

Implementation of Da'wah Management Principles in the Development of the Taklim Council of 'Aisyiyah Branch, Andam Dewi District

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Abstract: The lack of trained and qualified preachers or preachers is often an obstacle to implementing effective da'wah. Apart from that, there is a lack of planning, evaluation and monitoring. This also includes the lack of adaptation of preaching to technology which is still a problem at Masjlis Taklim Aisyiyah Branch. This research aims to find out how the principles of da'wah management are implemented by the 'Aisyiyah branch, what are the inhibiting factors in implementing the principles of da'wah management, and what is the development of the application of da'wah management principles in coaching the taklim assembly in Andam Dewi District. The method used in this research uses a qualitative field research approach, such as interviews, observation and documentation. The results of the research show that the 'Aisyiyah Branch in Andam Dewi District has succeeded in implementing the principles of da'wah management in coaching the taklim assembly. However, there are several challenges that need to be overcome, including a lack of trained and qualified preachers, as well as the need for improvements in planning, evaluation and technology adaptation. This research provides valuable insights for improving the effectiveness of da'wah management in majlis taklim and can be a guide for other da'wah organizations in optimizing their performance.

Abstrak Kurangnya dai atau mubaligh yang terlatih dan berkualitas seringkali menjadi kendala dalam pelaksanaan dakwah yang efektif. Selain itu kurangnya perencanaan, evaluasi dan monitoring. Juga termasuk kurang beradaptasinya dakwah dengan teknologi masih menjadi persoalan di Masjlis Taklim Cabang Aisyiyah. Penelitian ini bertujuan untuk mengetahui bagaimana penerapan prinsip manajemen dakwah oleh cabang 'Aisyiyah, apa saja faktor penghambat dalam penerapan prinsip manajemen dakwah nya, dan bagaimana perkembangan penerapan prinsip manajemen dakwah dalam pembinaan majelis taklim di Kecamatan Andam Dewi. Metode yang digunakan dalam penelitian ini menggunakan jenis pendekatan kualitatif penelitian lapangan (*field research*), seperti wawancara, observasi dan dokumentasi. Hasil penelitian menunjukkan bahwa Cabang 'Aisyiyah di Kecamatan Andam Dewi telah berhasil menerapkan prinsip-prinsip manajemen dakwah dalam pembinaan majelis taklim. Namun, terdapat beberapa tantangan yang perlu diatasi, termasuk kurangnya dai yang terlatih dan berkualitas, serta perlunya peningkatan dalam perencanaan, evaluasi, dan adaptasi teknologi. Penelitian ini memberikan wawasan yang berharga untuk peningkatan efektivitas manajemen dakwah di majelis taklim dan dapat menjadi panduan bagi organisasi dakwah lainnya dalam mengoptimalkan kinerja mereka.

Keywords: Da'wah Management, Taklim Council

INTRODUCTION

The taklim assembly has high enthusiasm but lacks adequate managerial and managerial skills. This can affect the quality of teaching and management of activities because the absence of thorough and structured planning often causes taklim assembly activities to run without clear direction. This results in the programs implemented being less effective and not meeting members' needs. If internal conflicts between administrators or between administrators and members are not handled properly, they can result in tensions and divisions that disrupt the smooth activities of the taklim assembly. Management is an important part of managing an institution or agency. Good management and management will have a good influence on an institution or agency. With good management, an institution or agency will lead to predetermined goals or targets that the institution itself wants to achieve. (Putra, 2018)

Principles are the basis, the principles of truth which are the basic principles of thinking, acting and so on. So the principles of da'wah management referred to by (Mahmuddin, 2018) are matters regarding the principles of truth in carrying out da'wah management in society. In a book excerpt (Kayo, 2016), Kayo mentions several principles of da'wah management, including the principle of consolidation, the principle of coordination, the principle of Tajdid, the principle of communication and the principle of patience and istiqomah. Talking about the principles of da'wah management, this research discusses the implementation of the principles of da'wah management by 'Aisyiyah in coaching the taklim assembly for women in Andam Dewi District.

