Educational Da'wah Strategy for Increasing Religious Activities

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Abstract: Da'wah is an activity to invite and call to goodness. All Muslims are obliged to carry out this virtue. SMP Darunnajah 2 Cipining as a formal educational institution for Junior High School provides a fairly good and interesting example to study. Da'wah is meant here is Da'wah to provide education and invitations to students to carry out and improve Worship to Allah SWT, do good deeds and read the Al-Quran. The method used is descriptive qualitative method with data collection techniques in the form of observation, interviews and documentation. The results of the study indicate that the Educational Da'wah Strategy at SMP Darunnajah 2 Cipining is to carry out the following activities: Religious Tausiyah, Joint tahajjud, Perkajum (Thursday-Friday Camp), Safari Da'wah, filling out amaliyah worship books, Guidance on learning to read the Al-Quran. With these activities, students are encouraged to be more enthusiastic in worship and learning to read the Qur'an, and to be more polite in behavior.
Keywords:
Educational Da'wah; Religious; Activities Strategy

Abstrak: *Dakwah adalah kegiatan mengajak dan menyeru kepada kebaikan. Semua umat Islam berkewajiban untuk menjalankan keutamaan ini. SMP Darunnajah 2 Cipining sebagai lembaga formal pendidikan Sekolah Menengah Pertama memberikan contoh kegiatan dakwah Pendidikan yang cukup baik dan menarik untuk dipelajari. Dakwah yang dimaksud disini adalah Dakwah untuk memberikan Edukasi dan ajakan kepada para siswa untuk menjalankan dan meningkatkan Ibadah kepada Allah Swt., beramal saleh dan membaca Al-Qur'an. Metode yang digunakan ialah metode deskriptif kualitatif. Hasil penelitian menujukan bahwa Strateri Dakwah Pendidikan di SMP Darunnajah 2 Cipining adalah dengan melakukan kegiatan sebagai berikut: Tausiyah Agama, tahajud Bersama, Perkajum (Perkemahan Kamis-Jumat), Safari Dakwah, pengisian buku ibadah amaliyah, Bimbingan belajar membaca Al-Quran. Dengan adanya kegiatan-kegiatan tersebut menjadikan para siswa terdorong untuk lebih semangat dalam beribadah dan belajar membaca Al-Qur'an, dan lebih sopan dalam berprilaku.*
Kata Kunci:
Dakwah Pendidikan; Kegiatan Religius; Strateri

INRODUCTION

In Islam, we have been taught to carry out good values, and invite to the goodness. As a form of appreciation to people who have done a goodness, Allah SWT has prepared a wide and full of pleasure heaven. Likewise for people who invite kindness, then he will get the same kindness in return (Arif, 2014).

In invitation for a goodness, we often call it as a Da'wah. According to the Big Indonesian Dictionary, Da'wah is defined as broadcasting religion and its development among the people; a call to embrace, study, and practice religious teachings (Adam, 2018). Religion becomes a guide in realizing a meaningful, peaceful and dignified life. Recognizing how important the role of religion is for human life, the internalization of religious values in the life of every individual becomes a necessity, which is pursued through education both in the family, school and community environment (Anwar, 2015). Islam is a religion of da'wah, a religion that assigns its people to spread and broadcast Islam to all mankind. Dakwah comes from the word دعوة – يدعوا – دعا, meaning "to invite" or "to call". In terminology, da'wah is inviting or calling people to live this life in the way of Allah SWT (Budiantoro, 2017). Based on the verse of the Qur'an:

$$اُدْعُ اِلٰى سَبِيْلِ رَبِّكَ بِالْحِكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِيْ هِيَ اَحْسَنُ .....$$

$$(النحل/16: 125-125)$$

"Call you (mankind) to the way of your Lord with wisdom, good advice, and argue with them in a good way..." (QS. An-Nahl:125).

