



## Management of Da'wah by the Persaudaraan Muslimah (Salimah) in Preventing Sexual Harassment Among Teenage Girls

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### ABSTRACT

*The purpose of this research is to identify how the da'wah management of the Persaudaraan Muslimah (Salimah) organization prevents sexual harassment among adolescent girls in the Deli Serdang Regency area. This research was conducted in the Deli Serdang region using a qualitative approach and descriptive methodology. The results of this study include that the da'wah management at Salimah Deli Serdang plays a very important role in preventing sexual harassment among teenage girls. The da'wah management carried out by Salimah is structured by applying the basic principles of management, namely planning, organizing, implementing, and supervising. And by using religious materials that are relevant to the needs and challenges faced by teenagers. Programs such as regular study sessions, education on self-protection, and spiritual guidance not only create a conducive nurturing environment but also enhance young girls' awareness of the importance of maintaining religious values, managing emotions well, and building social relationships.*

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## 1. INTRODUCTION

Sexual harassment is an important issue that continues to receive attention in Indonesia, particularly amidst rapid social and cultural changes. Based on data from the National Commission on Violence Against Women (Komnas Perempuan) (2023), there were 27,308 recorded cases of sexual harassment in Indonesia. Of that number, 23,714 victims are women, while 5,913 victims are men. This data shows that sexual harassment has become a serious issue that requires special attention and handling. This issue not only affects the individuals who are victims but also creates social problems that require collective solutions.

And this sexual harassment is a form of bad and unpleasant behavior towards certain

individuals in the form of harming and intimidating every party. This sexual harassment is open in nature and can happen to anyone, anywhere, and at any time, and sadly, sexual harassment occurs in public places where it can be seen by many people. Unfortunately, until now, teenage girls still belong to a gender that often suffers because there are still many people who believe that the role of teenage girls is weaker compared to the role of boys, making them easier targets. Thus, it leads to an increase in cases of sexual harassment among teenagers. Having long-term psychological effects on the individual. It can be assured that every victim of sexual impact carries deep trauma, is accustomed to self-blame, and is likely to experience rejection from their surroundings. The existence of sexual harassment is also caused by a lack of knowledge regarding the importance of maintaining individual dignity and minimal education related to the dangers of sexual harassment.

In facing such situations, the role of preaching and women's organizations is greatly needed, especially in providing education to protect and support victims of sexual harassment. One of the organizations actively involved in this effort is the Muslimah Brotherhood (Salimah). Salimah is known as a da'wah organization with a vision of empowering women based on Islamic values. Through its da'wah programs, Salimah also collaborates with other Islamic organizations, such as Nahdatul Ulama, BKMT, and the Women's Organization Alliance (GOW), in providing training, seminars, and open discussions aimed at raising awareness among young girls about how to protect themselves from sexual harassment, as well as offering moral and spiritual support to those who become victims. Thus, the programs that have been provided can specifically educate young girls about the importance of self-protection, recognizing the signs of sexual harassment, and offering solutions based on Islamic teachings in addressing these issues.

This research aims to identify the role of preaching efforts in addressing issues related to sexual harassment, focusing on how the approaches taken can be integrated to provide and deliver better support to teenage girls through a systematic literature review. The study will also discuss and review various relevant counseling methods, with one method being preaching management, which can serve as an effective and efficient tool in providing in-depth understanding and helping to raise awareness about the prevention of sexual harassment.

Based on the observations conducted by the researcher, the main obstacles in the management and organization of the activities carried out are the limited human resources (HR) and the lack of support from external parties. These obstacles often become problematic in implementing programs aimed at raising awareness and protection against the dangers of sexual harassment among teenage girls. However, Salimah's efforts have shown significant progress, especially in raising awareness among teenage girls about the dangers of sexual harassment. With this, strong support is definitely needed. And based on the issues and conditions, the author is interested in researching how the management of dakwah and the role of the Muslimah Brotherhood Organization (Salimah) in preventing sexual harassment among teenage girls in the Deli Serdang Regency. And this research is also expected to serve as an example or reference for other organizations in participating and creating a supportive environment for teenage girls.