Linguistically, "Majelis Taklim" comes from Arabic, namely jalasa, yujalisu, julisan which means meeting or sitting. There are other meanings that are related but have a different meaning to the word majlis wal majlimah which means seat, court room (Depdiknas, 2015). The word taklim comes from Arabic, namely alima, ya'lamu, ilman, which means knowing something and knowledge. The taklim assembly in terms can be interpreted as an institution that is classified as a non-formal institution with a relatively large number of congregants, whose ages vary from teenagers to the elderly, with religious-based curriculum material and time that is not bound or can be said to be flexible according to the congregation's circumstances. (Center for Research and Development, 2010)

According to (Helmawati, 2013) he believes that the Taklim Council is a place to share knowledge, information, explain things, share religious knowledge. The taklim assembly has existed since the time of Rasulullah SAW during his first preaching which took place at Argom bin Al-Argom's house. Now, the name of the taklim assembly is no longer foreign to us. In accordance with what has been mentioned above, if the taklim assembly looks at the field, it is informal, but nevertheless the function of the taklim assembly is felt in society. The taklim assembly is also widely highlighted because of its role in developing Islamic personalities in its participants. (Putra, 2017)

The purpose of the taklim assembly is closely related to its function. The functions and objectives of the taklim assembly are as a place for teaching and learning, as a forum for activities and creativity, as a center for guidance and development and as a network of communication, brotherhood and friendship. Apart from its goals and functions, the taklim assembly also has an important role in community life. The role of the taklim assembly includes, among others, as a

forum for fostering and developing religious life in order to form a society that is devoted to Allah SWT, as a spiritual recreation park because its implementation is relaxed, as a forum for friendship that fosters the spread of Islamic teachings, and as a medium for conveying useful ideas. for the development of the people and nation. (Anwar, 2021)

The 'Aisyiyah Institute is a women's da'wah institution of the Muhammadiyah organization which preaches amar makruf nahi munkar and is based on Islamic principles and is based on the Al-Qur'an and Assunah. This institution is in Andam Dewi District and its members are mothers. The 'Aisyiyah institution has been established since the 1960s. In carrying out its da'wah by implementing the commandments of makruf nahi munkar, 'Aisyiyah also applies the principles of da'wah management to bring them to their goal, namely "To uphold and uphold the Islamic religion so that a true Islamic society can be realized." To achieve this goal, it is necessary to develop taklim assemblies, namely by involving the development of religious knowledge, morality and togetherness in a religious discussion group environment. With the guidance of this taklim assembly, women can develop the quality of human resources in various fields such as da'wah, social education and politics in accordance with their nature. (Muhsin, 2009)

This research will discuss how the principles of da'wah management are applied by the 'Aisyiyah branch institution in the development of the taklim assembly for women in Andam Dewi District. There are several similar titles regarding the 'Aisyiyah institution, namely research conducted by (Zain, 2022) in Lampung City, explaining that the Nasyyatul Aisyiyah institution has implemented four basic management functions in running the organization in order to increase the diversity of women. Likewise, research conducted by (Chasanah, 2023) in Semarang City, shows that in its role the Aisyiyah Kamis Legi Taklim Council is very beneficial for women, including: providing broad religious insight to the mothers of members of the Taklim Council, training members of the taklim council. , a forum for strengthening ties between human beings, creating women who are pious and have good morals. Furthermore, research conducted by (Jannah, 2021) in Kepahiang Regency, shows that the role of the Aisyiyah Muhammadiyah taklim assembly in implementing Islamic education for women is to provide broad religious insight to members of the taklim assembly, train members of the taklim assembly, strengthen ties between fellow human beings and creating women who are pious and have good morals.

The next research is research conducted by (Safitri, 2019), in Palngkaraya, Central Kalimantan Province. This research shows that the obstacles in the NU Muslimat da'iyah cadre formation process are the lack of interest and talent of women to become da'iyah. Meanwhile, the obstacle in the cadre formation process of Aisyiyah Muhammadiyah da'iyah is in terms of time. Furthermore, research conducted by (Ina Zainah Nasution, 2021) in Medan City, shows that training in preparing the recitation curriculum was carried out using the lecture method from the service team and direct practice in compiling the recitation curriculum.

Thus, the Aisyiyah institution plays a very important role in the formation of a woman's character, which makes a woman more understanding of religion, forming a woman into a da'iyah so that she continues to live up to religion in accordance with the guidelines of the Al-Qur'an and Sunnah wrapped in an understanding of progress. era. From the research above, the author is interested in writing "Implementation of Da'wah Management Principles in the Development of the Taklim Council, Aisyiyah Branch, Andam Dewi District". This research focuses on examining how the principles of da'wah management are implemented by 'Aisyiyah, the factors that hinder

the implementation of the principles of da'wah management by 'Aisyiyah, and how the implementation of da'wah management principles carried out by the 'Aisyiyah institution, whether it has been effective or vice versa.