Without using the right strategy, Islamic da'wah cannot be carried out properly. Among the forms of Da'wah that can be carried out is to provide examples of goodness and commendable morals (Burhanuddin & Ghulam, 2020). As the Prophet Muhammad SAW did in preaching. This is in line with the Word of Allah SWT in Surat Al-Azhab/33:21

$$لَقَدْ كَانَ لَكُمْ فِيْ رَسُوْلِ اللهِ اُسْوَةٌ حَسَنَةٌ لِّمَنْ كَانَ يَرْجُوا اللهَ وَالْيَوْمَ الْاٰخِرَ وَذَكَرَ اللهَ كَثِيْرًا$$

"Indeed, in (self) Rasulullah really there is a good role model for you, (namely) for those who hope (grace) Allah and (arrival) Day of Judgment and who remember Allah a lot."

In fact, Islamic missionary activities have been going on for a long time. In the Qur'an, it has been described how da'wah was carried out by the Messengers of Allah SWT. Historically it is clearly illustrated starting from the time of the US prophet Noah. Then during the time of Rasulullah Muhammad SAW, Islamic da'wah developed significantly in all aspects of life, especially the da'wah which was carried out in the Medina period, where he factually realized Islamic teachings on various problems of the ummah which in fact were problems in various aspects of life (Munfarida, 2020). Da'wah activities can form social

(societal) changes that can be identified with processes that include all ways of thinking and behaving that arise due to communicative interactions such as conveying da'wah messages symbolically (Mubasyaroh, 2017).

Da'wah is a call to carry out a goodness and stay away from evil in the direction of receiving guidance from Allah Ta'ala in everyday life. Da'wah is an integral part of the development of the nation and the State because both have the same nature, namely building people physically and spiritually, spiritually and materially, worldly and spiritually (Farihah, 2015).

Da'wah should not walk in place and experience of a stagnant process. There needs to be a change in the way of preaching which used to use conventional methods, for example; just talk. There needs to be a dynamic, progressive, and innovative process. There needs to be creations that are millennial and down to earth so that da'wah is more easily absorbed by its maqosidus sharia by contemporary society (Rofiq, 2020).

Strategy is a plan that contains a series of activities designed to achieve certain da'wah objectives. Da'wah strategy is an effort made by a da'i to continue to be able to carry out da'wah (giving spiritual guidance) (Hadi, 2019). Da'wah strategy is a method, tactic, tactic that is used in da'wah activities or activities, whose role is very decisive in the process of achieving the goals of da'wah (Baidowi & Salehudin, 2021) (Sirajuddin, 2014).

One of the main pillars in da'wah is actually applied through the educational process. Teachers, kiai, and clerics try to spread Islam in educational vehicles (Wekke, 2013).

Islamic education in its delivery needs to be packed with developing trends, as a result special methods are needed so that the da'wah can be accessed by all groups (Wibowo, 2019).

The next task of Islamic education is to pass on Islamic values. This is because Islamic values will die if religious values and norms are not functioning and have not had time to be passed on to the next generation.

Many paths of da'wah are taken in groups such as Islamic organizations, NGOs, Majlis Taklim, Syari'ah Institutions to Schools. Schools or madrasas are a way of preaching in the world of education which is carried out both formally and non-formally. A variety of Islamic education spread across the archipelago, such as madrasas, integrated Islamic schools, to the oldest Islamic education, namely Islamic boarding schools (Rahmawati, 2016). Education is the main choice in the implementation of da'wah. The existence of formal educational institutions will be a means of supporting individual capacity building in a responsible manner (Wekke, 2013).

Islamic boarding schools are educational institutions with an Islamic style, which always teach their students to worship and do good. Various excellent programs offered by educational institutions provide solutions and hopes for parents to have pious children.

Darunnajah 2 Cipining Bogor Islamic Boarding School, one of the largest Islamic boarding schools in Indonesia, has been providing religious education

for approximately 34 years, since 1988. Darunnajah Islamic Boarding School has Formal Institutions from Kindergarten/RA Level to Higher Education.