## 2. RESEARCH METHOD

The design of this research uses a structured and systematic descriptive approach to understand the role of da'wah management as a tool in preventing sexual harassment of teenage girls in Deli Serdang Regency. With a qualitative method focusing on a literature review that includes journals, books, and articles providing deep insights into social phenomena, especially

in the context of sexual harassment. With this, the researchers directly interacted with the Salimah organization to gain a deep understanding of the prevention of sexual harassment against teenage girls. The data sources in this study use two types of data, namely primary and secondary. Whereas primary data was collected by interviewing the administrators of the Muslimah Brotherhood (Salimah), and secondary data was gathered by collecting sources such as journals, articles, and documents related to da'wah management and sexual harassment.

The chairperson, secretary, and one of the departments responsible for pedagogical activities on sexual harassment were interviewed as part of the data collection technique. It is highly anticipated that this method will yield a pertinent and informative summary and data collection findings. After that, the data collected is promptly analyzed using data reduction techniques, data presentation, and conclusion drawing. Ultimately, the data's validity is assessed using the criteria of dependability, credibility, capability, and confirmability. One of the objectives is to ensure that teenage females are adequately informed and comprehend the prevention of sexual harassment.

### **3. RESULTS AND DISCUSSION**

#### **A. Da'wah Organization of the Muslim Brotherhood (Salimah)**

A da'wah institution is an organization that operates in the religious field, such as conducting knowledge studies and fulfilling obligations according to the teachings of Allah SWT. The main function of this da'wah institution is to serve as a platform or means for the public, such as providing moral guidance, religious lectures, religious education, education, and other general activities. And this da'wah institution plays an important role or serves as a bridge in realizing a religious society that is tolerant according to the teachings of Islam [6].

Basically, this Muslimah Brotherhood is known as Salimah, and the organization has been active and established in Jakarta on March 8, 2000, by a group of Indonesian Muslim women. The founding board of the Salimah organization consists of Aan Rohanah Yoyoh Yusroh, Nursanita, and Zainab. In this community, it includes women who have a strong desire to seek knowledge. This organization also has a vision, which is "To Create Quality Women, Children, and Families." Meanwhile, Salimah's mission is to create fellowship and solidarity among Islamic communities, develop the achievements and skills of Salimah's administrators in economic, social, educational, and da'wah aspects, and to implement programs addressing current issues related to women, children, and families.

And this community also serves as a means to build understanding of Islamic teachings, both in the form of education and an environment that is expected to enhance the achievement of excellence and quality knowledge for the future generations within the society. The foundation for the formation of the Muslimah Brotherhood community (Salimah) lies in participation, friendship, and the ability to provide love and affection to the next generations [7].

In the Muslimah Brotherhood (Salimah), there are programs aimed at community effectiveness, namely (Community Empowerment) activities as a way to address the problems faced by providing social support, (Elderly School) this program aims to build high spirits for the elderly to live their lives, (Education) which provides knowledge to parents and teenagers about Islam, tutoring, regular studies, and so on, (Parenting Special for Women) this program discusses how to make women good in terms of religion and activities performed. With the existence of these programs, it can shape the behavior and character of individuals and teenagers [8].

Persaudaraan Muslimah (Salimah) Deli Serdang Regency is similar to Salimah in general in Indonesia; this organization has been established for a long time, starting in 2005. From 2005 to 2015, this organization was very active, during which many young people participated in it. However, over time, this organization has only included mothers. Because the teenagers have their own busyness and activities.

But that does not become an obstacle for the Muslim women, including mothers, to continue seeking knowledge and developing the Muslimah Brotherhood (Salimah) into an organization that benefits the surrounding community. And until now, Salimah itself has a leader named Yeni Pebriyanti, and this organization also has 15 members. The main goal of the Muslimah Brotherhood (Salimah) in Deli Serdang Regency is to create a sense of social concern by implementing well-structured activities. Whereby by implementing that method, it increases readiness for the times, so that many problems and conflicts arising within families, children, and teenagers can be well addressed.