This research aims to find out how the principles of da'wah management are implemented by 'Aisyiyah, the factors that hinder the implementation of the principles of da'wah management by 'Aisyiyah, and how the principles of da'wah management carried out by the 'Aisyiyah institution are implemented, whether they are effective or vice versa. The method used in this research uses a qualitative field research approach, such as interviews, observation and documentation.

With this research, it is hoped that it will bring benefits and increase insight for readers and, more importantly, researchers. Researchers also hope that future researchers will improve this research.

This research is a type of field research using a qualitative research focus. The focus of this research is on the application of da'wah management principles in coaching the taklim assembly of the Aisyiyah branch of Andam Dewi District. The method used in this research was interviews with several main informants, namely Mrs. Rusyaidah Meuraxa as head of the Aisyiyah branch, and Mrs. Risnawati Sihite and Mrs. Ratni Hasibuan as deputy heads of the Aisyiyah branch. Field observations were carried out to understand directly the activities carried out by the Aisyiyah branch in Andam Dewi District. This is to see the activities of the Aisyiyah branch in an effort to develop the taklim assembly in Andam Dewi District. Then, documentation involves collecting and analyzing documents related to Aisyiyah institutions. Through interviews, observation and documentation methods, it is hoped that this research can provide an overview of how the principles of da'wah management are implemented in the development of the Aisyiyah branch of the taklim assembly in Andam Dewi District.

RESULTS AND DISCUSSION

Aisyiyah Institution, Andam Dewi District

'Aisyiyah is a da'wah institution that was founded on 27 Rajab 1335 H/ 19 May 1917 in Yogyakarta in a grand and festive event which coincided with the moment of the Isra Mi'raj of the Prophet Muhammad. The beginning of the founding of 'Aisyiyah began when the Sapa Tresna association was held in 1914, namely an association of educated girls around Kauman. Nyai Ahmad Dahlan strongly encourages women to pursue education, both in formal and religious education. The founding of 'Aisyiyah began with a meeting held at Kyai Dahlan's house in 1917, which was attended by K.H. Dahlan, K.H. Fachroedin, K.H. Mochtar, Ki Bagus Hadikusumo, together with six Dahlan cadre girls, namely Siti Bariyah, Siti Dawimah, Siti Dalalah, Siti Busjro, Siti Wadingah, and Siti Badilah. The meeting decided on the establishment of the Muhammadiyah women's organization, and it was agreed that the name 'Aisyiyah was proposed by K.H. Fachroedin. (Adryamarthanino, 2023)

Talking about the 'Aisyiyah institution, in this research the researcher conducted research at the 'Aisyiyah branch of the da'wah institution in Andam Dewi District. From the results of this research, the researcher obtained data in the form of, the structure of the 'Aisyiyah Branch da'wah institution in Andam Dewi District, the number of members of the taklim assembly supervised

by the 'Aisyiyah Branch in Andam Dewi District, the number of taklim assemblies under the guidance of the 'Aisyiyah Branch in the District. Andam Dewi, and the application of da'wah management principles in fostering taklim assemblies, as well as factors that inhibit the implementation of da'wah management principles by the 'Aisyiyah institution in coaching taklim assemblies for mothers in Andam Dewi District.

The 'Aisyiyah branch institution was founded in the 1940s in Andam Dewi District. From the data obtained, the structure of the Aisyiyah branch in Andam Dewi District for the 2022-2027 period is, Mrs. Rusyaidah Meuraxa as chairman, Mrs. Risnawati Sihite as deputy chairman, Mrs. Nurhusnah Sihaloho as secretary and Mrs. Hafizah Sihaloho as treasurer. The number of members from the 'Aisyiyah institution obtained from interviews is 80 members for the 'Aisyiyah Branch assembly in Sitis-Tiris Village in the current period, and there are 112 members for the 'Aisyiyah Branch assembly in Ladang Village Middle for the current period. Routine recitations which are usually carried out by each 'Aisyiyah branch in Andam Dewi District are carried out every Friday after midday at around 14.00 WIB until Asr. Another recitation is a joint recitation held by the 'Aisyiyah branch once a month which is held at the Aisyiyah branch office, Andam Dewi District.

