



Dakwah Management of the Deli Serdang Taklim Assembly Contact Agency in the Enhancement of the Spiritual Quotient of Perwiritan Mothers

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ABSTRACT

Management is one of the important components in the process of da'wah activities. This research aims to examine how the da'wah management conducted by BKMT Deli Serdang can enhance the Spiritual Quotient (SQ), especially among the women participating in the recitation groups in Lubuk Pakam District, particularly in Cemara Village. The type of research used in this study is the qualitative method. From the results of this research, it was found that the management of dakwah at BKMT Deli Serdang includes management functions such as planning, organizing, implementing, and supervising. This shows a significant role in enhancing the spiritual Quotient (SQ) of the women in the perwiritan, especially in the Lubuk Pakam District. Routine activities such as evangelism and spiritual guidance have a positive impact on religious awareness, good emotional management, and the ability of mothers to build harmonious relationships with their families and social environment.

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1. INTRODUCTION

The development of management science is closely tied to the development of humanity itself. It means that the science of management has existed since humans have been on this earth. With the passage of time, management emerged as a development and demand of humans to meet their life needs. Etymologically, management comes from the word to manage, which means to organize. When managing, issues or processes inevitably arise, along with questions about what, how, and why they need to be managed, as well as the objectives for which they are created. In general, all management activities exist within an organization that is specifically directed to achieve the organization's goals effectively and efficiently. Indeed, management

activities encompass a very broad scope, as they begin with determining the direction of an organization in the future, creating programs or organizational activities, encouraging the formation of cooperation among members, and monitoring activities to achieve goals.

Dakwah is a mission of spreading Islam throughout the ages and throughout history. This shows that dakwah is an eternal mission for all Muslims. In the current era of globalization, in addition to gaining opportunities for da'wah, there are also significant challenges, particularly in the rapid development of technology and information. A manager of an organization must continuously think because they are constantly required to develop concepts and movements of da'wah that are in line with the times. This can help da'wah activities in providing solutions to the problems that occur in the midst of modern society's life.

Dakwah management is a combination or amalgamation of two different sciences; management is one of the general sciences, just like economics, business, and so on. Meanwhile, dakwah is a part of religious knowledge. However, these two fields of knowledge are interconnected and mutually supportive. This means that da'wah as an activity will yield maximum output when it is organized or planned well. Dakwah management is the process of planning and task grouping, gathering and directing implementers into groups that are then directed towards achieving the goals of dakwah. In da'wah management, each person within an organization has their own job description according to their abilities. Dakwah is not sufficient with just the presence of a preacher; it also requires the involvement of others who function to support the continuity of dakwah so that it runs effectively and efficiently.

In da'wah management, to achieve good administration, a movement and effort in da'wah must be undertaken. A da'wah expert is also directly involved in all aspects of management functions, from the planning stage, organizing, implementation, to supervision and evaluation. Seeing the importance of the role of religion in human life, it is essential for everyone to be able to integrate religious principles into their lives. This can be implemented through education in the family environment, formal and non-formal educational institutions, and also in the community, including study circles. The role of da'wah management is to systematically and coordinately organize da'wah activities and programs, starting from before the implementation until the end of the da'wah activities.

The role of the Badan Kontak majelis taklim (BKMT) cannot be denied as it has a significant influence in shaping religious character, including spiritual quotient (SQ) or spiritual intelligence, within the community in its da'wah environment, so that the development of Islamic da'wah can continue to endure and thrive well. Not only that, majelis taklim also fosters spiritual intelligence because it is able to nurture its members to become pious individuals, instilling honesty and teaching its members to always prioritize honesty. The majelis taklim also shapes character traits such as discipline, exemplary behavior, social concern or tolerance, and others. This can certainly have an impact on the increase of spiritual quotient (SQ) in every person who is part of it. According to Sayuti in his research, the presence of majelis taklim in society has brought benefits and welfare to the community, especially for the elderly and women, particularly for those who are members or congregants, as this is closely related to the activities of the da'wah institution in society.

Based on the observations made by the researcher, this gathering of women in study circles is a very positive phenomenon. The Contact Body of the Taklim Assembly was formed at a time when social problems became increasingly complex, especially among mothers, such as gossip or slander, social or economic disparities, and so on. therefore, it is very important to raise public awareness to address these issues by understanding and perfecting the principles of religion. BKMT Deli Serdang is an institution that operates in the field of preaching. In accordance with its photo, BKMT aims to educate mothers, especially Muslim men and women.

