

Da'wah Strategy of LDK Ummul Fikroh in Increasing Student Participation at UIN Banten

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Received: 22-04-2025 Revised: 29--04-2025 Accepted: 25-05-2025

Article Information

Abstract

This study aims to describe the da'wah strategy implemented by the Ummul Fikroh Campus Da'wah Institute (LDK) in an effort to increase student participation at UIN Sultan Maulana Hasanuddin Banten in campus religious activities. The phenomenon of declining student interest in da'wah activities is a challenge that needs to be responded to with an innovative and contextual approach that is in accordance with the characteristics of Generation Z. This study uses a descriptive qualitative method with data collection techniques through in-depth interviews, participatory observation, and documentation studies of main administrators and students involved in LDK activities. Data analysis was carried out using the Miles & Huberman interactive model which includes data reduction, data presentation, and drawing conclusions. The results of the study indicate that the LDK Ummul Fikroh da'wah strategy includes a personal approach, utilization of digital media, implementation of thematic activities such as Self Healing, and preparation of programs based on audience research. This strategy is able to increase student participation gradually, although challenges in terms of continuity and adaptation to student dynamics still become obstacles. This study emphasizes the importance of two-way communication, content innovation, and a responsive approach to student needs in succeeding campus da'wah.

Keywords:

Da'wah Strategy, LDK, Students, Participation, Campus Da'wah , Qualitative

Abstrak.

Penelitian ini bertujuan untuk mendeskripsikan strategi dakwah yang diterapkan oleh Lembaga Dakwah Kampus (LDK) Ummul Fikroh dalam upaya meningkatkan partisipasi mahasiswa UIN Sultan Maulana Hasanuddin Banten terhadap kegiatan keagamaan kampus. Fenomena penurunan minat mahasiswa dalam kegiatan dakwah menjadi tantangan yang perlu direspons dengan pendekatan yang inovatif, kontekstual, dan sesuai dengan karakteristik generasi Z. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi partisipatif, dan studi dokumentasi terhadap pengurus inti serta mahasiswa yang terlibat dalam kegiatan LDK. Analisis data dilakukan dengan menggunakan model interaktif Miles & Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi dakwah LDK Ummul Fikroh mencakup pendekatan personal, pemanfaatan media digital, pelaksanaan kegiatan tematik seperti Self Healing, serta penyusunan program berbasis riset audiens. Strategi tersebut mampu meningkatkan partisipasi mahasiswa secara bertahap, meskipun tantangan dalam hal kontinuitas dan adaptasi terhadap dinamika

Kata kunci:

mahasiswa masih menjadi kendala. Penelitian ini menegaskan pentingnya komunikasi dua arah, inovasi konten, serta pendekatan yang responsif terhadap kebutuhan mahasiswa dalam menyukseskan dakwah kampus.
Strategi Dakwah, LDK, Mahasiswa, Partisipasi, Dakwah Kampus, Kualitatif

INTRODUCTION

The rapid development of digital era has led to significant changes to the life of students in higher education. Students are not only expected to be superior academically but also to be individuals with integrity, religious values, and adaptability to global challenges. In this context, the existence of student organizations based on religious values, such as the Campus Da'wah Institute (LDK), becomes very strategic. LDK plays an important role as an agent of spiritual development and as a conveyer of Islamic values in campus life (Sitoh Anang, Maskur, & Abu Safar, 2024). However, the phenomenon of declining student participation in religious activities poses a serious issue faced by many LDKs, including at UIN Sultan Maulana Hasanuddin Banten. Although LDK Ummul Fikroh, as one of the student activity units in the religious field, has organized various da'wah programs, student enthusiasm for these activities remains relatively low and tends to stagnate. This indicates a gap between the da'wah approaches applied and the characteristics of today's students. Generation Z students tend to be more responsive to the communicative, interactive, and technology-based approaches. One-way and normative da'wah approaches are not relevant with their communication styles. Therefore, it is needed to have innovative, adaptive, and contextual da'wah strategies to attract interest and increase student participation in religious activities (Atas, 2024).

