

## New Construction of *Da'wah Tabligh Jamaah* in Developing the Spirituality of Muslim People in Baja Dolok Village, Sipispis District, Serdang Bedagai District

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**Abstract:** This research aims to explore the application of Tablighi Jamaah's da'wah in increasing the spirituality of Muslims in Baja Dolok Village, Sipispis District, and Serdang Bedagai Regency. Using a qualitative descriptive approach, this study explores in-depth social and religious phenomena related to preaching patterns and their influence on people's spiritual lives. The sociology of religion approach is used to analyze the factors that influence the effectiveness of Tablighi Jamaah's da'wah in this region. Research data were collected through observation techniques and in-depth interviews with members of Tablighi Jamaah, religious leaders, and the local community. The research results show that the Tablighi Jamaah applies a unique da'wah approach, namely through home visits (*khuruj*), religious discussions, and direct interactions in daily life. This approach has succeeded in increasing public awareness of the importance of consistently practicing worship and building a closer relationship with Allah. Apart from this, Tablighi Jamaah's preaching emphasizes real examples and the simplicity of living in accordance with Islamic teachings. The positive impact of this method can be seen in the significant changes in the mindset and behavior of people who are more religious. However, this research also found challenges in implementing Tablighi Jamaah's da'wah, including negative assumptions from some communities, weak internal support in *amar ma'ruf nahi munkar*, as well as economic and geographical obstacles that influence the success of da'wah. However, Tablighi Jamaah's personal approach and consistency in preaching succeeded in overcoming most obstacles.

**Keywords:** *New Da'wah construction; Tablighi Jamaah; Spirituality; Baja Dolok Village*

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### Introduction

The progress of an increasingly complex era, driven by the rapid development of science and technology, has brought about many changes in various areas of life, including social and religious aspects. In this modern era, people tend to be busy with daily activities, which slowly causes a shift in values, including religious values, which used to be the primary guideline. Under these conditions, a secularization process occurs in which religion begins to lose its role in everyday life. This change has given rise to people's need for spiritual support that can provide calm direction in life in an increasingly dynamic world (Boby, 2019).

In facing the challenges of an increasingly secular era, religion plays an important role in returning society to principles that bring about inner peace. Society needs a space for religiosity that can provide guidance in behaving and acting to deal with various life problems. One form of

religiosity space that offers this solution is Tablighi Jamaah, which is present in various areas, including Baja Dolok Village, Sipispis District, and Serdang Bedagai Regency. The presence of the Tablighi Jamaah in this village provides alternative spiritual development, helping people overcome the challenges of modern life by strengthening their closeness to religion (Saiful, 2021).

Jamaah applies a distinctive da'wah approach, focusing on faith formation and simple but meaningful worship practices. They emphasized the importance of conveying *fadhail amal* (the virtues of worship) to as many people as possible. Through activities such as *khuruj* (going out to preach), *ta'lim* (religious learning), and deliberation, Tablighi Jamaah tries to incorporate religious values into everyday life (Nurul 2023). However, this approach is sometimes difficult for some people in Baja Dolok Village to accept because some of the methods they use, such as traveling to preach (*khuruj*), are considered less in line with the social activities of village communities that are more focused on local and sustainable activities.

Apart from that, Tablighi Jamaah faces the challenge of differences in views regarding da'wah methods and the way locals view religion. Some local communities and religious leaders argue that Jamaah's method of emphasizing individual rituals and worship does not encourage wider social involvement (Awang 2022). However, this new approach from Tablighi Jamaah is still able to attract a few individuals who feel alienated during modern life, helping them return to religious values. Therefore, a more harmonious and adaptive approach is needed so that Tablighi Jamaah's preaching can be well received and effective in developing the spirituality of Muslims in Baja Dolok Village.

In Baja Dolok Village, Sipispis District, Serdang Bedagai Regency, and Tablighi Jamaah, Islamic values are actively spread to the local community. Their presence brings enthusiasm to revive the practice of simple and profound worship with the hope of developing the spirituality of the people in the village. However, the presence of Tablighi Jamaah in Baja Dolok Village raises several problems that require attention.

First, the da'wah methods applied by Tablighi Jamaah are often considered different from traditional da'wah methods that are already known to the public, such as reciting recitations in mosques or routine Islamic educational assemblies. Their da'wah method, which emphasizes *khuruj* and travels to spread da'wah, is sometimes considered inappropriate by some residents who prefer a more "fixed" da'wah approach centered on their own local environment.