The Body of Contact for Majelis Taklim is an organization that has developed throughout Indonesia. In Deli Serdang Regency itself, BKMT is led by Mrs. Hj. Poniah Thaib, who has been in office for four consecutive terms and continues to serve to this day. BKMT Deli Serdang has overseen 7 sub-district level BKMTs with a total of 23 existing sub-districts. BKMT Deli Serdang plays a significant role in enhancing religious understanding and spiritual intelligence within the community. The contributions made also aim to create a society with noble character and faith. BKMT Deli Serdang is also active in gathering mothers, as reflected in BKMT's motto, which aims to educate mothers, especially Muslim women, to create religious families in their respective households, particularly in the mothers' perwiritan gatherings in Lubuk Pakam District, Cemara Village. BKMT Deli Serdang has activities that include weekly study sessions, commemorative lectures for Islamic holidays, Quran reading training, and so on. Perwiritan is the term for activities conducted by a group of women who usually engage in reciting the Quran and listening to sermons aimed at strengthening social ties. Not only that, perwiritan also aims to enhance spiritual intelligence through study sessions, which are expected to improve one's ability to understand the value of spirituality for a better quality of life. The existence of this group of women in the recitation is not only to strengthen social ties but is also expected to enhance religious knowledge and change the attitudes of the women in the recitation to be better within the community and for themselves.

The management of BKMT Deli Serdang's preaching is designed to address existing obstacles while also enhancing the spiritual intelligence of the participants in the recitation groups in the Lubuk Pakam District, particularly in the Cemara Village. Based on the issues and the importance of the role of BKMT, the researcher is interested in conducting an in-depth study titled "BKMT Deli Serdang Da'wah Management in Enhancing the Spiritual Quotient of Perwiritan Mothers". This research aims to analyze the da'wah management of BKMT Deli Serdang in the Lubuk Pakam District, specifically in the Cemara Village, in an effort to enhance the spiritual intelligence of the perwiritan mothers in the context of the impact received by the perwiritan mothers by participating in the activities conducted by BKMT Deli Serdang. Data were collected through in-depth interviews with the BKMT Deli Serdang administrators and the perwiritan mothers in the Lubuk Pakam District, Cemara Village. It is hoped that the results of this research can provide significant contributions to the understanding of da'wah management in efforts to enhance spiritual intelligence among the women in the study groups, as well as offer recommendations for the development of more effective activity programs in the future.

2. RESEARCH METHODE

This research uses a qualitative method with interviews and a systematic literature review approach to explore the role of BKMT Deli Serdang's da'wah management in enhancing the spiritual quotient (SQ) of the recitation mothers in Lubuk Pakam District, particularly in Cemara Village. Qualitative research using the interview method was conducted by involving open discussions with informants and guided by pre-prepared questions. Literature review is also used to provide in-depth knowledge related to social and cultural events, especially in complex contexts such as the spirituality of women in religious gatherings in Lubuk Pakam District. Qualitative research methods are a form of information data in the form of verbal sentences and not numerical symbols or figures. The data sources in this research include interview results as primary data, and a collection of scientific articles and books used as supplementary data as secondary data.

The data collection techniques used in this research include observation, documentation, and in-depth interviews with the regional management of BKMT Deli Serdang, namely the chairwoman Mrs. Hj. Poniah Thaib and the secretary Mrs. Hj. Nurhanizar, SP, as well as the head of the perwiritan Mrs. Wahyuni Kadaria and the treasurer of the perwiritan Mrs. Tasmia Saragih

in the Cemara Village, who are also members of BKMT Deli Serdang. This research was conducted at the BKMT Deli Serdang office and the home of one of the women's study group members in Lubuk Pakam District, Cemara Village. All data collection results were then selected and evaluated to ensure the quality and relevance of the obtained data. Data analysis is conducted by going through the data reduction process, which means selecting data by focusing on important data and discarding data that is considered unnecessary. Next, data presentation is the stage after data reduction, which is presented in the form of narratives, charts, relationships between categories, and the like. And finally, drawing conclusions, which involves extracting from the surface of the data, aura, cause-and-effect relationships, and other proportions.

3. RESULTS AND DISCUSSION

A. Da'wah Management at BKMT Deli Serdang

The da'wah management carried out by BKMT Deli Serdang is certainly inseparable from the functions of management, which are systematic regulations designed from the beginning to the end of the activities. The functions of da'wah management are planning (takhtih), organizing (thanzim), implementation (tawjih), and supervision (riqabah). The details are as follows.