#### B. The Relationship Between Da'wah Management and Sexual Harassment

This da'wah management consists of two closely related words, but both also have different meanings. Where management is a form of organizing, stages, coordinating bonds that cooperate and depend on each other in achieving certain goals. This knowledge of management is very much needed in daily life, especially among living beings, whether in organizations or in society in general. Because in any form of activity, if there is a strong desire for that activity, it certainly cannot be done alone. However, it definitely requires a system of cooperation with others, so that problems can be organized and solved in a structured and effective manner [9].

And in the (KBBI) Kamus Besar Bahasa Indonesia, the term sexual harassment consists of two words that are very much related. Where the word "harassment" means to belittle, insult, and demean others. Meanwhile, the word "sexual" is often referred to as "sex," which involves bodily activities, both physical and non-physical, between women and men, as well as other things that involve sexual desire and lust [10]. And sexual harassment also includes all forms of behavior carried out by an individual or one party that is unwanted by the victim, usually in the form of words, gestures, symbols, and other negative actions. It can be said that some signs of sexual harassment include pressuring someone's desires unilaterally by the perpetrator, where this incident is usually premeditated by the perpetrator, resulting in suffering and distress for the victim [11].

In sexual harassment, there are various actions, from minor actions to major actions. With that, there are several forms of sexual harassment, namely:

##### 1. Verbal Harassment

It is an action carried out with unpleasant and personal words and sentences, such as commenting on someone's physical appearance, making jokes that belittle someone's self-esteem, threatening someone with indirect coercion, and catcalling by calling out and flirting in public.

##### 2. Non-Verbal Harassment

It is an action performed with body movements that have sexual connotations, such as repeatedly looking at someone's body with a lustful gaze, playing with body movements using hands, and threatening and disturbing individuals with sexual intent.

##### 3. Physical Harassment

It is an act carried out with the audacity of the perpetrator touching the victim with the intention of a sexual nature, which is unwanted and without the victim's consent, such as groping, slapping, kissing, intimidating someone to engage in sexual intercourse, and getting too close in public places.

#### 4. Visual Harassment

It is an action carried out by showing negative things, such as images, videos, animations, or others, and can also be done through Gmail, messages, and other social media.

#### 5. Psychological/Emotional Harassment

It is an action carried out by applying continuous negative pressure or threats, which includes actions to obtain sexual benefits, where these activities are unwanted and can disturb the victim's discomfort.

In addition, missionary institutions have a strategic role in conveying messages to prevent sexual harassment. can utilize media and preaching methods to provide understanding and education to the surrounding community about the dangers of sexual harassment, which are often not recognized as a serious threat. In many cases, the lack of knowledge and awareness makes teenage girls vulnerable to becoming victims. With an understanding and approach based on solidarity and Islamic values, religious scholars can provide and enhance awareness and support the entire community to be more vigilant and concerned about this issue in the future.

### C. Salimah Da'wah Management Regarding Sexual Harassment of Teenage Girls

In addressing the increasingly prevalent issue of sexual harassment, it is essential to establish effective preaching management. As for the data from the Ministry of Women's Empowerment and Child Protection (PPPA) which was last input on January 6, 2023, it reached 1,309 cases of sexual harassment involving teenage girls in the city of Medan. And based on data from SIMFONI PPA in 2023, with 22 sub-districts in Deli Serdang Regency, there has been a 36% increase in sexual harassment cases, consisting of 23 male victims and 122 female victims. The high number of victims is due to several factors, such as the lack of parental supervision, the low understanding of sexual education in the community, and the prevalence of liberal culture within society. The existence of this situation provides an illustration and indication that incidents of sexual harassment are not just ordinary problems, but rather social issues that require special attention [14].

