of da'wah bil-hal through entrepreneurship based on Islamic values. The program is understood as a medium for economic empowerment, Islamic entrepreneurship development, and strengthening the role of the mosque as a center of community empowerment.

This program is envisioned as a means to foster the community's economic development, cultivate Islamic entrepreneurship, and strengthen the mosque's role as a hub for community empowerment. Furthermore, it serves as a platform for *dakwah* (religious outreach), collaboration, and youth character development.

Keywords: Coffee Cultivation, Islamic Entrepreneurship, Youth Empowerment, Masjid Pemuda Raheela, Planning