Second, the new construction of da'wah brought about by the Tablighi Jamaah also gave rise to differences in views with local religious leaders. Some religious and community leaders in Baja Dolok Village feel that the *Khuruj* method can divert the attention of the congregation from social and economic responsibilities in the village, considering that this method encourages its members to go on missionary trips for several days to months. In addition, several community leaders are concerned that Tablighi Jamaah's preaching method, which tends to prioritize worship and ritual activities, may not encourage social participation or village development.

Third, village communities who already have their own religious habits and culture sometimes feel "alienated" by Tablighi Jamaah's more independent and direct method of preaching. As a result, although there is a group of people who respond positively and accept this approach, there are also people who feel less involved or do not suit the style of preaching being introduced. This causes challenges in bridging differences in the understanding and methods of preaching between Tablighi Jamaah and the local community. With these various challenges, further study is needed to understand how the construction of Tablighi Jamaah's da'wah can be developed so that it is more accepted by the people of Baja Dolok Village and can have a positive impact on increasing the spirituality of Muslims in the village.

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village. The aim of this research is to examine the phenomenon of Tablighi Jamaah's da'wah, which is increasingly developing in society, especially in rural areas, such as Baja Dolok. Tablighi Jamaat is known for its unique preaching method, which focuses on a direct approach to the congregation in deepening spiritual practices and daily worship. Researchers want to examine how the construction of da'wah implemented by the Tablighi Jamaah shapes and enriches the spirituality of local Muslims, as well as how their adaptation of da'wah strategies is able to address the challenges of changing times. It is hoped that this research will provide a new understanding of effective da'wah approaches for improving the quality of community spirituality in traditional but dynamic rural environments.

## Literature Review

According to M. Zaki Abdillah (2018), the Tablighi Jamaah continues to make a significant contribution in building the moral and spiritual development of Muslim society, especially through a simple but effective da'wah approach. Based on the views of several experts, Husnel Anwar et al. (2020) and Shadul Fikri (2024), this movement is beginning to present new forms of construction in its preaching. This is reflected in the strengthening focus on individual and community worship, such as congregational prayers, which have a direct impact on the revitalization of mosques and increasing individual religiosity. However, this movement needs to adapt strategies that are more relevant to the challenges of the times. A new form of construction of the Tablighi Jamaah's da'wah is proposed by expanding the scope of its doctrine, not only relying on literal studies of the Qur'an and hadith but also exploring secondary sources such as tafsir, *fiqh* books, and Islamic literature that are relevant to modern issues. Thus, da'wah not only touches the spiritual realm but can also provide solutions to the social, economic, and political aspects faced by Muslims today. It is hoped that this approach will strengthen Tablighi Jamaah's position as a da'wah movement that is more inclusive and responsive to the needs of modern society.

Yono. (2019) stated that the da'wah method used by Tablighi Jamaah also plays a role in strengthening relationships between residents. Da'wah activities that involve many people, either directly in congregational prayers or in religious discussions, create a stronger sense of togetherness and solidarity among fellow villagers. By creating a more religious and harmonious environment, people began to support each other in carrying out worship and improving their morals. The solidarity that is formed is not only limited to the religious aspect but also to the social aspect, with citizens caring more about and helping others. (Abdin Subu, et.al., 2017) The Tablighi Jamaah's da'wah in Baja Dolok Village finally succeeded in bringing about positive changes in the community's spirituality, making the village an example of a community that is more religious and more solid in living their social life. The following is a table of research results that describes the New Construction Form of Da'wah for the Tablighi Jamaah and the Challenges in Implementing Da'wah in Baja Dolok Village.

Research conducted by Furqon titled *The Role of the Tabligh Jama'ah in the Development of Da'wah*. The results of the research show that the role and methods of da'wah use are very effective, especially under current conditions. This is based on their method of preaching not only having to be on the pulpit, but also in all things and situations. As was the case during Bayan according to them, this is also a method of da'wah that is very effective because it works together to strengthen the ties of friendships between each other.

Apart from that, the effectiveness and programs of their preaching are also very good for today's conditions.

Research conducted by Risalan Basri Harahap with the title *Tabligh Jamaah: A Phenomenon between Da'wah and Family*. From the perspective of the Tablighi Jamaat, the meaning of family is traditional, which implements religious texts textually, so that the husband becomes the main center in the family, with the wife being seen as a second society, and having the duty and responsibility to take care of the children and the household only. In their view, husbands are absolute leaders who must be submissive and obedient. While in the *khuruj*, they do there are positive and negative sides that will arise and, of course, have an impact on the development of their family, the Tablighi congregation itself, on the positive side, with the *khuruj*, they will be trained to straighten the creed of monotheism and strengthen faith in Allah SWT. Learn to be respectful to fellow Muslim believers and increase knowledge, social community, and others. The negative side, of course, has an unfavorable impact on the continuity of the household and family, because sometimes *khuruj* is performed in a family's economic condition that is less economic, and of course has an impact on the family left behind, while the implementation of *khuruj* can take days or even weeks and months. Then this will make the family mentality will be disturbed, in Islam it has been outlined that the family is the closest honey whose needs must be considered both morally and materially.