The opening of SMP Darunnajah started with the concern of the leadership of the Darunnajah Cipining Islamic Boarding School for the development of education in the surrounding community. It turns out that there are still many junior high school aged children who have not been able to enjoy further education. This is due to the economic limitations of their parents.

Not a few of these children are forced out of school but everyday they help their parents in the garden, rice field, factory and other places. Their activities are obsessed with material things or money (money oriented). Finally, the problem of education is no longer paid much attention to by some of them.

On the other hand, there are parents who can afford to pay for their children, but they are more interested in sending their children to public schools than madrasah/Islamic boarding schools. According to them, public schools provide more job opportunities.

On the other hand, they are also worried about the deteriorating morals of today's students. As an indication, there are many cases of brawls between students, the spread of drug use in the school environment and demonstrations of student body painting after.

RESEARCH METHODS

The method used is qualitative research, which is a type of research where the findings are described and analyzed in words or sentences (Sholehah et al., 2016). The data analysis in this study uses a qualitative descriptive technique, which is done by collecting data, reducing data (summarizing), data display (data presentation), data verification and data conclusion. Descriptive techniques are used when in the field or outside the field after the data is collected.

RESEARCH RESULTS AND DISCUSSION

Darunnajah 2 Cipining Middle School is a formal educational institution that was born from the womb of the Darunnajah 2 Cipining Modern Islamic Boarding School, of course it has characteristics that are different from other junior high schools. The difference, of course, lies in the focus of education on religion.

Even though it is labeled as junior high school, students can still learn religious material with a very sufficient portion. Starting from learning Arabic, reading the Koran and practicing worship.

Apart from that, Darunnajah 2 Cipining Middle School also has extra-curricular activities that are quite reliable in conducting religious and moral development for students. Among them; Religious Taujihat or Tausiyah delivered by Islamic Boarding School Leaders or Principals, the Tahajud Program together every Friday night, Perkajum (Thursday and Friday Camping) and Da'wah Safari (Every Semester).

1.   **Religious Tausiyah (School of Islamic Boarding School Leaders)**

**Figure 1. The Students are Listening to Religious Lectures
(Taujihat) Leader of Islamic Boarding School**

Once a week, Darunnajah 2 Cipining Middle School students have the opportunity to listen to Tausiyah from the Islamic Boarding School Leaders, Principals or Ustadz at Darunnajah 2 Cipining Islamic Boarding School (Picture 1.). This activity was directly guided by a special teacher who was responsible for caring for the students of SMP Darunnajah 2 Cipining.

The time for carrying out Taujihat with the Board of Islamic Boarding Schools is every Thursday after carrying out the Congregational Dzuhur Prayer at the School (Pesantren). The discussion from Tausiyah is about morals, worship and motivation for students.

This Tausiyah activity is important enough that all students are required to take part in it. Students who do not take part in this activity without a syar'i udzzur will be summoned by the BK (Counseling Section) or the Security Section.

2.   **Tahajud Together**

Figure 2. The students are carrying out the Tahajud Prayer in congregation

The joint Tahajud Prayer activity held at the Islamic Boarding School is a weekly routine activity which is attended by all students of SMP Darunnajah 2 Cipining (Picture 2.). This activity is held every Friday night, in the Tahfidz Building, the Putri Campus for female students and Campus 2 for students.

Middle school students who on average come from around and do not live in Islamic boarding schools, they have to stay one night to carry out the Tahajud Prayer. In addition to Tahajud together, in the morning the students take part in sports activities.

3.   Workers (Thursday-Friday Camping)

Figure 3. Students are ready to carry out the lawsuit

Camp Thursday Friday (Perkajum), is actually not a camping event like Boy Scouts. This activity is similar to a small-scale Da'wah Safari, with about 10 participants and assigned to learn to socialize with the surrounding community and to help teach elementary-aged children to read the Koran. Named Perkajum, because it was inspired by Scout activities (Picture 3.).