With that, the Muslimah Brotherhood (Salimah) of Deli Serdang Regency is striving to prevent sexual harassment among teenage girls. By applying the four main functions of management, namely planning, organizing, executing, and supervising. Each component of management is structured in such a way as to achieve the goals of da'wah, such as helping teenage girls understand the importance of self-protection, deepening their knowledge of Islamic teachings, so that they can apply it in their daily activities. This research will elaborate on how the Muslimah Brotherhood (Salimah) of Deli Serdang Regency implements da'wah management to create a positive impact in preventing sexual harassment while also fostering a generation of virtuous and spiritually independent young women.

#### 1. Planning

In its planning, the Muslimah Brotherhood (Salimah) of Deli Serdang Regency organizes da'wah programs in accordance with the guidelines and agreements provided by the central level. However, the part related to preventing sexual harassment is included in the "Education and Da'wah Department Program". Which prioritizes the importance of spiritual education and child protection. One of the main focuses of this program is to provide understanding to teenage girls and the community about sexual harassment and the importance of sex education based on Islamic values.

Where, Salimah collaborates with local communities such as the Women's Organization Alliance (GOW), study group mothers, and other women's organizations to expand the reach of the da'wah message. The program being conducted includes "Awareness in Protecting the Younger Generation from Sexual Harassment. "This program highlights the importance of

learning about sexual harassment as part of a long-term solution. The Muslimah Brotherhood (Salimah) held a seminar discussing Islamic sex education for teenagers and parents. This seminar covers topics such as understanding boundaries in social interactions, early signs of harassment, and preventive measures. In addition to the seminar, the Muslimah Brotherhood (Salimah) also holds regular study sessions focused on strengthening the spirituality of teenage girls and parents, which are usually conducted once a month. And usually, this study session features male and female religious leaders to provide moral guidance and Islamic teachings related to maintaining self-respect, social interaction boundaries, and the importance of mutual respect between men and women.

To support the sustainability of the implemented program, funding sources are obtained from contributions from Salimah members, community donations, and cooperation with local organizations. The funds collected are then allocated for the operational costs of seminars, training, and the provision of preaching materials that support the success of the program. And the main focus of the Muslimah Brotherhood (Salimah) in this planning is to integrate sexual education into the da'wah program systematically and in accordance with Islamic values. For example, teenage girls are taught to understand how to take care of their bodies, maintain privacy, and how to say "no" in threatening situations. On the other hand, parents are educated on how to build healthy and open communication with their children.

Through study groups, seminars, and training, the Muslimah Brotherhood (Salimah) of Deli Serdang Regency strives to create a supportive environment for teenage girls to understand the dangers of sexual harassment and to have the skills to protect themselves. This program is designed not only to provide knowledge but also to raise awareness that Islam-based sexual education is one way of preaching to combat stigma and create a safe and dignified society, especially among teenage girls.

## 2. Organizing

Persaudaraan Muslimah (Salimah) Deli Serdang Regency has a well-organized structure in carrying out da'wah activities. Salimah itself has been led by Mrs. Yeni Pebriyanti for one term from 2019-2024, and accompanied by Mrs. Endang Sri Astutiyani, S.E as the secretary. Not only that, within Salimah there is also a treasurer and four other departments in the structure of the Muslimah Brotherhood (Salimah) of Deli Serdang Regency.

In its organization, this organization has structured its management with a systematic and strategic approach. Institutionally, this Muslimah organization conducts various da'wah programs with a focus on women's empowerment and raising awareness of issues faced by women, particularly in preventing sexual harassment. As part of its activities, regular study sessions are held periodically in various areas of Deli Serdang Regency, including collaboration with local institutions such as the GOW religious forum and other community study groups for mothers. In each study session, it certainly involves material that discusses spiritual aspects, education, and awareness of sexual harassment issues among teenage girls.

Usually, the activities organized by the Muslimah Brotherhood (Salimah) of Deli Serdang Regency are held in rotation at mosques, community halls, schools, and other public spaces. In selecting speakers for lectures or training, the management ensures that the material presented is relevant to the organization's goals. Speakers are chosen both from within the organization and externally, considering their capacity. This aims to ensure that the participants gain useful knowledge and are able to apply it in their daily lives.