Research conducted by Tholhah with the title *Development of the Tablighi Jamaah in the Yogyakarta Region (Study of the Role of the Tabligj Jamaat in South Asia Against Tablighi Jamaat in Yogyakarta 2010-Present)*. This research will discuss the process interaction between the Tablighi Jama'ah in South Asia, namely India, Pakistan, and Bangladesh, and provides understanding and related matters with the meaning of cultural-value orientation, typology of social action/interaction, and tendencies of social action/interaction from Tablighi Jamaat members, in context organization internally and externally, while facing the government and society, Yogyakarta is so complex that it can grow in Yogyakarta. This research using the theory of Transnational Islamic Movements developed by Sidney Torrow and Yogyakarta Tablighi Jama'ah received instructions from Jama'ah Masyaikh to develop ideology Tablighi Jama'ah using abbreviations according to culture in Yogyakarta or not imposing and having to blend in with local communities

## Method

This research uses a qualitative descriptive approach to explore in detail and in depth the application of Tablighi Jamaah's da'wah in improving the spirituality of Muslims in Baja Dolok Village, Sipispis District, and Serdang Bedagai Regency. This field research was conducted at a direct location to observe the phenomena that occur and collect data that are relevant to the conditions of the local community. The approach taken is the sociology of religion, which allows researchers to analyze the social and religious factors that influence Tablighi Jamaah's preaching patterns and their influence on the development of the congregation's spirituality.

Observations and in-depth interview techniques were used for data collection. Through observation, researchers can see the practice of preaching and community responses directly, so that the data obtained are more valid and appropriate to the context. In-depth interviews were conducted with members of Tablighi Jamaah, religious leaders, and local communities to explore their views, experiences, and understanding of the da'wah

methods used. The data collected through observations and interviews were then analyzed qualitatively to understand the contribution of Tablighi Jamaah's preaching to improving the spirituality of the people in the village.

## Results and Discussion

### New Forms of Da'wah Construction Applied by the Tablighi Jamaah in Developing the Spirituality of Muslims in Baja Dolok Village

The new form of construction of da'wah implemented by Tablighi Jamaah in Baja Dolok Village, Sipispis District, Serdang Bedagai Regency, has become an interesting phenomenon in the context of developing Muslim spirituality. In its preaching, Tablighi Jamaah places more emphasis on a simple, direct approach, inviting people to return to the pure teachings of Islam and raise awareness in practicing the Sunnah of the Prophet. They try to convey Islamic messages through direct interactions, such as visits to homes and *khuruj* activities (going out to preach), which allow for changes in people's thought patterns and actions. The da'wah carried out by the Tablighi Jamaah focuses on the moral and spiritual improvement of the people, as well as encouraging them to fulfill their religious obligations more deeply and continuously (Yoggi, 2023)

Tablighi Jamaah's da'wah method is different from modern da'wah, which relies more on technology and social media. They prioritize direct activities involving face-to-face meetings and interactions in daily life. This creates a more personal relationship between Tablighi Jamaah members and the community, and has a more significant impact on improving the quality of worship and spirituality of the congregation. In Baja Dolok Village, the existence of Tablighi Jamaah has also encouraged people to care more about worship and involve themselves in religious activities. Thus, Tablighi Jamaah's da'wah is not only limited to conveying religious teachings, but also becomes a means of strengthening spiritual ties between fellow Muslims in the village.

The results of an interview with Mr. Raihan, the leader of the Tablighi Jamaah in Baja Dolok Village, explained that.

