

## ABSTRAK

Skripsi dengan judul “Eksistensi Dakwah Tradisional di Era Modern: Studi Kasus Desa Sempu Kecamatan Ngancar” ini ditulis oleh Ahmad Badawi, NIM. 126311213043, dengan pembimbing Didin Wahyudin, M.Pd

**Kata kunci:** eksistensi, dakwah tradisional, modernisasi, Desa Sempu, fenomenologi.

Dakwah tradisional merupakan bentuk penyampaian ajaran Islam yang menggunakan pendekatan konvensional dan bersifat kultural, yang diwariskan secara turun-temurun dan menyatu dengan nilai-nilai serta kearifan lokal masyarakat. Penelitian ini bertujuan untuk mendeskripsikan aktivitas dakwah tradisional dan menganalisis faktor serta implikasinya terhadap keberagamaan masyarakat di Desa Sempu, Kecamatan Ngancar, di tengah arus modernisasi. Dakwah tradisional merupakan metode penyebaran ajaran Islam yang menggunakan pendekatan kultural dan sosial yang telah lama melekat dalam kehidupan masyarakat, seperti pengajian kitab kuning, yasinan, tahlilan, hingga bela diri Pagar Nusa. Meski teknologi digital dan modernisasi berkembang pesat, dakwah tradisional tetap memiliki daya tahan karena menyatu dengan budaya lokal dan lebih relevan bagi masyarakat pedesaan yang belum sepenuhnya tersentuh digitalisasi.

Penelitian ini menggunakan pendekatan kualitatif yang dipadukan dengan pendekatan studi kasus. Metode fenomenologis, melalui wawancara, observasi, dan dokumentasi. Subjek penelitian ini adalah tokoh agama, pengurus perguruan Pagar Nusa, serta masyarakat Desa Sempu, Kecamatan Ngancar, Kabupaten Kediri. Proses analisis data menggunakan model reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa dakwah tradisional di Desa Sempu tetap eksis karena peran aktif para tokoh agama, kekuatan komunitas, serta ketertarikan masyarakat terhadap pendekatan dakwah yang akrab dan membumi. Namun, dakwah tradisional juga menghadapi tantangan seperti keterbatasan jangkauan, pengaruh media sosial, serta komersialisasi dakwah di era digital. Penelitian ini memberikan kontribusi dalam memahami dinamika dakwah tradisional dan relevansinya di era modern, serta menjadi pijakan bagi pengembangan strategi dakwah yang lebih adaptif dan kontekstual.

## **ABSTRACT**

*Thesis Title: The Existence of Traditional Da'wah in the Modern Era: A Case Study of Sempu Village, Ngancar Sub-district This thesis was written by Ahmad Badawi, Student ID: 126311213043, under the supervision of Didin Wahyudin, M.Pd.*

**Keywords:** *existence, traditional da'wah, modernization, Sempu Village, phenomenology*

*Traditional da'wah is a form of conveying Islamic teachings using conventional and cultural approaches, passed down through generations and integrated with the local values and wisdom of the community. This research aims to describe the activities of traditional da'wah and analyze the factors influencing its existence as well as its implications for the religious life of the people in Sempu Village, Ngancar Sub-district, amid the currents of modernization. Traditional da'wah employs cultural and social methods of spreading Islamic teachings that have long been embedded in community life, such as yellow book (kitab kuning) studies, yasinan, tahlilan, and the Pagar Nusa martial arts. Despite the rapid growth of digital technology and modernization, traditional da'wah remains resilient because of its deep integration with local culture and its greater relevance for rural communities that have not yet fully embraced digitalization.*

*This study uses a qualitative approach combined with a case study method and a phenomenological approach through interviews, observations, and documentation. The research subjects include religious leaders, Pagar Nusa institution administrators, and the community of Sempu Village, Ngancar Sub-district, Kediri Regency. The data analysis process follows the stages of data reduction, data presentation, and drawing conclusions.*

*The findings show that traditional da'wah in Sempu Village continues to exist due to the active role of religious figures, strong community bonds, and public interest in a familiar and grounded da'wah approach. However, traditional da'wah also faces several challenges such as limited reach, the influence of social media, and the commercialization of da'wah in the digital age. This research contributes to the understanding of the dynamics of traditional da'wah and its relevance in the modern era, and serves as a foundation for developing more adaptive and contextual da'wah strategies.*