The social activities and empowerment of adolescent girls are the main focus of the management of this organization. Several flagship programs, such as skills training and thematic discussions, have demonstrated the organization's active role in strengthening social relationships through a religious approach. With good organization, it is hoped that these programs can enhance the awareness and spiritual intelligence of Muslim women in facing the

challenges of the times, including in protecting themselves from sexual harassment.

### 3. Actuating

At the implementation stage, the Salimah Da'wah Management program in preventing sexual harassment among teenage girls in Deli Serdang Regency is carried out through various activities focused on education and guidance. Several activities that are regularly conducted include seminars, studies, and counseling with relevant and educational themes. One of the main themes that is often raised is "Happy Parenting for a Shining Gen Z," presented by speakers who understand child development and education. The hope is that this can provide in-depth knowledge to the participants involved in the activities, especially teenage girls, about the importance of self-care and building strong moral values.

Since the period from 2019 to 2024, Salimah has consistently held regular study programs conducted once a month. This study group aims to provide education to the community. However, specific discussions related to the issue of sexual harassment only became part of the program in 2021. In that year, Salimah started a special education program focused on teenagers, especially teenage girls. In a span of four years (2021-2024), eight educational activities addressing the issue of sexual harassment have been conducted.

The main target of this program is teenage girls in the Deli Serdang community. The selection of this target group was made because this group is considered the most vulnerable to sexual harassment. To convey the message of da'wah effectively, Salimah uses methods such as interactive discussions and lectures. This approach is designed so that participants not only receive information but can also engage in dialogue, ask questions, and share experiences, making the atmosphere more dynamic and beneficial.

The results of the implementation of this activity are quite significant. The response received by the Muslimah Brotherhood (Salimah) of Deli Serdang Regency from teenage girls is very positive, as seen from the improvement in various aspects of their self-awareness and morality. The understanding of teenagers regarding Islamic values, especially related to noble character, is improving, and an increased awareness of the importance of protecting themselves from risky behaviors is beginning to be evident. In addition, teenage girls are showing more polite and courteous behavior in their daily interactions and have more stable emotional control. This shows that the da'wah approach carried out through spiritual guidance and religion-based education is effective in shaping the character of teenagers to be more confident, principled, and to have a clear vision and mission in carrying out their daily lives in accordance with Islamic principles.

### 4. Controlling

In the supervision and controlling phase, the Salimah Muslimah Brotherhood Da'wah Management program in Deli Serdang Regency to prevent sexual harassment among teenage girls is carried out by the Da'wah Education and Training Department and other administrators, supported by the Women's Organization Alliance (GOW). This supervision aims to ensure that the activities carried out can proceed according to the targets and expectations. Where it has already had a positive impact on the participants.

One of the monitoring methods implemented by Salimah is conducting periodic evaluations of each activity carried out. This includes observing participant engagement, the effectiveness of the material, and the outcomes of seminars and regular study sessions. Salimah monitors participant participation by recording attendance, involving participants in interactive discussions, and measuring the extent to which they can apply the material presented, such as the importance of maintaining boundaries in social interactions and recognizing early signs of sexual harassment. In addition, Salimah also ensures that each invited speaker has the appropriate competence to discuss topics related to Islamic sexual education and child protection.

In addition, Salimah also pays attention to the funding aspect in supervision, ensuring that the funds obtained from member contributions, community donations, and cooperation with related parties are used effectively and efficiently. The oversight of fund usage aims to ensure that the existing budget is truly used for the operation of seminars, training, and the procurement of educational materials relevant to the program's objectives. This evaluation helps ensure the sustainability of the program and avoid the misuse of funds.

However, this monitoring process is not without obstacles. One of the main obstacles is the limited resources, both in terms of funding, manpower, and available facilities. In addition, the level of participant engagement is also a challenge, especially in maintaining their commitment to continue attending the activities until completion. Through structured supervision and continuous evaluation, the Muslimah Brotherhood (Salimah) of Deli Serdang Regency strives to address existing shortcomings and enhance the effectiveness of the program in the future.