1. Planning (Takhtih)

Takhtith is an activity carried out to create a sequence of activities to be implemented in the future, arranged effectively and efficiently so that the set goals can be achieved well. A plan is important to ensure that the formulated plans can run more effectively and efficiently. The BKMT program is standardized from the central, provincial, and district levels. In the establishment of programs or planning, BKMT Deli Serdang focuses on the programs provided by the central government. However, the development is made and adjusted to each respective region. If there are any discrepancies, BKMT Deli Serdang will create a new program tailored to its own region through deliberation.

2. Organization (Thanzim)

Thanzim is an activity of grouping all the administrators according to their respective expertise. Organizing can be defined as the grouping of people, materials, tasks, authority, and responsibilities in such a way that it creates an organization with a cohesive unity in order to achieve the predetermined goals. The organization carried out by BKMT Deli Serdang in creating a structure for task distribution according to the expertise of its administrators can be seen in how they fulfill their responsibilities. In its administration, BKMT Deli Serdang is divided into six fields, with each administrator assigned according to their respective expertise so that everyone can carry out their responsibilities with trustworthiness.

3. Implementation (Tawjih)

Tawjih plays an important role in the management process, because in this part of the activity process, it is the most crucial and must be given serious attention. In this activity, a leader or manager must provide motivation to support their subordinates so that they have high self-confidence in carrying out their actions. Mrs. Hj. Poniah Thaib, as the chairperson of BKMT Deli Serdang, often approaches her members, whether in every activity, work meetings, majelis taklim gatherings, and so on. Mrs. Poniah does not forget to continue embracing and providing motivation to create a harmonious relationship with her members in the BKMT Deli Serdang organization.

4. Supervision (Riqabah)

Riqabah is supervision, which is an activity that involves demanding full accountability for an activity that has been carried out. Supervision is also a process to determine the extent to which the planning that has been made can run optimally. In the process of evaluating an activity or supervision, BKMT Deli Serdang creates a daily activity logbook aimed at observing or directly assessing the activities that have been carried out through reports from the activity

logbook.

B. Spiritual Quotient (SQ)

Intelligence is a term used to explain the ability to use abstract concepts, understand, and learn quite complex relationships. Besides that, intelligence can also be defined as a framework for measuring cognitive knowledge or reasoning ability. In other words, intelligence is the ability to think and act in a directed manner in life, effectively relating to the environment.

Etymologically, the word spiritual comes from the Latin word spirit, which means soul, and spiritus, which means to breathe. Additionally, the word spiritus also carries the meaning of a purified form of the soul. Thus, spiritual can be interpreted as something pure. Spiritual also includes everything that exists beyond the physical body, such as thoughts, feelings, and character within a person. Spiritual is a part of the living essence, full of virtue, a character or threshold of consciousness that reflects human values/being values. Thus, spiritual intelligence is the ability to understand quite complex relationships based on the essence of life, virtue, and awareness that reflect human values.

Spiritual intelligence, commonly referred to as SQ, is the intelligence in the ability to give meaning to worship in every behavior and activity through innate steps and thoughts, leading to a complete human being with an integralistic way of thinking and principles based solely on God. Spiritual Quotient (SQ) or spiritual intelligence is an intelligence that serves as the foundation needed to effectively function intellectual intelligence (IQ) and emotional intelligence (EQ), and even spiritual intelligence is the highest intelligence within humans. With the program activities conducted by BKMT Deli Serdang, there will surely be an increase in spiritual intelligence among the mothers who participate. Because new knowledge about religion given gradually will certainly influence the attitudes of those who receive it.

C. The management of Dakwah BKMT Deli Serdang in improving the spiritual quotient of the mothers of the Perwiritan in Lubuk Pakam District, Cemara Village

Spiritual Quotient (SQ) refers to a person's spiritual intelligence that involves understanding, managing, and developing the spiritual dimension in life. In the context of mothers participating in religious study groups, spiritual intelligence plays an important role in enhancing their spiritual quality through regular activities such as study sessions and other religious activities. According to Zohar and Marsha (2000), spiritual Quotient (SQ) is the ability to connect with the meaning of life, purpose, and higher values. The activity of reciting can help mothers delve into and understand a deeper spiritual meaning of life, as well as apply religious values in their daily lives.

The application of da'wah management at the BKMT Deli Serdang institution can be seen from the main functions of management, which consist of planning, organizing, implementing, and controlling. Each component of this management is designed in such a way as to support the achievement of da'wah goals, such as helping the women in the recitation groups to understand, delve into, and apply religious values in their daily lives. This research will explain how BKMT Deli Serdang implements da'wah management to positively impact the improvement of spiritual intelligence among the perwiritan mothers, particularly in the Lubuk Pakam District, Cemara Village.