*"Mr Raihan, as the leader of the Tablighi Jamaah in Baja Dolok Village, explained that the preaching carried out by the Tablighi Jamaah in this village emphasizes a direct and simple approach, which focuses on moral and spiritual change of the people. "We are trying to invite people to return to the pure teachings of Islam, namely through daily life, by exemplifying the Sunnah of the Prophet in all aspects. We do not only rely on lectures or public lectures, but rather on direct interaction with the people, through home visits and khuruj activities. According to him, this approach has proven effective in building closeness between Tablighi Jamaah members and the community, as well as in strengthening a sense of togetherness and obedience to religious teachings. We also hold regular recitations, such as congregational prayers, reading the Koran, discussing the hadiths of the prophet, and providing advice and guidance to people regarding spiritual and moral life. "Our main goal was to invite people to deepen their religion and worship. In addition, Mr. Raihan also emphasized the importance of the existence of the Tablighi Jamaah in improving the spiritual quality of Muslims in Baja Dolok Village. "We teach the importance of simplicity in religion, both in worship and daily life. day. Our da'wah aims to raise people's awareness of their religious obligations, as well as to improve their relationship with Allah. "We believe that by returning to the true teachings of Islam, Muslims can live a more blessed life," he continued. Through preaching focused on the formation of spirituality, the Tablighi Jamaah in Baja Dolok Village succeeded in inspiring many people to deepen their religion, improve themselves, and improve the quality of worship in their lives."*

The conclusion from the interview with Mr. Raihan, as the leader of the Tablighi Jamaah in Baja Dolok Village, is that the preaching carried out by the Tablighi Jamaah in this village prioritizes a direct approach that is simple but profound, with a focus on the moral and spiritual change of the people. Mr. Raihan explained that they was trying to invite people to return to the pure teachings of Islam by exemplifying the Sunnah of the Prophet in everyday life. Their da'wah not only takes the form of lectures or public lectures, but also through direct interaction with the community, including visits to homes and *khuruj* activities. This approach has proven effective in strengthening relations between Tablighi Jamaah members and the community, as well as in strengthening the community's sense of togetherness and obedience to religious teachings.

In line with Mr. Hadi's expression as a member of the Tablighi Jamaah in Baja Dolok village, he explained:

*"Before someone joins the Tablighi Jamaah, he tends to experience inactivity in aspects of spirituality and daily religious life. For example, Mr. Hadi told the story of a villager who rarely participated in religious activities, felt that religious life is less relevant to their daily routines, and often felt alienated from the surrounding environment, which prioritizes worldly matters. "Before coming with us, he had never prayed in congregation at the mosque, he didn't even attend recitations. "His life is more focused on work and other worldly affairs," said Mr Hadi. However, after these residents joined Tablighi Jamaah and took part in deeper da'wah activities, significant changes occurred. Through the da'wah methods applied by Tablighi Jamaah, such as ta'lim (reading hadith books and religious books), khuruj (visiting houses), and jaulah activities (traveling around to invite people to worship), the spirituality of these residents began to develop. "We not only invited him to pray in congregation, but also gave direct teaching about the importance of spiritual life in everyday life. "We invited him to have a polite dialogue, reminding him of the simplicity of life according to the Sunnah of the Prophet," continued Mr. Hadi. This new form of da'wah construction implemented by the Tablighi Jamaah in Baja Dolok Village prioritizes an approach that is more personal, gentle, and based on direct interaction with the community. Da'wah, which previously seemed formal and separate from people's lives, is now presented in the form of activities that are more practical and touch everyday life. The concept of "preaching through real examples" is the main approach to building the spirituality of people, as explained by Hadi. "We invite people to not only listen to lectures, but also experience directly the benefits of worshipping and applying religious teachings in their daily lives," he said. Through this method, da'wah not only touches the intellectual side but also has a real impact on the character and spirituality of the people, thereby strengthening the sense of togetherness in the Muslim community in Baja Dolok Village.*

Based on the results of the interview above, it can be concluded that Tablighi Jamaah has succeeded in changing the preaching paradigm from a previously more theoretical one to a more in-depth real-life practice. With a *khuruj* and far away approach, the Tablighi Jamaah not only conveys da'wah through lectures but also invites people to play an active role in improving themselves and increasing spirituality through daily worship in accordance with the teachings of the Prophet Muhammad SAW. This process has had a significant impact, increasing people's closeness to God and improving their ways of worship. This da'wah method not only fosters intellectual understanding but also has a real impact on the character and spirituality of the people. As a result, the spirituality of Muslims in Baja Dolok Village has become more organized and focused, strengthening the sense of togetherness and solidarity within the community, which in turn helps create a more religious and harmonious environment.

### **Challenges Faced by the Tablighi Congregation in Implementing Da'wah to Improve Community Spirituality in Baja Dolok Village**

Challenges in da'wah are an inseparable part of Tablighi Jamaah's struggle, especially in efforts to increase community spirituality. In Baja Dolok Village, the da'wah activities carried out by the Tablighi Jamaah are not only aimed at spreading Islamic teachings, but also at building deeper religious awareness among the community. However, in their implementation, they face various internal and external obstacles that often test the patience and commitment of those involved in preaching (Doni, 2022).