Overall, this research shows that the da'wah management of the Muslimah Brotherhood (Salimah) in Deli Serdang Regency, through effective planning, structured organization, consistent implementation, and directed supervision, has played an important role in preventing sexual harassment among teenage girls. Although effective, there are still some challenges such as resource limitations that need to be addressed through inter-sectoral collaboration, both within the government and other organizations. These findings make an important contribution to the development of more effective and relevant da'wah strategies to address social issues in the future.

#### D. The Relationship Between Da'wah Leadership and Sexual Harassment

Collaboration has great potential in preventing sexual harassment, the Muslimah Brotherhood (Salimah) of Deli Serdang Regency has successfully built a strong network through collaboration with local communities to expand the reach of their da'wah programs, particularly in preventing sexual harassment against teenage girls. Salimah realizes that efforts to prevent sexual harassment cannot be carried out by a single organization alone, but require solid cooperation between various institutions, communities, and individuals who are concerned about this issue. This collaboration not only expands the scope of the program but also enhances its implementation effectiveness by involving various elements of society that play a role in shaping a safe social environment.

One of the main forms of collaboration undertaken by Salimah is with the Women's Organization Alliance (GOW). GOW is a platform that brings together various women's organizations at the district level, which share a similar mission in empowering women and families. By partnering with GOW, Salimah can expand her outreach to more women's communities throughout the Deli Serdang region. This collaboration allows Salimah to hold activities such as seminars, training sessions, and study groups involving GOW members and other communities, as well as educate them about self-protection, prevention of sexual harassment, and how to address it in a religious context.

In addition, Salimah also collaborates with the community of mothers in study groups. This collaboration is very important because mothers are a group that plays a strategic role in educating their children, especially teenage girls. Through regular study sessions and group discussions, Salimah can introduce important topics regarding sexual harassment, as well as educate mothers on how to protect their children from potential dangers. With the involvement of mothers in this da'wah program, Salimah hopes to create a culture of self-protection instilled from an early age within the family. This education also strengthens the bond between mother and child, making the child feel more comfortable discussing their experiences or concerns related to sexual harassment.

The collaboration carried out by Salimah also involves various religious institutions and other women's communities in Deli Serdang. By involving these institutions, Salimah can reach a wider audience, including communities that may have been less touched by previous da'wah programs. For example, by collaborating with local mosques and study circles, Salimah can expand her outreach among teenage girls who are active in religious activities. This opens up opportunities to incorporate self-defense education into the lectures and study sessions that the community already regularly conducts.

In addition, Salimah utilizes social media and digital platforms to expand collaboration and enhance outreach regarding the prevention of sexual harassment. With the current advancements in technology, social media has also become an effective tool for providing up-to-date information, including for teenage girls who may not be able to attend seminars or study sessions in person. Salimah uses social media to share educational materials, short videos about self-defense, and testimonials from teenage girls who have participated in their program. In this way, Salimah succeeded in educating not only at the regional level but also at a broader level, considering the easy access to information through the internet.

Through this collaboration, Salimah succeeded in creating a strong and effective da'wah network to address the issue of sexual harassment. The wider community is now involved in preventive efforts, both in the form of formal and informal education. The collaboration between organizations also creates collective awareness about the importance of protecting teenage girls from sexual harassment, as well as building a supportive environment for their growth. In the long term, this collaboration is expected to bring significant changes to society, creating a culture of mutual respect, preserving dignity, and addressing sexual harassment.

Thus, collaboration with local communities becomes one of Salimah's important strategies to achieve their goals in preventing sexual harassment. This collaboration strengthens the program's impact, expands the da'wah network, and ensures that the knowledge provided is well-received by the community, directly influencing more positive social behavior changes.

