



Madani Center Rokan Hulu Mosque: Management of Da'wah Media and Its Impact on the Quality of Community Religion

Muhamad Rusdi¹, Rubino²

^{1,2} Universitas Islam Negeri Sumatera Utara Medan
mrusdi0104192125@uinsu.ac.id

Abstract. This article discusses the Madani Islamic Center Rokan Hulu Mosque in developing da'wah media and its influence on society in religious life. Along with the development of the times that refer to the contribution of technology, the Madani Islamic Center Mosque also uses technology in preaching dynamically and sees whether the media used has a serious impact on the religious quality of the people in Rokan Hulu. This study uses a qualitative descriptive method with a type of field research (field research). The data source in this research is direct information from informants using a semi-structured interview system. In data analysis techniques, researchers collect data which is then reduced, presented and then concluded. The results of this study indicate that the success of the da'wah media at the Madani Islamic Center Mosque in Rokan Hulu district, both from planning, organizing, implementing and supervising, has brought positive changes to the people of Rokan Hulu. By using da'wah media in the form of radio and television it is proven to be able to improve the quality of religious understanding of the people of Rokan Hulu, so that people always do good and leave bad in accordance with what is conveyed in the Al-Qur'an and Hadith.

Keyword: Madani Islamic Center Mosque, Da'wah Media Management, Religion

Abstrak. Artikel ini membahas tentang Masjid Madani Islamic Center Rokan Hulu dalam mengembangkan media dakwah serta pengaruh terhadap masyarakat dalam kehidupan keagamaan. Seiring perkembangan zaman yang sudah mengacu kepada kontribusi teknologi maka Masjid Madani Islamic Center ikut menggunakan teknologi dalam berdakwah secara dinamis dan melihat apakah media yang digunakan berdampak serius kepada kualitas keagamaan masyarakat di Rokan Hulu. Penelitian ini menggunakan metode deskriptif kualitatif dengan jenis penelitian lapangan (field research). Sumber data dalam penelitian ini adalah informasi langsung dari informan dengan menggunakan sistem wawancara semi terstruktur. Pada teknik analisis data, peneliti mengumpulkan data yang selanjutnya direduksi, disajikan kemudian disimpulkan. Hasil penelitian ini menunjukkan keberhasilan media dakwah Masjid Madani Islamic Center kabupaten Rokan Hulu baik itu dari perencanaan, pengorganisasian, pelaksanaan dan pengawasan telah membawa perubahan positif bagi masyarakat Rokan Hulu. Dengan menggunakan media dakwah berupa radio dan televisi terbukti dapat meningkatkan kualitas pemahaman agama masyarakat Rokan Hulu, sehingga membuat masyarakat senantiasa

mengerjakan kebaikan dan meninggalkan keburukan sesuai dengan yang disampaikan Al-Qur'an dan Hadist.

Kata kunci: Masjid Madani Islamic Center, Manajemen Media Dakwah, Keagamaan

INTRODUCTION

In modern life, the existence of communication media is very important. Even the media, as expressed by McLuhan and Quentili Fiore, media is the essence of society in every era. This means that society and the media are always related and the media is an important part of people's lives. Consciously or unconsciously the media has a positive or negative impact on human patterns and behavior, including in the context of one's religious qualities. In McLuhan's view, the media has great power in shaping the way humans think and feel. He warns about the dangers of relying too much on one type of media and encourages people to understand the essence of different media in order to use media wisely and maximize its potential (Azman, 2021).

In Islam, the religious quality of a Muslim is judged by his piety towards the teachings that have been invoked in the Qur'an and hadith, the exhortation contains orders that direct Muslims to a value of goodness that is in accordance with the Qur'an and hadith, and contains prohibitions, which is something that a Muslim cannot do. The religious quality of Muslims can be assessed from the extent to which Muslims can understand and practice Islamic teachings in an intact and consistent manner, the extent to which Muslims can live with high morality and ethics, the extent to which Muslims can live with full tolerance and peace with fellow human beings, as well as the extent to which Muslims can make positive contributions to society in various fields, such as education, economy, social, and humanitarian (Gunawan et al., 2021). Religious quality in this sense is based on how obedient a Muslim is to the call of the Qur'an and the hadith. God said:

يَا أَيُّهَا الَّذِينَ آمَنُوا أَطِيعُوا اللَّهَ أَطِيعُوا رَسُولَ وَأُولِي الْأَمْرِ مِنْكُمْ

"O you who believe, obey Allah and obey the Messenger and the leaders among you..."
(Q.S An-Nisa: 59)

And Prophet Muhammad SAW said:

من اطاعني فقد اطاع الله, ومن عصاني فقد عصى الله, ومن اطاع اميري فقد اطاعني, ومن عصى اميري فقد عصاني

"Whoever obeys me means he has obeyed Allah, and whoever disobeys me means he has disobeyed Allah, and whoever obeys the leader (Muslim) means he obeys me, and whoever disobeys the leader (who is Muslim) means he is disobedient to me" (Narrated by Al-Bukhari: 7137)

In this modern era, the quality of religion has become one of the things that many people are starting to ignore, coupled with the busy schedule and the influence of western culture (*western*) which has thickly mushroomed in people's lives in carrying out their daily lives. This causes people to begin to be significantly separated from religious values, which makes their religious quality decrease.

The influence of Western culture on the religious quality of Muslims is a complex topic and can be interpreted in various ways. There are different views about whether the influence of Western culture has a positive or negative impact on the religious quality of Muslims (Rifa'i, 2016).

On the one hand, the influence of Western culture can have a positive impact on the religious quality of Muslims, especially in terms of increasing literacy, critical thinking and tolerance. The influence of Western culture can also open access to various information and modern technologies that can assist Muslims in gaining a better understanding of their religion. However, the influence of Western culture can also have a negative impact on the religious quality of Muslims, such as perpetuating consumerism, hedonism and individualism which are contrary to religious teachings (Hartini, 2019).

On the other hand, there is a view which states that the influence of Western culture can cause a decrease in the religious quality of Muslims. This is especially related to the possibility of moral and ethical decadence, as well as the erosion of traditional religious values by Western culture which tends to be secular and hedonistic (Prastiwi & Fitria, 2020).

In this regard, it is important for Muslims to continue to develop understanding and awareness of true Islamic teachings based on authoritative sources, as well as strengthening religious values in daily life. Muslims must also be able to assess the positive and negative impacts of the influence of Western culture critically and wisely, and choose to take the good and leave the bad.

The same influence also occurs in the people of Rokan Hulu, the busyness of the people at work and the influence of the western world is one of the factors in the decline in the quality of the community's religion which causes a person to move away from the teachings contained in the Al-Qur'an and hadith. Therefore, it is necessary to have a means of preaching that is explicit or implicit in nature which aims to lead Muslims to religious activities so that an interest is born and it is hoped that it can boost the quality of religion in the Rokan Hulu community. Because the da'wah that is carried out is basically dynamic, that is, it can adjust to all conditions, problems and forms of change in society, such as using technological devices and so on. (Alhidayatullah, 2017)

The phenomenon of the declining religious quality of the people of Rokan Hulu has become a topic of discussion and concern for scholars, preachers and also administrators of the Madani Islamic Center Rokan Hulu Mosque. The Madani Islamic Center Mosque has several programs aimed at preaching, including da'wah media. Da'wah media is a device that is used as a means of delivering da'wah messages by da'i to *mad'u*. (Bachtiar, 1997: 35)

Da'wah media is a means used to convey Islamic messages and religious values to the public with the aim of increasing understanding, faith and piety of Muslims, as well as inviting non-Muslims to study Islamic teachings. Da'wah media has a very important role in strengthening and developing Islamic da'wah in this modern era. In its use, da'wah media must be based on a correct and accurate understanding of Islamic teachings, and must pay attention to the situation and condition of the target community. Da'wah media must provide information that is clear, relevant, and easily understood by the public. Da'wah media must also pay attention to ethics and good delivery procedures so that the da'wah message can be well received by the community. In practice, da'wah media can be used by various groups, ranging from scholars, preachers, da'wah activists, to Islamic organizations. In each use, da'wah media must be managed properly, so that da'wah messages can reach the desired targets and goals, and can have a positive impact on society (Mardiana, 2020).