As a da'wah movement, Tablighi Jamaah focuses on a direct approach that involves personal interactions with the community. This approach requires hard work to overcome obstacles, such as a lack of understanding of religion among the community, resistance to change, and limited human and material resources. In addition, the social and cultural dynamics that exist in Baja Dolok Village also pose challenges in conveying da'wah messages in accordance with Islamic law. These challenges are not only obstacles, but also opportunities for Tablighi Jamaah to strengthen their da'wah strategy. By recognizing and understanding the existing problems of da'wah, Tablighi Jamaah can focus more on designing da'wah methods that are effective, relevant, and able to address the spiritual needs of the community.

Mr. Raihan, the leader of the Tablighi Jamaah in Baja Dolok Village, explained that the challenges faced in implementing da'wah to increase the spirituality of the community in this village are divided into two large categories: internal and external problems.

a. Internal Problems

According to Raihan, internal challenges are related to human nature, which is not perfect. The Tablighi congregation, as individuals cannot be separated from human traits, such as forgetfulness, anger, anxiety, or even excessive happiness. These traits sometimes appear in daily interactions, especially when there are differences in opinions or pressure from society. This can affect the continuity of da'wah if it is not managed appropriately. As a leader, he often reminds Tablighi Jamaah members to continue to practice patience and increase their sincerity in preaching, even though they face various obstacles.

b. External Problems

The external problems explained by Mr. Raihan are as follows:

- 1) Negative assumptions from society: Some people in Baja Dolok Village have an unfavorable view of Tablighi Jamaah. They think that Tablighi Jamaah only gave lectures without understanding the needs of the local community. This is a major challenge for building public trust.
- 2) The weakness of *Amar Ma'ruf Nahi Munkar* and Mr. Raihan also mentioned that the lack of public awareness to remind each other of goodness and prevent evil affects the effectiveness of da'wah. The lack of internal support from the community made Tablighi Jamaah's efforts difficult.
- 3) Economic and Geographic Factors; Economic factors, and the geographical location of Baja Dolok Village are other obstacles. Many residents are busy working, so they do not have time to listen to the preach. Apart from that, the geographical condition of the village is remote, making access to various places difficult.
- 4) Lack of public interest in listening to Da'wah and the lack of public desire to listen to preaching are also major obstacles. According to Mr. Raihan, this happens because people tend to focus on world life and do not prioritize spiritual needs.

### **Acceptance and Impact of the Tablighi Congregation's Da'wah on the Development of Spirituality of Muslims in Baja Dolok Village**

The community's acceptance of Tablighi Jamaah's preaching in Baja Dolok Village reflects the extent to which the message and mission of the da'wah have been successfully conveyed and accepted by the people. Da'wah is not only about conveying Islamic teachings but also building harmonious relationships with the community so that the message can have a real impact on their spiritual lives. Tablighi Jamaah, as a da'wah movement that focuses on increasing faith and religious practice, has an important role in forming the spiritual awareness of Muslims in this village.

The impact of the da'wah is not only seen in improving prayer routines, but also in changing people's mindset and behavior to become more Islamic. However, acceptance of da'wah is not always uniform. Some people openly accept the invitation to increase spirituality, while others are still skeptical or even refuse it for various reasons, such as lack of understanding, cultural factors, or personal interests.

The results of an interview with Mr. Raihan, leader of the Tablighi Jamaah in Baja Dolok Village, explained:

*"Initially, not all people accepted our presence with open arms," he said. Some residents were skeptical of Tablighi Jamaah's intentions, thinking that we had only come to give lectures without understanding their needs. However, over time, a consistent, patient-centered, and selfless approach began to change their outlook. "We not only lecture, but are also present in their lives, helping what we can, and showing that preaching is for the common good," he added. The impact of da'wah is beginning to be seen in the improvement of worship routines. Many residents who previously rarely went to the mosque are now starting to actively attend congregational prayers and participate in religious activities. Awareness of the importance of reading the Koran and maintaining Islamic morals has also increased. "Some families now even have a regular schedule to recite the Koran together at home, something that rarely happened before," he said proudly. However, Mr. Raihan does not close his eyes to the challenges that still exist. "There are groups of people who still find it difficult to accept because of worldly activities, differences in religious understanding, or even distrust of the Tablighi Jamaah. However, he believes that time, prayer, and a kind approach will be key to winning their hearts. When asked about future hopes, Mr. Raihan emphasized the importance of collaboration. "We hope that society will be more open, and we will continue to learn how to convey da'wah in a more relevant and heart-touching way. If da'wah is carried out with sincere intentions and good methods, God willing, its influence will be even more widespread."*