The two taklim assemblies fostered by the 'Aisyiyah Branch both have work programs that are being implemented to date, namely:

1. Recitation/Tabligh Council which is fostered or under the responsibility of Mrs. Ratni Hasibuan.
2. Early Childhood, Primary and Secondary Education Council which is supervised or under the responsibility of Mrs. Risnawati Sihite.
3. Health Council which is fostered or under the responsibility of Mrs. Masdalifah Tanjung.
4. Economic and Employment Council which was fostered or under the responsibility of Mrs. Wardani Debataraja.
5. Cadre Development Council which is coached or under the responsibility of Mrs. Lesnawati Sihaloho.
6. Social Welfare Council which is fostered or under the responsibility of Mrs. Kusni Silalahi.
7. The Law and Human Rights Council which is fostered or under the responsibility of Mrs. Tuti Erliani Marbun.

Implementation of Principles of Da'wah Management, Aisyiyah Branch, Andam Dewi District

In research on implementing the principles of da'wah management in the Aisyiyah branch of Andam Dewi District, researchers will use the principles of da'wah management according to Kayo. The results of the data on the application of the principles of da'wah management are from interviews with Mrs. Rusyaidah Meuraxa as chairman as well as Mrs. Risnawati Sihite and Mrs. Ratni Hasibuan as deputy heads of the Aisyiyah branch, Andam Dewi District, namely:

1. Consolidation Principle

Consolidation is an effort to strengthen an association or organization that is considered threatened with disintegration (Suryawati, 2006). This principle means that every da'wah organization must always be in a stable state, away from conflict, and must avoid divisions between members (Hidayah N., 2016).

As Allah SWT says:

أَعْدَاءَ كُنْتُمْ إِذْ عَلَيَكُمْ اللَّهُ نِعْمَتًا وَانذَرُوا ۖ تَفَرَّقُوا وَلَا جَمِيعًا اللَّهُ بِحَبْلِ وَاعْتَصِمُوا
فَأَنْقَذَكُمْ مِنَ حُفْرَةٍ شَدِيدًا عَلَيَّ وَكُنْتُمْ إِخْوَانًا بِنِعْمَتِهِ فَأَصْبَحْتُمْ قُلُوبِكُمْ بَيْنَ فَأَلْفٍ
تَهْتَدُونَ لَعَلَّكُمْ آيَاتِهِ لَكُمْ اللَّهُ يُبَيِّنُ كَذَلِكَ ۖ مِنْهَا

Meaning: "And hold all of you to the rope (religion) of Allah, and do not separate yourselves, and remember Allah's favor upon you when you used to be enemies (during Jahiliyah), then Allah will unite your hearts, then you will be by the grace of Allah, people -people who are brothers; and you were on the brink of hell, then Allah saved you from it. Thus Allah explains His verses to you, so that you may be guided." (Q.S Ali -Imran: 103)

The Aisyiyah branch also applies this principle. The head of the Aisyiyah branch said that because the guidance was carried out so that the taklim assembly for mothers in two villages, namely Sitis-Tiris Village and Ladanag Tengah Village, remained always united, the Aisyiyah branch implemented this consolidation principle by holding a joint study of the taklim assembly for mothers every month once, with the aim of friendship and mutual sharing. If obstacles are found, deliberation or consensus is carried out as a middle way to resolve the problems that occur in accordance with mutual agreement.

Apart from that, both the chairman, deputy chairman, secretary and treasurer of the 'Aisyiyah branch will come down directly to take part in routine studies every Friday held by each 'Aisyiyah branch. From the results obtained from interviews with Mrs. Rusyaidah Meuraxa as well as Mrs. Risnawati Sihite and Mrs. Ratni Hasibuan as the chairman and deputy chairman of the 'Aisyiyah Branch, this was done so that they could directly monitor the progress of each Taklim assembly they fostered. Not only following routine studies held by the two 'Aisyiyah Branches, the 'Aisyiyah Branch will participate in the election of chairman, deputy chairman, secretary and treasurer for the two 'Aisyiyah Branches. 'Aisyiyah Branch.

2. Coordination Principle

According to Brech, coordination is about balancing and uniting the team by ensuring that tasks are distributed well between different members and tasks are carried out harmoniously among members (Yansaharita, 2023). This principle states that a da'wah organization must be able to demonstrate the unity of the movement in its command. Order is its characteristic. This is because the coordination principle means that the pulse remains the same, no matter how many fields there are in a work group.

