

ABSTRAK

Savira Nursyafitri Rachma 1224030103. “Implementasi Strategi Program Dakwah Masjid Multipurpose dalam Meningkatkan Partisipasi Jamaah (Studi Kasus di Masjid Endan Andasih Purwakarta)”.

Penelitian ini dilatarbelakangi oleh berkembangnya konsep masjid multipurpose yang tidak hanya berfungsi sebagai tempat ibadah, tetapi juga sebagai pusat dakwah, pendidikan, sosial, dan pemberdayaan ekonomi jamaah. Masjid Endan Andasih Purwakarta, sebagai masjid multipurpose yang berkembang pesat sejak berdiri tahun 2023, menghadirkan dua program dakwah utama, yaitu Kajian Rutin dan Jumat Berkah. Meskipun berjalan konsisten, keberadaan program saja belum cukup menjamin partisipasi jamaah, sehingga diperlukan implementasi strategi yang terencana agar partisipasi jamaah yang heterogen dapat dikelola secara aktif dan berkelanjutan.

Penelitian ini bertujuan mengetahui dan menganalisis pembagian tugas, koordinasi pengurus, dan mekanisme pelibatan jamaah; pelaksanaan Program Kajian Rutin dan Jumat Berkah sebagai wujud implementasi strategi; serta kontribusi implementasi strategi tersebut dalam meningkatkan partisipasi jamaah di Masjid Endan Andasih Purwakarta.

Kerangka konseptual menggunakan manajemen strategi sebagai payung konseptual, dengan kajian teoritis berfokus pada tiga pilar: implementasi strategi, partisipasi, dan masjid multipurpose. Implementasi strategi dianalisis melalui indikator pengorganisasian sumber daya dan pembagian tugas, koordinasi dan pelibatan jamaah, serta penyusunan dan pelaksanaan program kerja, merujuk pada Wheelen dan Hunger (2012), David (2011), serta Pearce dan Robinson (2013).

Penelitian menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode studi kasus. Data dikumpulkan melalui observasi partisipan pasif, wawancara mendalam, dan dokumentasi, dengan keabsahan data diuji melalui triangulasi sumber dan teknik, serta dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan: pertama, pembagian tugas dan koordinasi dilakukan melalui peran yang jelas antara pengurus inti, koordinator wilayah Fatayat dan Muslimat, serta ustaz, didukung mekanisme pelibatan jamaah melalui sistem absensi, koordinator wilayah, dan media sosial. Kedua, Kajian Rutin dan Jumat Berkah berjalan konsisten sebagai wujud implementasi strategi, dengan Kajian Rutin mengintegrasikan fungsi dakwah dan pendidikan, sementara Jumat Berkah menjadi sarana dakwah bil hal yang mengantarkan masyarakat sekitar menjadi jamaah aktif. Ketiga, implementasi strategi terbukti berkontribusi terhadap peningkatan partisipasi jamaah, tercermin dari pertumbuhan jumlah jamaah yang konsisten, inovasi program umroh berbasis absensi, serta keterbukaan pengurus terhadap umpan balik jamaah yang menumbuhkan keterlibatan aktif dan rasa memiliki jamaah terhadap masjid.

Kata Kunci: Implementasi Strategi, Partisipasi Jamaah, Masjid Multipurpose, Program Dakwah.

ABSTRACT

Savira Nursyafitri Rachma 1224030103. "Implementation of Da'wah Program Strategy at a Multipurpose Mosque in Increasing Congregation Participation (A Case Study at Masjid Endan Andasih Purwakarta)".

This research is motivated by the growing concept of multipurpose mosques, which serve not only as places of worship but also as centers for da'wah, education, social activities, and economic empowerment of the congregation. Masjid Endan Andasih Purwakarta, a rapidly growing multipurpose mosque established in 2023, offers two main da'wah programs: the Regular Study (Kajian Rutin) and Friday Blessings (Jumat Berkah). Although these programs run consistently, their mere existence is not sufficient to guarantee congregation participation, so a well-planned strategy implementation is required to actively and sustainably engage its diverse congregation.

This study aims to identify and analyze the division of tasks, coordination among administrators, and the mechanism of congregation involvement; the implementation of the Kajian Rutin and Jumat Berkah programs as a form of strategy implementation; and the contribution of that strategy implementation to increasing congregation participation at Masjid Endan Andasih Purwakarta.

The conceptual framework uses strategic management as the conceptual umbrella, with a theoretical review focused on three pillars: strategy implementation, participation, and the multipurpose mosque. Strategy implementation is analyzed through the indicators of resource organizing and task division, coordination and involvement mechanisms, and the design and execution of work programs, drawing on Wheelen and Hunger (2012), David (2011), and Pearce and Robinson (2013).

This study employs a constructivist paradigm with a qualitative approach and a case study method. Data were collected through passive participant observation, in-depth interviews, and documentation, with validity tested through triangulation of sources and techniques, and analyzed through data reduction, data presentation, and conclusion drawing.

The findings show that: first, the division of tasks and coordination is carried out through clearly defined roles between core administrators, the Fatayat and Muslimat regional coordinators, and the ustaz, supported by a congregation involvement mechanism through an attendance system, regional coordinators, and social media. Second, Kajian Rutin and Jumat Berkah run consistently as a form of strategy implementation, with Kajian Rutin integrating da'wah and educational functions, while Jumat Berkah serves as a means of da'wah bil hal that has drawn surrounding residents into becoming active congregants. Third, strategy implementation is shown to contribute to increased congregation participation, reflected in consistent congregation growth, the attendance-based umrah program innovation, and the administrators' openness to congregation feedback, which fosters active involvement and a sense of belonging among the congregation.

Keywords: Strategy Implementation, Congregation Participation, Multipurpose Mosque, Da'wah Program.