Talking about the issue of da'wah media management, there are several articles that discuss this, namely Andi Suseno, et al regarding "Digital Da'wah Media Management Literacy and Millennial Diversity of the Muhammadiyah Branch", this study found that increased understanding of the importance of organizational performance for the development of da'wah media

management the Muhammadiyah Bangunharju branch using digital applications can encourage people to be more effective and efficient in preaching. (Suseno et al., 2022) Effendi Saldy, regarding "Social Media Dakwah Management: An Examination of Islamic Da'wah Methods", this study found that in order for the da'wah messages conveyed by the preachers to reach the mad'u, they must use various kinds of media. as a wasilah for the means of delivery. (Sadly, 2018) Sabari, discussing "Management of Hizbut Tahrir Indonesia's mass media", there are at least three aspects of the da'wah that they convey, namely *First* the information they convey is information that is being hotly discussed in the community, *second* packaging information according to what people feel, *third* provide advice and referrals to join the movement of their organization. (Sabari, 2017) Ihwan Mahmudi, et al provided assistance in the form of e-dakwah at the Baiturrohmah Jintap Ponorogo Mosque, in this article they provide a da'wah solution during Covid-19, the da'wah program will continue using e-dakwah, for the success of the program , providing assistance on how to preach using technology. The results of this assistance have produced results, mosque administrators and preachers have known and used da'wah virtually or online. (Ihwan Mahmudi, Rila Setyaningsih, 2021) then research conducted by Tsalis Fahmi on Television Media Management for TV9 Nusantara, this article discusses that media management activities carried out by TV9 are da'wah activities from one side and also business activities on the other. TV9 tries to frame information with Islamic boarding school culture and is religious in nature so that most of its programs are da'wah programs. (Rahardian, 2018)

Researchers try to take a different object from the research above. Researchers are interested in researching the realistic development of technology and its impact on the development of religious quality, the author feels compelled to share this work because it is the embodiment and determination and enthusiasm of the managers of the da'wah media at the Madani Islamic Center Mosque in managing their da'wah media so that it can have an impact on the religious quality of the Rokan Hulu community which is guided by to the Qur'an and hadith. The choice of the Islamic Center Mosque is quite reasonable, because this mosque is one of the icons of the Rokan Hulu Community, it is also managed as a religious tourism destination, (Abduh, 2021)(Wulandari & Erianjoni, 2018) so it is very appropriate for this mosque to be managed by its Da'wah media to increase

the quality of the religious life of the visiting community and the Rokan Hulu Community.

The Madani Islamic Center Mosque uses the media as their means to convey da'wah, this is done with the aim of improving the religious quality of Muslims in Rokan Hulu. However, preaching using the media also requires good management in order to achieve the goals and targets in preaching and to improve the religious quality of the people in Rokan Hulu. In the management carried out by the Madani Islamic Center Mosque in improving the religious quality of the community through da'wah media, planning, organizing, implementing and supervising is carried out.

In this article, there are at least two focuses that will be discussed, namely the management of da'wah media used in the Islamic Center Mosque and its impact on improving the religious quality of the people of Rokan Hulu. This article is important to discuss because it shows the efforts of clerics, preachers and mosque administrators in solving solutions in society. This article is also a justification that da'wah in this modern era must be dynamic because all problems arise through various aspects, especially technological sophistication, so with technological developments da'wah can also be used as a means of conveying *amar ma'ruf I don't bate*. Technology has a very important role in modern da'wah. With the rapid development of technology, da'wah can be carried out more effectively and efficiently through various media such as the internet, social media, mobile applications, and so on (Dinillah & SF, 2019). To solve the problems above, the researcher needs to determine the method and type of research to be used, namely the qualitative descriptive research method, the type in this study is *isfield research* (Field Research). With the aim of describing the information obtained through research data sources through interviews, observation and documentation studies, (Nuzuli, 2020) regarding the management of da'wah media at the Madani Islamic Mosque center in improving the religious quality of the Rokan Hulu community. Data triangulation and descriptive analysis will be carried out.