As Allah says in Q.S Ash-Shaff: 14:

لُدْحَوَارِيَّيْنَ مَرْيَمَ ابْنُ عِيسَى قَالَ كَمَا اللَّهُ أَنْصَارَ كُونُوا آمَنُوا الَّذِينَ أَيُّهَا يَا
مَنْ طَائِفَةٌ فَأَمَنْتُ ۗ اللَّهُ أَنْصَارُ نَحْنُ الدَّحَوَارِيُّونَ قَالَ ۗ اللَّهُ إِلَيَّ أَنْصَارِي مَنْ
فَأَصْبَحُوا عَدُوَّهُمْ عَلَى آمَنُوا الَّذِينَ فَأَيَّدْنَا ۗ طَائِفَةٌ وَكَفَرَتْ إِسْرَائِيلَ بَنِي
ظَاهِرِينَ

Meaning: "O you who believe, be your helpers (religion) of Allah as Isa ibn Maryam said to his loyal followers: "Who will be my helpers (to uphold the religion of) Allah?" The faithful followers said: "We are the helpers of Allah's religion", then a group of the Children of Israel believed and another group disbelieved; So We gave strength to those who believed against their enemies, then they became victorious.

The Aisyiyah branch also applies this coordination principle, which is implemented by forming work programs for each of the two taklim assemblies, where each work program is fostered by the Aisyiyah branch and always works in accordance with the work program that has been determined based on mutual agreement and remains focused on Good.

In carrying out their respective duties in each field, the two taklim assemblies work together with each other in carrying out each task in their respective fields. For example, in recitation activities, the head of the Aisyiyah branch will appoint a Tabligh assembly to be responsible for recitation activities and this will be coordinated by Mrs. Ratni Hasibuan as the person in charge of the recitation/Tabligh assembly.

3. Principles of Tajdid

Tajdid is a renewal movement to find solutions to various problems faced by an organization (Legino, 2021). This principle gives the message that da'wah organizations must always appear excellent and energetic, full of innovation. Its members must be intelligent and good at reading the progress of the times. This involves adaptation to technological developments and social challenges. But all of this remains in the context of a combination of faith, science and charity.

As Allah SWT says in Q.S Al-Mujadilah: 11:

وَإِذَا ۗ لَكُمْ اللَّهُ يَفْسَحِ فَأَفْسَحُوا الْمَجَالِسِ فِي تَفَسَّحُوا لَكُمْ قِيلَ إِذَا آمَنُوا الَّذِينَ أَيُّهَا يَا
وَاللَّهُ ۗ دَرَجَاتِ الْعِلْمِ أُوتُوا وَالَّذِينَ مِنْكُمْ آمَنُوا الَّذِينَ اللَّهُ يَرْفَعِ فَاذْشُرُوا انْشُرُوا قِيلَ
خَبِيرٌ تَعْمَلُونَ بِمَا

Meaning: "O you who believe, if it is said to you: "Majlis be spacious", then be spacious, Allah will certainly provide space for you. And when it is said: "Stand up", then stand up, surely Allah

will raise those who believe among you and those who have been given knowledge by several degrees. And Allah is All-Knowing of what you do.”

The Aisyiyah branch implements this principle by providing education to both assemblies. As in its study materials, the 'Aisyiyah Branch continues to provide an understanding of aqidah (beliefs), fiqh (Islamic law) and akhlak (ethics) in Islam. 'Aisyiyah always tries to keep the material in her teachings on the lines of Islamic law to form true Muslim women, fostering how women progress in today's developments by never forgetting their nature as wives and mothers in the household. In providing this education, the Aisyiyah branch always invites ustadz or ustadzah who understand the issues that occur in society, who then hold discussions about these issues to increase the congregation's understanding.

However, in developing technological understanding, there are still many shortcomings. The 'Aisyiyah branch has not provided a special stall or social media page to share their daily activities.

4. Communication Principles

Communication is the process of conveying messages from the communicator to the communicant through certain media to produce an effect by expecting feedback (Daryanto, 2014). This principle stipulates that the leader of a da'wah organization must have communicative and persuasive abilities because da'wah is essentially an attractive organization. The essence of da'wah is to convey the truth, and although the truth is sometimes harsh and bitter, a wise way of conveying it is by using effective communication language, whatever the form.