1. Planning

In its planning, BKMT Deli Serdang designs its da'wah programs by referring to the guidelines provided by the central, provincial, and district levels of BKMT. Although there are standard programs that must be followed, BKMT Deli Serdang ensures that each planned program will be adjusted to the needs of the community in the Lubuk Pakam District. If there is a discrepancy with local conditions, BKMT Deli Serdang will reassess and hold a working meeting or deliberation to create a new program that is more relevant to the situation in the area.

The focus of the planning carried out by BKMT is to enhance the spiritual Quotient (SQ) of

the women in the recitation groups through the planning of various da'wah programs, including (1) Orphan Sponsorship, aimed at providing material assistance as well as fostering a sense of empathy and solidarity. (2) Regular visits conducted by BKMT Deli Serdang to the women's perwiritan, especially in the Lubuk Pakam District, with a planned schedule of once a month to provide direct spiritual guidance and strengthen relationships with the members. (3) Holding dhikr and marhaban gatherings that include the mothers' perwiritan, this is done to provide an opportunity for the mothers to strengthen their spirituality through the recitation of prayers and dhikr. (4) A special study program for learning the Qur'an, starting with the correct reading techniques and the science of tajwid, as well as how to apply the knowledge of the Qur'an in every daily worship. (5) In-depth training and studies are also conducted by BKMT Deli Serdang for mothers, often involving ustadz or ustadzah who are specially invited to enhance the participants' knowledge. This activity is also tailored to the needs and theme of the ongoing event.



Figure 1. BKMT Invites Ustadz to the Recitation Activity

BKMT Deli Serdang designs activities with attention to the spiritual needs of the women in the recitation groups. Programs such as regular study sessions, Quran reading training, and charity visits are designed to strengthen the values of empathy and solidarity. The mothers feel involved in activities that not only bring them closer to Allah but also build camaraderie among them. Mothers often state that this program greatly helps improve their ability to manage their prayer time well.

2. Organizing

BKMT Deli Serdang has a well-planned and well-coordinated organizational structure when carrying out da'wah activities in the Lubuk Pakam District, especially in the Cemara Village. BKMT Deli Serdang is currently led by Mrs. Hj. Poniah Thaif for four consecutive terms, which is approximately 20 years, accompanied by Mrs. Hj. Nurhanizar, SP as her secretary. Not only that, there is also a treasurer and six other divisions in the regional management structure of BKMT Deli Serdang.

In its organization, BKMT has structured its management very systematically. Institutionally, they also conduct regular consolidations as previously done in Lubuk Pakam District, attended by the head of BKMT Deli Serdang and representatives of regional administrators. In the field of preaching, BKMT Deli Serdang regularly holds monthly study sessions in collaboration with several organizations, one of which is the GOW of Deli Serdang Regency. In this study session, BKMT also often involves the local women from the surrounding areas, considering that BKMT Deli Serdang is based in the Lubuk Pakam District. In addition, they also listen to sermons from religious leaders in the majelis taklim at both the district and sub-district levels. In the field of social and community affairs, there is also one form of organizational implementation, such as providing assistance to the underprivileged and orphans every month of Ramadan.

In determining the location for activities to be conducted, it is usually conditional such as at

the house of the chairman of BKMT Deli Serdang, the local government office, and mosques. Meanwhile, to coordinate the teachers or ustadz who will provide reactive material, they can be directly selected from the BKMT administrators or members, and can also be invited from outside BKMT, even from outside the city. This is done to ensure that the mad'u are satisfied with every activity organized by the BKMT Deli Serdang. Social and community activities are also an important part of BKMT's organization. Several programs, such as attending sholawat and marhaban events, demonstrate that BKMT Deli Serdang plays an active role in strengthening social relationships through religious activities. The organizational structure of BKMT allows the women of the recitation groups to have an active role in the implementation of activities. In interviews, several mothers stated that organized leadership, such as clear task distribution, helps them understand their responsibilities in preaching as part of the community. With regular consolidation, the mothers feel more appreciated and motivated to continue contributing. Well-planned organization will result in an increase in the spiritual intelligence of the mothers involved.

3. Actuating

At the actuating or implementation stage, BKMT Deli Serdang has carried out various activities aimed at enhancing the spiritual Quotient (SQ) of the women in the perwiritan, especially in the Lubuk Pakam District, Cemara Village. In accordance with its photo, which aims to educate Muslim mothers, BKMT holds regular study sessions for the perwiritan mothers in Lubuk Pakam District who wish to learn. The study sessions are held every Saturday, and these activities include learning to read the Qur'an, tahsin, and deepening the knowledge of tauhid. This activity is designed to help mothers better understand and practice Islamic teachings. BKMT also conducts direct visits to the mothers' recitation groups in Lubuk Pakam, which are held once a month. This activity aims to strengthen social ties while also providing direct religious education to the women in the recitation groups in Lubuk Pakam District.