In line with the results of an interview with Mr. Suranto as a follower or student of Tablighi Jamaah in Baja Dolok Village, he explained that:

*"The residents of Baja Dolok Village feel uncomfortable with the presence of Tablighi Jamaah, especially because they are not immediately open to the true aim of preaching. "Our people don't really understand the Tablighi Jamaah. Some think we came only to disrupt their routine with religious lectures. However, as time passes and there is more interaction and sincerity in the approach taken, this view begins to change. "We didn't immediately invite them to join, but by having a lot of dialogue and helping them with their daily activities, little by little they started to feel our existence. In addition, Suranto noted that the level of community discipline in maintaining Islamic morals is starting to increase. "It's not just congregational prayer, but also a way of getting along with each other. Many are increasingly concerned about maintaining etiquette and sharing etiquette with others. "Things like this really make a positive change," he said with a proud smile."*

Based on the results of the interview above, the researcher concluded that Tablighi Jamaah's preaching not only had a significant spiritual impact, but also a way to build harmonious social relations in Baja Dolok Village.

Reception



- a. **Difficult Beginning:** Not all communities accepted Tablighi Jamaat well at the beginning. Some were skeptical of their intentions, considering that their da'wah activities were limited to lectures without understanding the needs of the community.
- b. **Perception Changes:** Over time, a consistent patient approach and concrete actions such as helping people in their daily lives begin to change this skeptical view.
- c. **Gradual Trust:** Through sincere interactions and a relevant approach, Tablighi Jamaat succeeded in gaining the trust of a large section of people.

#### Impact

- a. **Improvement of Religious Life:** Many residents who previously rarely went to the mosque are now actively attending congregational prayers and participating in religious activities.
- b. **Spiritual Awareness:** Awareness of the importance of reading the Koran and maintaining Islamic morals is increasing in society.
- c. **Family religious routes:** Some families have started holding regular recitations at home, which has rarely been done previously.
- d. **Challenges that Still Exist:** Even though there is a positive impact, some people still find it difficult to accept da'wah due to world busyness, differences in religious understanding, or distrust of Tablighi Jamaah.

The results of an interview with Mr. Reza, a local resident of Baja Dolok Village, explained that.

*"At first, we almost kicked them out because we felt disturbed by their activities in coming closer to the community. "Many residents feel that they are only disturbing the peace of the village," said Mr Reza. According to him, the da'wah activities carried out by Tablighi Jamaah at that time disrupted the daily routine of people who were used to their respective habits. "They came in a very different way from what we usually see, and this made some people feel rishi. Their patient and attentive approach to the needs of the community began to change people's views of Tablighi Jamaat. As time went by, the impact of Tablighi Jamaah's preaching began to become clear "I personally felt changes, not only in myself, but also in the surrounding environment. However, he also admitted that not all residents fully accepted the presence of Tablighi Jamaah. "There are still some people who feel alienated by the way they preach they were and remain skeptical, especially those who find it difficult to make the changes they have to make."*

In line with the results of the interview with Mrs. Sumiati, a local resident of Baja Dolok Village, she explained that.

*I have reservations as well. They came in an unusual way, and that made me and many "residents feel disturbed. Mrs. Sumiati revealed that the presence of the Tablighi Jamaah was considered a nuisance, and many residents were suspicious of their intentions. However, as time passed, Mrs. Sumiati began to feel positive changes. "They started to get closer to the community, helped, and didn't just focus on lectures. Their real actions, such as helping in the fields and keeping in touch with residents, slowly changed my view." The presence of those who value people's daily lives makes Mrs. Sumiati feel more comfortable accepting of them. The impact of Tablighi Jamaah's preaching expressed by Mrs. Sumiati is also visible in the community's worship routine. "Now, I feel calmer and come to the mosque more often to pray in congregation. "I also started to encourage my children to be more diligent in reciting the Koran," he said with a proud smile. According to him, many families now spend more time studying at home, which was previously very rare. Even though the positive impacts are starting to be seen, Ms. Sumiati admits that there are still big challenges. "Some of my neighbors still feel uncomfortable with their way of preaching, because they feel more busy with their work and worldly lives," said Mrs. Sumiati. However, he believes that time and a patient approach will help change their views."*

The results of the interviews with Mr. Reza and Mrs. Sumiati provide an overview of the reception and impact of Tablighi Jamaah's preaching in Baja Dolok Village. Initially, Tablighi Jamaah

faced resistance from most of the community, including feelings of disturbance and skepticism towards their intentions. Many residents feel that their way of preaching is not in accordance with local community customs and is even seen as disturbing their daily lives. However, with a patient approach, attention to community needs, and active involvement in residents' daily lives, community views gradually began to change.

