ABSTRAK

DERRY JUNIAWAN. NIM : 1224030024. Pengaruh Pelaksanaan Bakti Sosial Pelosok Terhadap Pembentukan Karakter Para Jamaah (Studi Kasus di Majelis Taklim Syubbaanul'Ulum Katapang Kabupaten Bandung).

Penelitian ini dilatarbelakangi oleh pentingnya kegiatan sosial sebagai bentuk dakwah *bil hal* yang tidak hanya memberikan manfaat kepada masyarakat, tetapi juga dapat menjadi sarana pembentukan karakter para jamaah melalui pengalaman sosial secara langsung. Kegiatan Bakti Sosial Pelosok memberikan kesempatan kepada jamaah untuk berinteraksi, bekerja sama, membantu masyarakat, serta menumbuhkan kepedulian, tanggung jawab, empati, dan sikap tolong-menolong. Fokus penelitian ini adalah pelaksanaan Bakti Sosial Pelosok dan pembentukan karakter para jamaah serta pengaruh keduanya di Majelis Taklim Syubbaanul'Uluum.

Penelitian ini bertujuan untuk mengetahui pelaksanaan Bakti Sosial Pelosok, pembentukan karakter para jamaah, serta pengaruh pelaksanaan Bakti Sosial Pelosok terhadap pembentukan karakter para jamaah. Kerangka penelitian menggunakan variabel X yaitu Pelaksanaan Bakti Sosial Pelosok dengan indikator pemberian motivasi, pembimbingan, penjalinan hubungan, penyelenggaraan komunikasi, dan peningkatan pelaksana. Variabel Y yaitu Pembentukan Karakter Para Jamaah mengacu pada teori Thomas Lickona (1991), yang meliputi *moral knowing*, *moral feeling*, dan *moral action*.

Penelitian ini menggunakan paradigma positivistik dengan pendekatan kuantitatif dan metode survei. Populasi penelitian berjumlah 96 jamaah dengan sampel 77 responden yang ditentukan melalui *purposive sampling*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, kuesioner, dan dokumentasi. Data dianalisis menggunakan analisis deskriptif persentase dan regresi linear sederhana.

Hasil penelitian menunjukkan bahwa Pelaksanaan Bakti Sosial Pelosok berada pada kategori sangat baik sebesar 90,92%, sedangkan Pembentukan Karakter Jamaah berada pada kategori sangat baik sebesar 92,55%. Hasil regresi linear sederhana menunjukkan adanya pengaruh positif dan signifikan, dengan nilai $R = 0{,}752$, $R^2 = 0{,}565$, $F = 97{,}404$ dengan signifikansi **< 0,001**, dan $t = 9{,}869$ dengan signifikansi **< 0,001**. Persamaan regresi yang diperoleh adalah $Y = 4{,}748 + 0{,}555X$. Nilai R^2 menunjukkan bahwa 56,5% variasi pembentukan karakter jamaah dapat dijelaskan oleh pelaksanaan Bakti Sosial Pelosok, sedangkan 43,5% berkaitan dengan faktor lain di luar model penelitian.

Dengan demikian, Pelaksanaan Bakti Sosial Pelosok berpengaruh positif dan signifikan terhadap Pembentukan Karakter Para Jamaah. Pelaksanaan kegiatan sosial yang baik dapat menjadi salah satu sarana dalam mendukung pembentukan karakter jamaah melalui aspek *moral knowing*, *moral feeling*, dan *moral action*.

Kata Kunci : Manaejman Dakwah, Pelaksanaan Bakti Sosial, Pembentukan Karakter, Majelis Taklim

ABSTRACT

DERRY JUNIAWAN. NIM : 1224030024. Pengaruh Pelaksanaan Bakti Sosial Pelosok Terhadap Pembentukan Karakter Para Jamaah (Studi Kasus di Majelis Taklim Syubbaanul'Ulum, Katapang, Kab. Bandung).

This research is motivated by the importance of social activities as a form of *da'wah bil hal*, which not only provides benefits to the community but also serves as a means of character formation for congregants through direct social experiences. The Rural Social Service Activity provides opportunities for congregants to interact, cooperate, assist the community, and develop values of social concern, responsibility, empathy, and mutual assistance. The focus of this research is the implementation of the Rural Social Service Activity, the character formation of congregants, and the effect of its implementation on character formation at Majelis Taklim Syubbaanul'Uluum.

This study aims to determine the implementation of the Rural Social Service Activity, the character formation of congregants, and the effect of the Rural Social Service Activity on the character formation of congregants. The research framework consists of variable X, namely the Implementation of the Rural Social Service Activity, with indicators of motivation, guidance, relationship building, communication, and facilitator development. Variable Y, namely the Character Formation of Congregants, refers to Thomas Lickona's (1991) theory, which consists of *moral knowing, moral feeling,* and *moral action*.

This research employed a positivistic paradigm with a quantitative approach and survey method. The population consisted of 96 congregants, with a sample of 77 respondents selected through *purposive sampling*. Data were collected through observation, interviews, questionnaires, and documentation. The data were analyzed using descriptive percentage analysis and simple linear regression.

The results showed that the Implementation of the Rural Social Service Activity was categorized as very good, with a percentage of **90.92%**, while the Character Formation of Congregants was also categorized as very good, with a percentage of **92.55%**. The results of the simple linear regression analysis indicated a positive and significant effect, with $R = 0.752$, $R^2 = 0.565$, $F = 97.404$ with a significance level of < 0.001, and $t = 9.869$ with a significance level of < 0.001. The regression equation obtained was $Y = 4.748 + 0.555X$. The R^2 value indicates that 56.5% of the variation in congregants' character formation can be explained by the implementation of the Rural Social Service Activity, while 43.5% is associated with other factors outside the research model.

Thus, the Implementation of the Rural Social Service Activity has a positive and significant effect on the Character Formation of Congregants. Well-implemented social activities can serve as one of the means of supporting congregants' character formation through the aspects of *moral knowing, moral feeling,* and *moral action*.

Keywords: Da'wah Management, Rural Social Service Implementation, Character Formation, Majelis Taklim.