Figure 2. BKMT Officials Visit the Recitation Group in Cemara Village

In addition to routine activities, BKMT Deli Serdang also invites the women of the recitation groups to participate in events organized by BKMT Deli Serdang, such as grand study sessions and the commemoration of Islamic holidays, which involve collaboration with other organizations, such as the Women's Organization Alliance (GOW), Muslimat NU, Saimah, and others. These activities become important moments to expand the reach of da'wah while also building broader networks with Islamic organizations. All activities organized by BKMT are planned in a structured manner by the BKMT management. The roles involved in this activity are also adjusted according to each person's expertise, so that all parties can contribute optimally.

The results of the implementation of this activity are quite significant. The response received by BKMT Deli Serdang from the mothers was very positive, as seen from the improvement in various aspects of their spirituality. The ability to read the Qur'an has become smoother, understanding of the values of monotheism has improved, and changes in attitude are also

evident, such as in more shari'ah-compliant clothing. In addition, the mothers also show better manners in communication and have more controlled emotions because people with high spiritual intelligence can develop themselves holistically, and have strong convictions because they have a clear vision and strong life goals. Mrs. Wahyuni Kadaria, as the head of the perwiritan in Cemara Lubuk Pakam Village, said, "The visits conducted by BKMT with the presence of an ustadz greatly help the perwiritan mothers in enhancing their religious knowledge". At this stage, activities such as weekly study sessions and direct visits once a month have a tangible impact on the enhancement of the mothers' spirituality. Positive responses are seen from the mothers who have started diligently reading the Quran and deepening their religious knowledge. Mrs. Rahmawati and Mrs. Tasmianti Saragih, as members of the Quran study group, mentioned, "I feel more at peace and confident in my daily life because I better understand Islamic values". Behavioral changes are also reflected in a more patient attitude, the ability to manage emotions, and a more modest style of dress in accordance with Islamic teachings.

4. Controlling

At the controlling or supervision stage, BKMT Deli Serdang has a structured system to ensure that every da'wah activity conducted runs smoothly and in accordance with the established objectives. Supervision is carried out by reviewing the daily logbook created by BKMT Deli Serdang and filled out by each administrator, especially the heads of departments responsible for ongoing activities. This report book serves as the main tool for recording the progress and results of activities in each department within the BKMT Deli Serdang institution. Each field manager is required to fill out a report on the activities that have been carried out, including the obstacles faced and the results obtained.

The head of the department is fully responsible for supervising each of its members. They ensure that the reports produced reflect the implementation of activities in accordance with the predetermined plans and standards. To evaluate the success of the activities, BKMT uses a simple yet effective method, which is by reviewing the reports submitted by each activity supervisor. The evaluation is conducted based on the data and information contained in the report, which is then discussed in a deliberation with the core management. Through this deliberation, BKMT can determine steps for improvement or strengthening for future da'wah activities.

BKMT uses simple methods, such as recording activity reports by the administrators. However, the women of the perwiritan suggested that supervision be more interactive, for example through direct feedback forums. This aims to ensure that the evaluation of activities not only measures the success of the program but also strengthens the emotional bond between BKMT and the members of the perwiritan. In the context of improving the Spiritual Quotient (SQ) among the women of the perwiritan in Lubuk Pakam District, more structured supervision is very helpful in ensuring that the da'wah program runs optimally. With a more systematic approach, the board meetings can be more effective in improving the quality of preaching, which will ultimately support the enhancement of the spiritual quality of the mothers, both in their faith and positive behavior.

4. CONCLUSION

This research shows that the da'wah management implemented by BKMT Deli Serdang plays a significant role in enhancing the spiritual Quotient (SQ) of the women in the recitation groups, particularly in the Lubuk Pakam District, Cemara Village. through a structured da'wah program such as planning, organizing, implementing, and controlling well, as well as an emotional approach and religious material relevant to the community's needs, BKMT Deli Serdang is able

to create a conducive learning atmosphere. The results of observations and interviews reveal that routine activities such as study circles for women and spiritual guidance have a positive impact on religious awareness, good emotional management, and the ability of women to build good spirituality within the social environment. This is due to a change in mindset that has occurred among the women of the perwiritan in Lubuk Pakam District, Cemara Village, who are integralistic and adhere to the principle of acting solely for the sake of Allah, as well as their ability to find meaning in worship. With adaptive strategies, BKMT Deli Serdang can continue to improve the quality of preaching and support the development of spiritual intelligence in the community, especially for the women of the perwiritan.

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