RESULTS AND DISCUSSION

Dakwah Media Management at the Rokan Hulu Islamic Center Mosque

The Madani Islamic Center Mosque was built on December 29, 2008 AD, this mosque stands against a background as a district-level house of

worship in Rokan Hulu, the Madani Islamic Center Mosque is the first mosque that represents the religious activities of the Rokan Hulu community on a district scale. This mosque is under the supervision and management of the Rokan Hulu regional government with development funds sourced from the regional expenditure budget (APBD) of Rokan Hulu Regency. As an icon of Rokan Hulu Regency, the Islamic Center Mosque also has a number of media facilities that are used for religious preaching activities.

The Madani Islamic Center Mosque, located on Jalan Tuanku Tembelai, Rambah District, Rokan Hulu Regency, is a house of worship for Muslims. The Madani Islamic Center Mosque has activities in the form of religious lectures which are routinely held on Tuesday mornings with provided speakers. The Madani Islamic Center Mosque has received the title of the best masterpiece version of the Ministry of Religion in 2015. It doesn't stop there, that there are a series of activities at the Madani Islamic Center Mosque which aim to motivate people in Rokan Hulu who incidentally are Muslim to get closer to these activities. religion, in other words so that the religious quality of the people in Rokan Hulu increases.

Along with the times, mosques and da'wah have referred to the use of technology in carrying out religious activities, one of the mosques that uses it is the Madani Islamic Center Mosque in Rokan Hulu. The purpose of using this technology is to modernize da'wah activities, namely da'wah efforts by using library facilities, civil television, regional radio and study rooms with internet access as media.

The Madani Islamic Center Mosque shows an effort to carry out da'wah activities dynamically and is sensitive to the times so that even though the people of Rokan Hulu are busy, they can listen to Islamic broadcasts through radio or television broadcasts that do not interfere with their busyness and time density. Another motive for the presence of these da'wah media is due to the background of the declining quality of the religion of the people in Rokan Hulu.

The use of da'wah media at the Madani Islamic Center Mosque aims to stimulate the Rokan Hulu community which is positioned *asmad'u* to instill religious principles, with this process it is hoped that the community will be interested in and deepen the messages being channeled so that the quality of their religion can increase without any emphasis on it.

In the process of da'wah through the media carried out by the Madani Islamic Center Mosque there is an estimate, namely between the suitability of

the message and the communicant's reaction, in another sense the message from a media has a directed effect on the communicant. Estimates that are born based on management principles, of course without a well-structured arrangement, an estimate is only a mere conjecture. An activity that wants to achieve a certain desire, requires a series of conceptions or paradigms that think about all the possibilities that will occur, because there are unexpected potentials in the field. In an agenda that was carried out by the Madani Islamic Center Mosque for the da'wah process through the media in order to improve the religious quality of the Rokan Hulu community, it was first to review the problems to the needs of the community.

The Madani Islamic Center Mosque must review how their plan is to stimulate the Rokan Hulu community through da'wah media in order to improve their religious quality. After the planning is done, what divisions are provided as executors or how are they organized, after that, then how does the Madani Islamic Center Mosque implement the activities they have matured through the planning stage, after the implementation takes place then how the supervision is carried out. In improving the religious quality of the community, the Madani Islamic Center Mosque uses da'wah media as their means, but it doesn't stop there, for the success of a goal, the Madani Islamic Center Mosque applies management principles to organize their activities, namely so that the goal is to improve the quality of religion optimally achieved.

Several things need to be considered in the Management of Da'wah Media at the Madani Islamic Center Mosque, namely:

1. Planning (*planning*) Media Dakwah Madani Islamic Center Mosque

Planning in Arabic is *takhtih*, namely the selection of setting organizational goals and determining strategies, programs, methods, systems and budgets as well as the standards needed to achieve goals. (Musholi, 2017) Based on the results of research that has been conducted at the Madani Islamic Center Rokan Hulu Mosque, the result is that as a da'wah media that acts as a tool that can influence the spiritual state of the Rokan Hulu community, the Madani Islamic Center Mosque prepares several plans with the aim of increasing the religious quality of the people of Rokan Hulu, including by using mass media such as regional radio and civil television.

