

ABSTRAK

Skripsi dengan judul “*Strategi Dakwah IPNU Ranting Wates dalam Memperkuat Literasi Keagamaan Remaja Non-Madin di Desa Wates Tulungagung*” ini ditulis oleh Andhika Dwi Pangestu, NIM. 126304202060, dengan pembimbing Clara Sinta Pratiwi, M.Sos.

Kata Kunci : Strategi Dakwah, IPNU, Literasi Keagamaan, Remaja Non-Madin

Penelitian ini bertujuan untuk menganalisis strategi dakwah IPNU Ranting Wates dalam memperkuat literasi keagamaan remaja non-madin di Desa Wates, Kabupaten Tulungagung, serta mengidentifikasi faktor pendukung dan penghambat dalam pelaksanaannya. Latar belakang penelitian ini didasarkan pada pentingnya literasi keagamaan dalam membentuk cara berfikir, bersikap dan perilaku religious pada kalangan remaja terkhusus remaja non-madin yang mulai jauh dari kegiatan keagamaan. Penelitian ini menggunakan jenis penelitian kualitatif deskriptif dengan pendekatan studi kasus. Penelitian difokuskan pada IPNU Ranting Wates sebagai subjek penelitian dalam mengkaji strategi dakwah dalam memperkuat literasi keagamaan remaja non-madin. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi, sedangkan analisis data menggunakan tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa IPNU Ranting Wates menerapkan strategi dakwah yang bersifat kontekstual dan bertahap melalui tiga bentuk strategi, yaitu strategi tilawah, tazkiyah, dan ta’lim. Strategi tilawah diwujudkan melalui pendekatan komunikasi persuasif dan dialogis untuk membangun kedekatan emosional dengan remaja non-madin. Strategi tazkiyah dilakukan melalui pembiasaan kegiatan keagamaan dan keteladanan akhlak dalam aktivitas organisasi. Adapun strategi ta’lim dilaksanakan melalui pendidikan keagamaan nonformal yang fleksibel dan relevan dengan kehidupan remaja. Strategi tersebut berkontribusi dalam meningkatkan pemahaman dasar keagamaan, sikap religius, dan keterlibatan remaja dalam praktik keagamaan. Faktor pendukung pelaksanaan strategi dakwah meliputi peran pengurus IPNU sebagai da’i yang memiliki kedekatan sosial dengan mad’u, kesesuaian metode dakwah dengan karakter remaja, serta dukungan lingkungan sosial dan budaya Nahdlatul Ulama yang kondusif. Sementara itu, faktor penghambat meliputi Karakteristik Remaja Non-Madin sebagai Mad’u, Keterbatasan Sumber Daya Pengurus IPNU, serta pengaruh lingkungan pergaulan remaja. Penelitian ini menegaskan bahwa strategi dakwah yang bersifat persuasif, kultural, dan berkelanjutan memiliki peran penting dalam memperkuat literasi keagamaan remaja non-madin di lingkungan pedesaan.

ABSTRACT

This thesis, entitled "IPNU Wates Branch's Da'wah Strategy in Strengthening Religious Literacy of Non-Madin Youth in Wates Village, Tulungagung," was written by Andhika Dwi Pangestu, Student ID Number 126304202060, with Clara Sinta Pratiwi, M.Sos. as the advisor.

Keywords: Da'wah Strategy, IPNU, Religious Literacy, Non-Madin Youth

This study aims to analyze the IPNU Wates Branch's da'wah strategy in strengthening religious literacy among non-madin youth in Wates Village, Tulungagung Regency, and to identify supporting and inhibiting factors in its implementation. The background of this study is based on the importance of religious literacy in shaping religious thinking, attitudes, and behavior among youth, especially non-madin youth who are starting to distance themselves from religious activities. This study uses a descriptive qualitative research type with a case study approach. The study focused on IPNU Wates Branch as the research subject in examining da'wah strategies in strengthening religious literacy among non-madin youth. Data collection techniques were carried out through observation, in-depth interviews, and documentation, while data analysis used the stages of data reduction, data presentation, and drawing conclusions. The results of the study indicate that IPNU Wates Branch applies a contextual and gradual da'wah strategy through three forms of strategies, namely tilawah, tazkiyah, and ta'lim strategies. The tilawah strategy is implemented through a persuasive and dialogical communication approach to build emotional closeness with non-madin youth. The tazkiyah strategy is carried out through habituation of religious activities and moral role models in organizational activities. The ta'lim strategy is implemented through non-formal religious education that is flexible and relevant to the lives of adolescents. This strategy contributes to increasing basic religious understanding, religious attitudes, and adolescent involvement in religious practices. Supporting factors for the implementation of the da'wah strategy include the role of IPNU administrators as da'i who have social closeness with mad'u, the suitability of da'wah methods with adolescent characters, and the support of a conducive Nahdlatul Ulama social and cultural environment. Meanwhile, inhibiting factors include the Characteristics of Non-Madin Youth as Mad'u, Limited Resources of IPNU Administrators, and the influence of adolescents' social environment. This study confirms that a persuasive, cultural, and sustainable da'wah strategy has an important role in strengthening the religious literacy of non-madin youth in rural areas.