As Allah SWT says in QS Az-Zumar: 18:

أُولُو هُمْ وَأَوْلَادِكَ ۖ اللَّهُ هَدَاهُمْ الَّذِينَ أُوتُوا هُدًى ۖ أَحْسَنَهُ فَيَتَّبِعُونَ الْقَوْلَ يَسْتَمِعُونَ الَّذِينَ
الْأَلْبَابِ

Meaning: "Those who listen to words and then follow what is best among them. those are the people whom Allah has given guidance and they are the people who have reason."

The application of the principle of communication at the 'Aisyiyah institution is that if a problem occurs between the two taklim councils, the head of the 'Aisyiyah branch will be a neutral party, that is, not taking sides with either of the two problematic members. The head of the 'Aisyiyah branch, Mrs. Rusyaidah, will be a listener and provide an opportunity for the two members of the taklim assembly who are involved in the conflict to discuss the causes of the conflict.

5. Principles of Patience and Istiqomah

Patience and istiqomah is an attitude of being firm in one's stance and consistent in one's actions (Mustofa, 2010). The values of patience and istiqomah which are driven by faith and piety are able to bring spiritual enthusiasm and potential as needed by the people. In this case, the 'Aisyiyah branch institution always instills the values of patience and istiqomah in the delivery of its da'wah and in its guidance to the two women's taklim assemblies.

As Allah SWT says in QS. Fushshilat:30 :

تَحْزَنُوا وَلَا تَخَافُوا وَلَا تَحْزَنُوا وَالْآلَاءُ الْمَلَائِكَةُ عَلَيْهِمْ تَتَنَزَّلُ اسْتَقَامُوا ثُمَّ اللَّهُ رَبُّنَا قَالَوا الَّذِينَ إِنَّ
تُوَعَدُونَ كُنْتُمْ الَّتِي بِالْجَنَّةِ وَأَبْشِرُوا

Meaning: "Indeed, those who say: "Our Lord is Allah" then they firm up their stance, then an angel will descend to them saying: "Do not be afraid and do not be sad; and make them happy with the jannah that Allah has promised you " .

The head of the 'Aisyiyah branch said that patience and always being istiqomah had a positive impact, where the message of his da'wah was well received by the community. This can be seen from the development of the people of Andam Dewi District, where previously they did not wear the hijab everywhere, now almost all Muslim women in Sitiris-Tiris Village and in Ladang Tengah Village wear the hijab, from parents, teenagers and children. child. And every time a recitation is performed, mothers and even children will always flock to follow it.

However, there are several things in this coaching, the 'Aisyiyah branch and members of the taklim assembly are working together to further develop the principles of da'wah management, one of which is understanding social media. By applying the principles of patience and istiqomah, the 'Aisyiyah Branch will be able to understand social media better in the future, so that they can provide social media platforms in conveying their da'wah and their routine activities.

Judging from the principles of da'wah management, in the 'Aisyiyah branch institution in Andam Dewi District, the development of the application of the principles of da'wah management has not yet developed fully and effectively. Because seen from the principle of da'wah management, namely the Tajdid principle, where in this principle, every member must be intelligent in reading changing times. However, not all members of the 'Aisyiyah institution in Andam Dewi District are able to apply this principle. Because there are still members who do not understand how to use social media as a medium for conveying their preaching. This has become one of the inhibiting factors in implementing the principles of da'wah management in the guidance carried out by the 'Aisyiyah Branch at the women's taklim assembly. However, other principles of da'wah management have brought good development to the 'Aisyiyah branch in implementing the principles of da'wah management in this institution.

CONCLUSION

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Judging from the principles of da'wah management, in the 'Aisyiyah branch institution in Andam Dewi District, the development of the application of the principles of da'wah management has not yet developed fully and effectively. Because seen from the principle of da'wah management, namely the Tajdid principle, where in this principle, every member must be intelligent in reading changing times. However, not all members of the 'Aisyiyah institution in Andam Dewi District are able to apply this principle. Because there are still members who do not understand how to use social media as a medium for conveying their preaching. This has become one of the inhibiting factors in implementing the principles of da'wah management in the guidance carried out by the 'Aisyiyah Branch at the women's taklim assembly. However, other principles of da'wah management have brought good development to the 'Aisyiyah branch in implementing the principles of da'wah management in this institution.

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