This was emphasized by Muhammad Zaki that the Madani Islamic Center Mosque carried out a plan by making an Islamic Radio Center with

a frequency of 98.5 FM and local Madani Television in order to increase the religious quality of the people who see and listen to the media. (Muhammad Zaki, *Interview*, 2023).

The Madani Islamic Center Mosque uses mass media in the form of regional radio and also civil television which will be an important means of conveying da'wah messages based on the principles of Islamic communication, namely (1) *Balighan saying* (meaningful words); (2) *Qaul Maysuran* (Light words); (3) *Kaulan Kariman* (A noble word); (4) *Sayings of Sadin* (True words); (5) *Sayings of Ma'rufan* (Good words); and (5) *Sayings of the Lines* (Meek words), words that do not offend a certain group based on God's words in Surat Al-Ahzab verse 70.

يا ايها الذين امنوا اتقوا الله وقلوا قولا سديدا

"you who believe, fear God and speak with good words"

Based on the results of the interview above, the Madani Islamic Center Mosque Da'wah Media plans according to the main concept in planning which is based on rational thinking as conveyed by Kustadi that the main concept in planning is to think rationally based on facts and existing data to take steps The steps needed to achieve the desired goal. (Suhadang, 2007: 40)

2. Organizing (*organizing*) Media Dakwah Madani Islamic Center Mosque.

Organizing is a grouping of people or tools, tasks, responsibilities and authorities, in such a way as to create an organization that can be mobilized in a unit to achieve predetermined goals.

The Madani Islamic Center Mosque has a hierarchy or organizational structure chart that has the authority, responsibility and obligation to properly and correctly manage the da'wah media of the Madani Islamic Center Mosque, including the head of the media and da'wah section as well as civil radio and television media employees who are directly supervised by the general chairman Madani Islamic Center Rokan Hulu Mosque. In organizing the Madani Islamic Mosque, a series of structural charts have been approved by the Rokan Hulu government (Regent of Rokan Hulu). (Umzakirman, interview, 2023)

The organization carried out by the Da'wah media of the Madani Islamic Center Mosque is based on the main concept in organizing management, namely by providing management facilities (human

resources with all the necessary facilities) to carry out its management functions. (Suhadang, 2007: 62)

3. Implementation (*actuating*) Media Dakwah Madani Islamic Center Mosque.

This movement phase is the core of da'wah media management, because every component in an organization or institution will work hand in hand to work together to succeed and carry out all the programs that have been planned. (Musholi, 2017)

The implementation of the da'wah media at the Madani Islamic Center Rokan Hulu Mosque which is divided into two, namely *First* implementation of human resources by grouping people according to their respective needs, thus the process of delivering da'wah is more easily channeled to the people of Rokan Hulu. *Second* the implementation of the planned media facilities in the form of civil radio and television, the implementation of da'wah media at the Madani Islamic Center Rokan Hulu Mosque is carried out at a predetermined time, namely from the morning to noon by broadcasting da'wah content or da'wah broadcasts packaged in one delivery that structured with light diction. ((Fhatanalia son, interview 2023)) The main target of implementing the da'wah media of the Madani Islamic Center Rokan Hulu Mosque is its human resources in accordance with the main concept in implementing the management function, namely carrying out all the facilities that have been planned in order to achieve the desired goals. (Suhadang, 2007: 73).

4. Supervision (*controlling*) Media Dakwah Madani Islamic Center Mosque.

In the application of these management principles, control cannot be separated. Supervision is the process of monitoring activities to ensure these activities are completed according to what has been planned and correct any significant deviations, provide suggestions, responses. (Derysmono, 2021)

Based on the results of interviews conducted by researchers, the media preaching at the Madani Islamic Center Mosque carried out supervision involving the Prosperity Board of the Madani Islamic Center Rokan Hulu Mosque (BKM), policy holders, namely the local government, police, and interfaith forums which had the duty to oversee

the delivery of conveyed by the da'wah media of the Islamic Center Rokan Hulu Mosque. This was also emphasized by Ibn Ulya that **The Madani Islamic Center Mosque carries out supervision carried out by fields that have authority over this supervision.** (Ibnu Ulya, interview 2023)