This Perkajun activity is carried out once or twice a month with a duration of two days; Thursday and Friday. Like other activities, this Perkajum also collaborates with MA Darunnajah 2 Cipining as the head of the group.

What are the activities in this Conference? Everything that is a pious practice that is carried out in Islamic boarding schools is implemented in society. Such as carrying out the 5 daily prayers, reading the Koran, participating in mutual cooperation with the community, community service to clean the environment and so on.

4.   Missionary Safari

Figure 4. Students ready to depart for the Da'wah Safari activitymbar

The form of activity is similar to Perkajum, but in a fairly large number. This activity is held at the end of each semester before the holidays. This Da'wah Safari was carried out en masse, all students were involved simultaneously, divided into several groups with about 10 participants in each group.

These students were dispatched to the community, by making one of the participants the host, where the Safari Da'wah activity was carried out. This activity was carried out for three days, the students preached to the community by way of santri. The Dakwah Safari participants were given an activity program to learn friendship with community leaders around the location, revive the mosque by holding five daily congregational prayers, read the Koran and help the Koran teacher teach reading the Koran or Iqro for elementary school age children.

5.   Control through Amaliyah Worship Books

Figure 5. Students are being controlled in filling out the Amaliyah Worship Book

One of the problems found is the low awareness of students in carrying out the 5 daily prayers. The solution is, as a control tool, Darunnajah Middle School enforces the filling of Amaliyah Worship books like during the month of Ramadan. Students are required to record and report their worship activities while at home, starting from praying 5 times a day, reading the Koran and other pious practices.

The school gives rewards to students who are diligent in praying and punishments for students who often miss praying.

6. Hold Special Guidance for Reading the Qur'an

Gambar 6. 6. Hold Special Guidance for Reading the Qur'an

The Al-Qur'an is the holy book of Muslims and ia way of life for mankind, but due to the times and the era of globalization many Muslims themselves have abandoned the Al-Qur'an and only consider the Al-Qur'an as a display object, (Zakiyyah & Haqq, 2018) therefore, in order to form a young generation who loves the Qur'an, an Al-Qur'an reading guidance activity is held which is expected to form a young generation who loves the Qur'an and can practice it.

The majority of students who enroll at Darunnajah Middle School apparently cannot read the Koran. The solution to reduce the number of students who cannot read the Koran is to hold special guidance conducted by the homeroom teacher. Guidance for learning to read the Koran using the IQRA method is measurable and there is a record of achievement.

This Qur'an reading guidance is carried out in schools after the end of the teaching and learning process in class. The homeroom teacher collects data and collects students who cannot read the Koran not to go home first. They are collected in class or at the mosque by the homeroom teacher to learn to read the Koran.

These activities are part of the Dakwah management efforts of SMP Darunnajah 2 Cipining to educate and bring students to become pious and diligent individuals in worship. To run these programs, SMP Darunnajah 2 Cipining cooperates with Madrasah Aliyah (MA) Darunnajah 2 Cipining. Madrasah Aliyah students who are more mature than junior high school students, act as mentors for these activities.

CONCLUSION

In general, Darunnajah 2 Cipining Middle School has been quite good at implementing the Islamic Religious Education Da'wah Strategy to Increase Students' Religious Activities in the Darunnajah 2 Cipining Middle School environment. Among the educational Da'wah strategies carried out by Darunnajah 2 Cipining Middle School to Increase Students' Religious Activities is to implement the following activities: Religious Tausiyah, Tahajud Together,

Perkajum (Thursday-Friday Camping), Da'wah Safari, Filling in Amaliyah worship books, Guidance on learning to read Al-Qur'an. With these activities, students are encouraged to be more enthusiastic in worship and learning to read the Qur'an, and to be more polite in behavior.

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