As a campus da'wah institution, LDK needs to develop a planned, structured, and research-based da'wah management approach. The strategies implemented should not only involve methods of delivering da'wah but also the selection of media, types of activities, and active involvement of students in the planning and evaluation processes (Lubis, 2024). It is in line with the concept of participatory da'wah, which positions the audience as active subjects in the value transformation process. Theoretically, the success of campus da'wah strategies is highly determined by two-way communication that fosters a sense of ownership and involvement among the audience. This approach is essential for creating a harmonious relationship between *da'i* and *mad'u*, especially in a heterogeneous campus context. In the digital era, the utilization of social media and content-based approaches becomes crucial for reaching students more widely and effectively (Jasmine, 2014).

Previous research indicates that campuses that actively encourage student involvement in religious activities through adaptive and inclusive strategies tend to have higher success rates in da'wah. For example, a study by Jurnal Khatulistiwa (2016) which shows that strengthening the synergy between da'wah programs and the personal needs of students can enhance their engagement in spiritual and social religious activities. However, research on the effectiveness of da'wah strategies implemented by LDKs in state Islamic universities, particularly in local contexts such as UIN Banten, is still very limited. Therefore, it is important to examine how LDK Ummul Fikroh designs and implements da'wah strategies based on the characteristics of students in that campus environment. This research contributes theoretically to the development of studies on campus da'wah management and student-based da'wah communication. Practically, this research is expected to provide recommendations for LDK committees and religious activity

managers in higher education to formulate more relevant and contextual da'wah strategies. Thus, this research holds high urgency and relevance in addressing the challenges of campus da'wah in the current era of disruption. The objectives of this study are to describe the da'wah strategies used by LDK Ummul Fikroh, analyse their effectiveness in increasing student participation at UIN Banten, and identify the challenges faced in their implementation. This research employs a qualitative approach with the theoretical foundations of da'wah management and da'wah communication as the main analytical framework.

Da'wah management is a crucial foundation in the implementation of campus da'wah programs. According to Nickels, McHugh, and McHugh, management is the process of designing and maintaining an environment where individuals work efficiently to achieve the goals. In the context of da'wah, management is not only about the organization of activities but also the planning of strategies, implementation, supervision, and evaluation of da'wah (Beno, Silen, & Yanti, 2022). Good da'wah management will ensure that da'wah programs run systematically, measurably and it can meet the needs of the audience, including students. These management principles are applied in the context of the Campus Da'wah Institute through organizational structure, preparation of activity agenda, division of administrators' duty and the management of human resources and funds. This concept becomes important foundation in this research because it will be used to assess how LDK Ummul Fikroh operationally manages its da'wah strategies within the campus environment. Da'wah communication is the process of conveying Islamic messages which is appropriated to the conditions, needs, and characteristics of mad'u (audience). In the campus context, students as mad'u come from various social, cultural, and intellectual backgrounds. Therefore, the success of da'wah is highly determined by the communicator's ability to build relevant, engaging, and participatory messages. Data & Research (1997) emphasizes the importance of media selection, language style, and appropriate approaches in delivering da'wah messages among students. This research also highlights the need for mastery of public speaking techniques and personal branding for da'wah activists to make communication more effective. In this study, the concept of da'wah communication is used to evaluate the methods of delivering da'wah employed by LDK Ummul Fikroh to students at UIN Banten.

Student participation is an indicator of the success of campus da'wah implementation. According to Jurnal Khatulistiwa (2016), the level of student participation in religious activities is greatly influenced by the relevance of the programs, the style of approach, and the emotional bonding between the organizers and participants. If da'wah programs seem so far from the realities of students, the participation tends to decline. This research shows that collaborative and contextual approaches in da'wah will result in higher levels of student engagement. Therefore, student participation becomes an important variable to be measured and evaluated in this study, particularly how LDK Ummul Fikroh's strategies contribute in increasing the participation. In the digital era, Generation Z is the primary target of campus da'wah. They are a generation accustomed to technology, visualization, and two-way interaction. Monotonous and conventional da'wah approaches tend to attract less attention from them. Therefore, innovative and adaptive da'wah strategies are essential. Jasmine (2014) states that the success of public communication in the digital era really depend on technology integration, content packaging, and emotional bonding. This research serves as a reference in designing an analytical framework for LDK Ummul Fikroh's strategies in reaching Generation Z students at UIN Banten.