The purpose of supervision carried out is to ensure that all activities and operations of the organization run according to the goals and plans that have been set. (Samsirin, 2015) The Madani Islamic Center Mosque has standards in its da'wah media that must be monitored, whether the delivery and results are in accordance with the standards set in the previous plan or not. As Lasser said about the main concept of supervision that supervision does not only investigate the causes of a deviation, but also investigates whether the resulting impact is in accordance with the planning standards that have been carried out or not. (Lasser, 1952: 463)

Islamic Center Mosque Da'wah Media and Its Impact on Community Religious Quality

Religion is defined as a measurement of how deep knowledge, faith, obedience and appreciation are carried out by its adherents. In Islam religion is a review of how close a Muslim is to Allah SWT. (Fuad Nashori, Mucharam, 2002: 71) Religion is something that concerns human behavior on their belief, obedience, and faith in the one and only God. Religion is also a measurement of the closeness of the relationship between humans and God. In religion there is a level or quality that refers to how strong a person's faith is in what he believes. The quality in question is the depth of one's devotion to God which will further increase their belief in what is believed.

Zakiyah Daradjat in her book "Ilmu Jiwa Agama", says that religion is human affection for what they believe in, assumes that there is a higher hierarchy than humans and has the power to regulate their lives. (Daradjat, 2005: 10) From religion, a term called religiosity or religion was born. Glock and Strak said that religion is human belief in God which can be seen through activities related to a belief that they profess. (Kahmad, 2002: 13)

Masjid Madani Islamic Center as a means of da'wah uses the media as a step to adapt da'wah activities to the Rokan Hulu community who are beginning to get used to the use of communication technology behind their busyness. This is a sign of the adaptation of religious activities in Rokan

Hulu, as a sensitivity to the progressive era and as an effort to modernize da'wah without changing the values of da'wah that refer to the Qur'an and hadith. The use of media by the Madani Islamic Center Mosque as their means to convey da'wah which aims to stimulate the Rokan Hulu community which is positioned *asmad'u* to instill religious principles in accordance with the Al-Quran and the hadith of the Prophet Muhammad SAW, with this process it is hoped that the community will be interested in and deepen the messages being channeled so that their religious quality can increase without any emphasis on it.

This is in accordance with Zulkifli's statement, that one of the objectives of the establishment of the Madani Islamic Center Mosque da'wah media is to stimulate the Rokan Hulu community to become a better society in the future, both in terms of their relationship with other fellow creatures of Allah, especially their relationship with the creator. namely Allah (SWT) ” (zulkifli syarif, interview 2023)

Efforts made by the da'wah media at the Madani Islamic Center Mosque are to make a series of da'wah activities that are broadcast via local radio and civil television directly, which activities can stimulate people who are predominantly Muslim to carry out their obligations as a servant of Allah SWT. The series of da'wah activities are: routine lectures intended for the State Civil Apparatus (ASN) and the general public, Zuhur cults, as well as religious lectures delivered by religious leaders which are broadcast indirectly on the da'wah media of the Islamic center mosque. (Umzakirman, interview 2023)

The religious quality of each individual is definitely different, depending on the level of one's worship. A mature religious improvement will help humans to face the reality of playing an active role in life, and being able to formulate their meaning and existence in life. (Widyastuti, 2014)

Based on the results of the interviews that have been conducted, it can be obtained that the da'wah media of the madani mosque Islamic center of Rokan Hulu has a series of da'wah activities that can have a positive impact on increasing the religious quality of the Rokan Hulu community, such as:

1. Routine lectures intended for the State Civil Apparatus (ASN) and the general public

In the regular sermons which are held once a week, the da'wah media of the madani Islamic center convey a discussion related to the understanding of the obligations and prohibitions that a Muslim must

know, and is followed by a lecture about the virtues of congregational prayers at the mosque for men. This was conveyed by Zulkifli that many people who interact with him in social life have a sense of responsibility that he must know and understand what the clergy say about the primacy of worship and the prosperity of the mosque. (Zulkifli Syarif, interview 2023)

So that by holding this routine recitation, it can have a positive impact on the people of Rokan Hulu, namely increasing public awareness to carry out Allah's commands and increasing public awareness to carry out congregational prayers at the mosque.