As a result, people's religious activities have shown an increase, such as attending congregational prayers more often at mosques and the emergence of the habit of regularly reciting the Koran in families. However, challenges remain, especially for people who are still busy with worldly affairs or have not been able to accept Tablighi Jamaah's preaching methods. Both speakers agreed that an approach that is sincere, full of patience, and relevant to the conditions of society is key to the success of da'wah to have a wider positive influence in the future.

## Discussion

The new form of da'wah construction implemented by Tablighi Jamaah in Baja Dolok Village has become a special attraction in the development of Muslim spirituality. By prioritizing a direct and simple approach, they focus on moral and spiritual changes in society through an invitation to return to the pure teachings of Islam. Their approach does not just take the form of lectures, but also includes direct interactions such as house visits and *khuruj* activities, which aim to build personal closeness with the community. This method has proven effective in fostering religious awareness, strengthening people's relationships with God, and creating positive changes in people's thought patterns and behavior. According to Adryan Chosa Oktaviansyah (2021), Tablighi Jamaah offers a new form of construction in da'wah activities that focuses on a traditional mosque-based approach as the center of activity, without relying on modern technology. This strategy shows efforts to revitalize Islamic teachings through direct preaching methods from house to house and trips to various places (*khuruj*), which aim to increase the religiosity of the surrounding community. Wahyu Nengsi, et.al. (2024) stated that this approach reflects the mission of Tablighi Jamaah to return Muslims to pure religious values, in accordance with the guidance of the Prophet, while strengthening social and spiritual relations in society. This shows that Tablighi Jamaah's da'wah not only involves spiritual aspects, but also builds unique and sustainable patterns of social interaction.

According to M. Zaki Abdillah (2018), the Tablighi Jamaah continues to make a significant contribution in building the moral and spiritual development of Muslim society, especially through a simple but effective da'wah approach. Based on the views of several experts, Husnel Anwar et al. (2020) and Shadul Fikri (2024), this movement is beginning to present new forms of construction in its preaching. This is reflected in the strengthening focus on individual and community worship, such as congregational prayers, which have a direct impact on the revitalization of mosques and increasing individual religiosity. However, this movement needs to adapt strategies that are more relevant to the challenges of the times. A new form of construction of the Tablighi Jamaah's da'wah is proposed by expanding the scope of its doctrine, not only relying on literal studies of the Qur'an and hadith but also exploring secondary sources such as tafsir, *fiqh* books, and Islamic literature that are relevant to modern issues. Thus, da'wah not only touches the spiritual realm but can also provide solutions to the social, economic, and political aspects faced by Muslims today. It is hoped that this approach will strengthen Tablighi Jamaah's position as a da'wah movement that is more inclusive and responsive to the needs of modern society.

The Tablighi Jamaah's da'wah method which prioritizes face-to-face interaction creates deeper relationships compared to modern approaches which often rely on technology. This personal interaction encourages people to be more active in worship and in understanding Islamic values. In Baja Dolok Village, Tablighi Jamaah's da'wah is a means of strengthening the sense of togetherness among Muslims, as reflected in activities such as *ta'lim*, congregational prayers, and religious discussions. Through preaching based on real examples, people are not only invited to hear religious teachings but also experience the benefits directly in their daily lives. As a result, people have become more aware of the importance of consistently carrying out religious obligations. Riyadlotun Nisa (2021) in his research stated that the Tablighi Jamaah's da'wah method prioritizes traditional approaches through door-to-door methods and deliberation. Da'wah is carried out by directly interacting with the community, setting an example, and a strong belief in Islamic teachings. The success of this method is driven by positive responses from the surrounding community, as happened in Bukit Kemiling Permai, as well as the togetherness among members of Tablighi Jamaah. However, the main obstacle to this method is its traditional nature, which makes some people less interested, as well as the negative view that some people have towards the Tablighi Jamaah.

According to Cut Maisarah (2020), Tablighi Jamaah's da'wah method emphasizes the importance of direct and face-to-face interactions. This approach is believed to be more effective in building deep relationships with the community than the technology-based da'wah methods. In the context of Baja Dolok Village, da'wah activities involving *ta'lim*, congregational prayers, and religious discussions are an important means of strengthening Muslim unity. This da'wah method not only teaches religious theory but also provides direct experience in carrying out religious teachings, so that people are more aware of the importance of consistency in carrying out religious obligations. (Abdul Hakim Wahid, et.al 2020).