#### E. Salimah's Education for Parents of Teenage Girls on Sexual Harassment

Education on the role of parents in preventing sexual harassment is a learning process aimed at providing parents with a deep understanding of responsive steps to protect children from the threat of sexual harassment. This education involves knowledge about the signs of abuse, how to communicate with children about sensitive topics, and the importance of creating a safe and trusting family environment. In this case, the preaching program organized by the Muslimah Brotherhood (Salimah) of Deli Serdang Regency, which focuses on education about the prevention of sexual harassment. Salimah not only provides education to teenage girls but also raises awareness that the role of parents is crucial in protecting and safeguarding their children, especially in monitoring social interactions and creating a safe environment at home. Therefore, Salimah designed a program that actively involves parents, with the aim of strengthening their understanding of child protection and the importance of open communication between parents and children.

Salimah conducts parenting seminars, regular study sessions, and training for parents to equip them with the knowledge and skills necessary to educate children, especially teenage girls, about self-protection from sexual harassment. This education includes ways to build healthy and open communication, so that children feel comfortable talking to their parents about their experiences or feelings. In this activity, parents are invited to understand the signs of sexual abuse, as well as how to protect their children from potential dangers that may arise, whether they are around school, home, or open or public places.

Through lectures and seminars involving parents, Salimah educates about the importance of actively supervising their children's social interactions. One of the things emphasized is

how parents can provide an understanding of healthy social boundaries for their children, as well as teaching the importance of maintaining self-respect. Many parents, especially in traditional societies, may not realize that discussions on topics like sexual harassment should start early, and every child needs to be included in discussions specifically about individual self-protection. By raising parental awareness through this training, Salimah aims to create a safer and more supportive family environment, as well as provide a sense of security and comfort for teenage girls in their daily activities.

In addition to that, every parent is also encouraged to be an example for their children in managing emotions and facing problems in an Islamic and moral way. In many cases, teenage girls who are victims of sexual harassment often feel confused and do not know how to deal with it. Therefore, Salimah teaches parents how to create an open and honest dialogue at home, so that teenage girls feel supported and have a channel to talk about their problems without fear or shame. In addition, Salimah also provides guidance to parents on how to give sex education based on Islamic values, which will teach children to understand their bodies and their rights in social relationships.

This program also emphasizes the importance of educating children about the signs of sexual abuse and how to report such incidents without fear. Empowering parents to talk openly about the issue with their children is essential to anticipate the occurrence of sexual abuse and minimize the psychological impact that may occur afterward. Well-educated parents will find it easier to protect their children and build mutual trust with them.

Well-educated parents will find it easier to protect their children and build mutual trust with one another.

Overall, parental involvement in the Salimah program not only increases their awareness of the importance of self-protection but also helps create a safer and more caring social climate for teenage girls.

Overall, parental involvement in the Salimah program not only raises their awareness about the importance of self-protection but also helps create a safer and more caring social climate for teenage girls. The education provided not only imparts knowledge but also equips parents with skills that can have a positive impact in the future. As a result, Salimah has succeeded in creating synergy between parents and children in shaping a stronger and more protected younger generation against the threat of sexual harassment.

#### 4. CONCLUSION

This research shows that the da'wah management of the Muslimah Brotherhood (Salimah) in Deli Serdang Regency plays an important role in preventing sexual harassment among teenage girls. The da'wah management carried out by Salimah is structured, using an emotional approach and religious materials relevant to the needs and challenges faced by teenagers. Programs such as regular study sessions, education on self-protection, and spiritual guidance not only create a conducive mentoring environment but also enhance the awareness of teenage girls about the importance of maintaining religious values, managing emotions well, and building social relationships. The results of observations and interviews indicate a shift in the mindset of teenage girls towards a more integralistic approach, where principles serve as the foundation for their behavior, and every action is interpreted as part of worship to Allah. This directly contributes to shaping a stronger character in adolescents, instilling noble morals, and enabling them to face social environmental challenges in a positive way. With adaptive and responsive da'wah strategies addressing the issue of sexual harassment, Salimah is able to make a tangible contribution in building a resilient, ethical generation of young girls who are fully aware of the importance of self-protection in accordance with Islamic values.

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