This literature review provides a strong conceptual foundation for examining the da'wah strategies of LDK Ummul Fikroh. The theory of da'wah management helps to understand how strategies are formulated and implemented. Meanwhile, the theory of da'wah communication explains the mechanisms of message delivery. The study of student participation and the characteristics of Generation Z strengthens the importance of innovative campus da'wah strategies that are context-based.

METHOD

This study employs a descriptive qualitative approach which aims at gaining an in-depth understanding of the da'wah strategies implemented by LDK Ummul Fikroh to enhance student participation at UIN Sultan Maulana Hasanuddin Banten. A qualitative approach was chosen because it can describe social phenomena contextually based on the perceptions and experiences of participants in real situations (Sidiq & Choiri, 2019).

This type of research is a field research with a descriptive design. The study focuses on describing the strategies systematically, communication approaches, and interaction patterns of da'wah applied by LDK committees towards students as the target audience.

The research was conducted within the campus environment of UIN Sultan Maulana Hasanuddin Banten, with the main subjects of research are the committees and active members of LDK Ummul Fikroh. The research was carried out for one week, from March 10, 2025 to April 12, 2025, although the preparation for this research has been ongoing for a considerable time.

The sampling technique used is purposive sampling, which involves the intentional selection of informants based on specific criteria relevant to the research focus. The criteria include: (1) the main committees of LDK Ummul Fikroh who have been active for at least one administrative period, and (2) students of UIN Banten who have participated in campus da'wah activities. The main informants consist of two LDK committees and two students as supporting participants.

The main instrument in this study is the researcher who serves as the key instrument, in line with the characteristics of qualitative research. To assist in the data collection process, semi-structured interview guidelines, field notes, and activity documentation were utilized.

The interview guidelines were developed based on indicators of da'wah strategies, communication patterns, and levels of student participation. Data collection was conducted through three main methods:

1. **In-depth interviews:** Conducted with the main informants, with duration about 30 to 60 minutes per session. The interviews were semi-structured to allow the broader exploration of the informants' experiences and perspectives.
2. **Participatory observation:** The researcher directly attended da'wah activities organized by LDK to observe interactions, communication patterns, and the level of participant involvement.
3. **Documentation study:** Collecting data from activity archives, social media, and internal publications of LDK Ummul Fikroh as additional sources of information and data triangulation.

Data analysis was conducted using the interactive model developed by Ridder (2014),

which consists of three main stages :

1. **Data reduction:** Sorting, summarizing, and simplifying the data obtained from interviews, observations, and documentation.
2. **Data presentation:** Organizing information in the form of narratives, thematic tables, and informant quotes to facilitate interpretation.
3. **Conclusion drawing and verification:** Identifying patterns of da'wah strategies, the effectiveness of approaches, and obstacles faced, which were validated through triangulation among data sources.

The validity of the data was maintained through source and technique triangulation by comparing information from interviews, observations, and documentation to ensure data consistency. Additionally, member checking was conducted by confirming the results of data interpretation with informants to minimize researcher bias.

RESULT AND DISCUSSION

RESULT

Dynamics of Participation and Da'wah Strategies of LDK Ummul Fikroh

1. Declining Students' Participation in Campus Da'wah

The Campus Da'wah Institute (LDK) plays a crucial role in shaping the morality and spirituality of students in Islamic higher education. However, along with the development of era, student participation in da'wah activities has shown a declining trend. This phenomenon is marked by decreased attendance at regular study sessions, weakened enthusiasm for cadre programs, and increasingly low involvement in campus Islamic agenda.

This phenomenon has also been observed by Fuad Ramadhan (2020), who stated that the weakness of the internal organizational system and the challenges of digitalization have led to a degradation of student interest in da'wah activities. A similar statement was expressed by Afiyah (2022), who concluded that weak da'wah communication and the lack of adaptability of da'wah content to the digital generation of students have contributed to the apathy happened at UIN Raden Intan Lampung.

According to UIN Banten students, Atiah and Sri Wahyuni, they prefer da'wah that is more engaging and relevant to the issues they face. Furthermore, they find that da'wah is more interesting when it is not only delivered through conventional methods but also through creative media.