2. Lectures, cult

Giving lectures and cults contains ethics and morals for fellow humans and the creator and convey a series of correct social attitudes in addressing differences. (Ismawati, 2020)

According to Umzakirman many people in Rokan Hulu are aware and able to provide a good attitude towards the differences that exist" (umzakirman, interview 2023). So that people understand how they should behave in responding to these differences. So the impact that can be generated from the efforts of this activity for the community is an increase in mutual respect and acceptance of the differences that exist in the community.

3. Establish good cooperation and friendship with religious leaders.

One of the important things to stimulate the community to carry out Allah SWT's orders is to establish cooperation with religious leaders in Rokan Hulu" (umzakirman, interview2023)

Media da'wah at the madani Islamic center also establishes good cooperation and friendship with religious leaders to convey da'wah messages such as the stories of former pious people so that it has an impact on the people of Rokan Hulu in emulating their attitudes and the way they practice religion properly.

4. Commemoration of Islamic holidays

The next effort made by the Islamic madani mosque center's da'wah media in improving the religious quality of the people of Rokan Hulu is to commemorate Islamic holidays such as the birthday of the Prophet Muhammad SAW, Isra' wal mi'raj Nabi Muhammad SAW and various other holiday commemorations. (Muhammad zaki) , interview 2023).

So that the efforts to commemorate the big day have the impact of increasing the awareness and understanding of the people of Rokan Hulu towards this important event and having good attitudes towards the big holidays in the Islamic religion.

So with the activities carried out by the Madani Islamic Center Mosque propaganda media in broadcasting a series of activities that contain religious messages can provide motivation, and encourage people to do everything that has been ordered by Allah SWT and leave everything that has been prohibited by Allah SWT so that it becomes a positive impact on the religious quality of the people of Rokan Hulu.

CONCLUSION

The Madani Islamic Center Rokan Hulu Mosque uses da'wah media in the form of local Madani Television mass media and Radio with a Frequency of 98.5 FM by linking management principles that refer to P-O-A-C (*Planning, organizing, actuating, dan controlling*). This was done so that the distribution of a message in the Da'wah media of the Madani Islamic Center Mosque could influence the Rokan Hulu community so that it gave birth to a special effect, namely increasing the quality of religion.

The activities and efforts of the Madani Islamic Center Mosque dakwah media to have a positive impact on the people of Rokan Hulu, the Madani Islamic Center Mosque dakwah media includes a series of activities such as routine recitations, lectures, midday cults, establishing friendship and commemorating Islamic holidays which aim to provide motivation to the people of Rokan Hulu has proven successful in conveying religious values. This shows that the efforts used by the da'wah media at the madani Islamic center have brought changes to the religious quality of the Rokan Hulu community. So with the existence of the Madani Islamic Center Mosque's da'wah media which conveys a series of da'wah messages that can provide motivation to the community or encourage people to do everything that has been ordered by Allah SWT and leave everything that has been forbidden by Allah SWT.

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Informan:

Muhammad Zaki SSTP., M.Si, Ketua umum Masjid Madani Islamic Center Rokan Hulu, wawancara langsung, pada tanggal 20 Desember 2022

Umzakirman, sekretaris Masjid Madani Islamic Center Rokan Hulu, wawancara langsung, pada tanggal 24 Desember 2022

Fhatanalia putra S.sos., M.Si., ketua harian Masjid Madani Islamic Center Rokan Hulu, wawancara langsung, pada tanggal 27 Desember 2022

Ibnu ulya S.sos., kepala bidang Imarah Masjid Madani Islamic Center Rokan Hulu, wawancara langsung, pada tanggal 03 Januari 2023

H. zulkifli syarif S.Ag., M.Pd.i., ketua 1 Masjid Madani Islamic Center Rokan Hulu, wawancara langsung, pada tanggal 05 Januari 2023