The Tablighi Jamaah's da'wah in Baja Dolok Village has changed the community's perspective on religious practices from theoretical to practical and applicable. Through the distance and *khuruj* method, Tablighi Jamaah members go from house to house, talk directly with the community, and invite them to be involved in religious activities, such as congregational prayers, *ta'lim*, and deeper Islamic studies. This approach allows people to directly experience the benefits of religious teachings in their daily lives, which leads to an improved quality of worship and depth of understanding of religion. Through continuous da'wah, Islamic values are increasingly embedded in the lives of village communities, who previously may have only known religion theoretically.

Yono. (2019) stated that the da'wah method used by Tablighi Jamaah also plays a role in strengthening relationships between residents. Da'wah activities that involve many people, either directly in congregational prayers or in religious discussions, create a stronger sense of togetherness and solidarity among fellow villagers. By creating a more religious and harmonious environment, people began to support each other in carrying out worship and improving their morals. The solidarity that is formed is not only limited to the religious aspect but also to the social aspect, with citizens caring more about and helping others. (Abdin Subu, et.al., 2017) The Tablighi Jamaah's da'wah in Baja Dolok Village finally succeeded in bringing about positive changes in the community's spirituality, making the village an example of a community that is more religious and more solid in living their social life. The following is a table of research results that describes the New Construction Form of Da'wah for the Tablighi Jamaah and the Challenges in Implementing Da'wah in Baja Dolok Village:

No	Research aspect	Description of Findings
1	New Construction form of Dawah	<p>The Tablighi Jamaat uses a direct and simple approach through home visits and <i>khuruj</i> activities, which emphasize the moral and spiritual change of the congregation.</p> <p>This da'wah prioritizes the formation of spirituality based on the Sunnah. The focus of da'wah includes regular recitation, congregational prayer, reading the Koran, discussion of hadith, and spiritual advice.</p> <p>This da'wah strengthens relations between believers and encourages Muslims to practice religious teachings deeply and consistently.</p> <p>This approach has proven effective in improving the quality of public worship and making da'wah more relevant to everyday life.</p> <p>Sample case: Mr. Hadi explained that a resident who was previously not active in religious activities became more devout after following the Tablighi Jamaah's preaching methods such as <i>ta'lim</i>, <i>khuruj</i>, and <i>jaulah</i>.</p>
2	Challenges in Implementing Da'wah	<p><b>Internal Problems:</b></p> <ol style="list-style-type: none"> <li>1. Human traits (such as forgetfulness, anger, or anxiety) can influence the consistency of preaching.</li> <li>2. The need to continue to practice patience and sincerity amidst societal pressure.</li> </ol> <p><b>External Problems:</b></p> <ol style="list-style-type: none"> <li>1) Lack of understanding of religion among the community.</li> <li>2) Community resistance to changes in religious thought patterns and behavior.</li> <li>3) Social and cultural dynamics that create challenges in conveying Islamic messages that are relevant and in accordance with sharia.</li> <li>4) Limited human and material resources to support da'wah activities.</li> </ol>
3	Solution	<p>The Tablighi Jamaah continues to develop its da'wah strategy by understanding existing problems, strengthening unity, and designing da'wah methods that are more effective, personal, and touch the spiritual need of the community.</p>

## Conclusions

Tablighi Jamaah's da'wah activities in Baja Dolok Village emphasize a simple yet impactful direct approach that prioritizes moral and spiritual transformation. Through methods such as home visits, *khuruj*, and *afar*, they cultivate emotional closeness and foster genuine connections with the community, thereby creating a significant impact on spiritual awareness and consistent worship practices. These activities have inspired the local Muslim community to deepen its understanding of Islam, perform worship more diligently, and strengthen social solidarity.

In addressing the challenges they face, the Tablighi Jamaah demonstrates resilience. Internally, they strive to overcome personal limitations such as emotions and imperfections by emphasizing patience and sincerity. Externally, they contend with societal misconceptions, limited support for da'wah, economic hardships, and geographical barriers. Despite these obstacles, their strategy remains rooted in politeness, personal interaction, and adherence to Islamic values, enabling them to approach challenges with optimism and unwavering commitment.

The outcomes of the Tablighi Jamaah's da'wah align with the research objectives by effectively fostering spiritual and moral improvement within the community. Their efforts have transformed individuals' perspectives, encouraged a more Islamic mindset and fostering active participation in religious activities. Furthermore, they have strengthened religious harmony and solidarity among Muslims in Baja Dolok Village. By focusing on the teachings of the Prophet and maintaining simplicity, the Tablighi Jamaah has successfully contributed to shaping a more spiritually aware and united community, thereby fulfilling the intended goals of their da'wah activities.

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