2. Internal Perspective: Interview with the Chairperson of LDK Ummul Fikroh

A similar situation is felt at UIN Sultan Maulana Hasanuddin Banten. The Chairman of LDK Ummul Fikroh, Fajar Nugraha, stated:

"From our observations, students' interest on the Islamic activities tends to decline compared to the previous years. The campus and all organizations are experiencing the same issue. One of the causes is social media, which make students more reluctant to engage in direct social interactions." (Interview, 2025)

3. Adaptive Response: Inclusive and Relevant Approaches

In response to this situation, LDK Ummul Fikroh has implemented an inclusive da'wah approach that not only focuses on spiritual dimensions but also addresses to the aspects of

personal development, social connections, and academic achievements of students. According to Fajar:

“We encourage a more inclusive approach to da'wah, presenting work programs that enhance skills, connections, and achievements.”

Da'wah programs are packaged in the form of digital design training, youth forums, and public speaking based on Islamic values. This strategy has proven in increasing student participation.

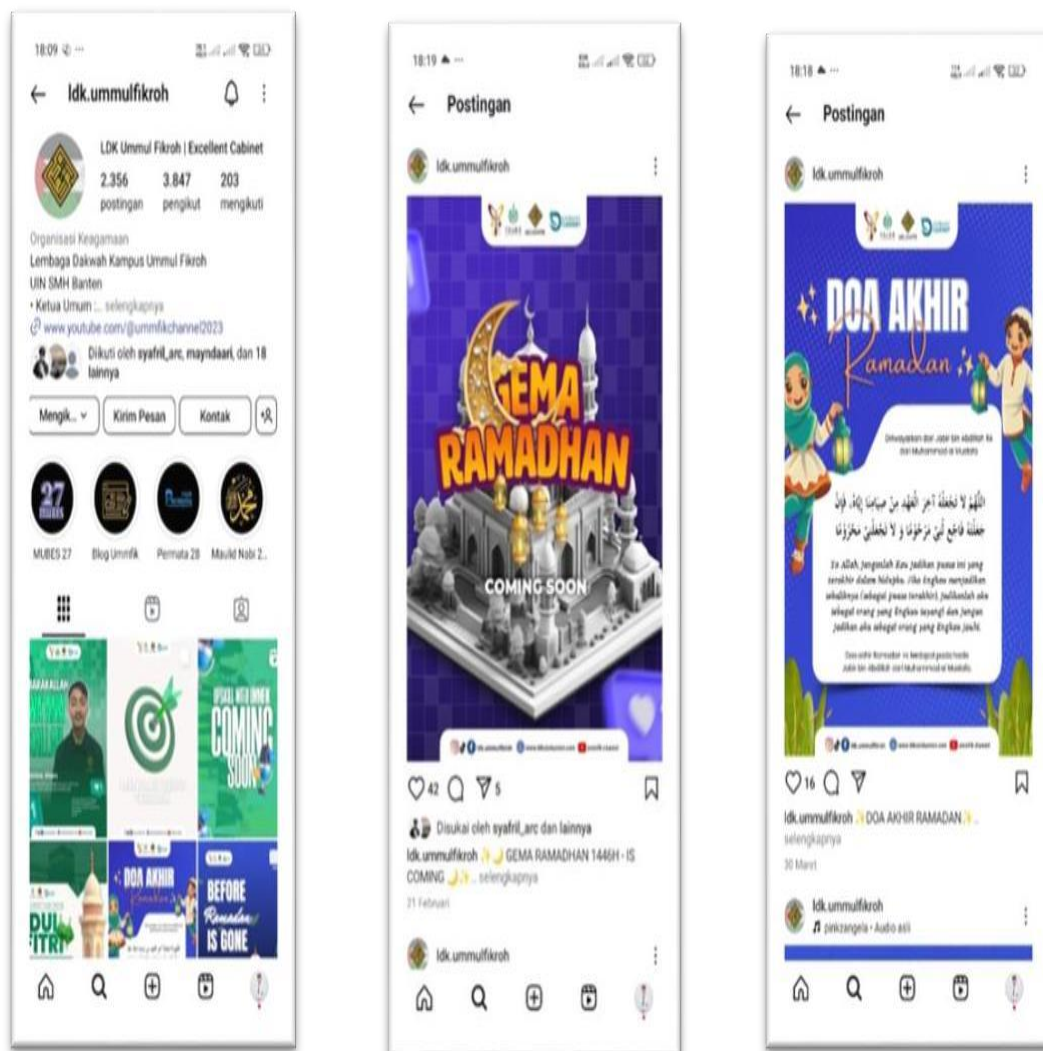
DISCUSSION

Da'wah Strategies of LDK Ummul Fikroh

1. Utilization of Digital Media as the Primary Tool

According to Muhamad Syafril Alfariji, the Chairman of the Communication and Information Division of LDK 2025, social media is key of da'wah success today:

“Media is very helpful because, in this era, students, societies, and da'wah activists use social media as a means of spreading information and reminders.”



Social Media of LDK Ummul Fikroh

Platforms such as Instagram, TikTok, Threads, Facebook, YouTube, and the official LDK website become the main channels for spreading da'wah. This strategy is in line with research findings from Anas, Yusra, & Amin (2024), which state that digital da'wah is more effective in reaching Generation Z students compared to the conventional methods.

2. Contextual and Multidimensional Da'wah

In addition to digital media, LDK Ummul Fikroh's da'wah strategy also emphasizes a contextual approach. Programs such as skills training, motivational seminars, and thematic discussions on Islam serve as forms of grounded da'wah.

Research by Kajian, Tahun, & Tsabita (2025) shows that da'wah presented in daily language and thematic activities successfully attracts the interest of students in the Islamic Communication and Broadcasting program at Bandung Islamic University.

3. Audience Research-Based Strategy

LDK Ummul Fikroh also emphasizes on the importance of simple research to develop targeted da'wah strategies. According to Fajar:

"We always conduct research before planning and implementing our programs."

This research includes needs surveys, activity evaluations, and open discussions with students. A similar approach was used by Putra (2020), who studied the cadre system of da'i at UIN Sumatera Utara, where the effectiveness of da'wah is significantly influenced by an understanding of the psychosocial conditions of students.

4. Innovative Activities: Da'wah Relevant to Social Issues

A concrete example of LDK Ummul Fikroh's innovative approach is the Self-Healing activity, which is a da'wah forum which discusses about the psychological issues faced by students, such as overthinking, quarter-life crises, and spiritual unrest. This approach not only broadens the reach of da'wah but also establishes LDK as a safe and reflective space for students.



The da'wah strategy of LDK Ummul Fikroh represents a paradigm shift from normative

Documentation of *Self Healing Activity* on November 2024

Da'wah strategy of LDK Ummul Fikroh represents the change of paradigm from normative da'wah to the transformational and humanistic da'wah. Through digital, inclusive, and research-based approaches, LDK has successfully created a more adaptive, participatory, and relevant campus da'wah model for today's students.

CONCLUSION

This study reveals that the da'wah strategies implemented by the Campus Da'wah Institute (LDK) Ummul Fikroh at UIN Sultan Maulana Hasanuddin Banten have undergone significant transformation. These changes have led to a more adaptive and contextual approach as the response to the declining participation of students in Islamic activities on campus. LDK Ummul Fikroh has addressed this challenge by implementing several key strategies.

First, an inclusive and multidimensional da'wah approach has been developed through the integration of Islamic values into programs that are relevant to the current needs of students, such as skills training and personal development. Second, the optimization of digital media, particularly social media, is strategically employed to reach Generation Z students who tend to be more responsive to visual, interactive, and easily accessible content. Third, the institution also conducts audience research before designing da'wah programs to ensure that the planned activities is line with the psychosocial conditions of the students. Fourth, issue-based da'wah innovations, such as the Self-Healing program, have proven as effective way in attracting the involvement of students from various faculties, indicating a need for a more personal and relevant approach.

Those strategies have been shown to enhance student participation in da'wah activities, although they still face various challenges. Some of these challenges include program continuity, fluctuations in participant interest, and the importance of regenerating da'wah cadres to maintain the sustainability of the movement.

Theoretically, these findings reinforce the relevance of research-based da'wah management approaches and dialogical da'wah communication, especially in the context of higher education. Practically, the results of this study can be a reference for other campus da'wah institutions in designing more responsive, participatory, and sustainable strategies in line with the dynamics of students in the digital era.

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