

## **Implementation of the Preaching Program of the Indonesian Ulema Council (MUI) of Medan City**

*Received: 07-02-2025 Revised: 20-03-2025 Accepted: 16-04-2025*

Ayu Amanah \*)  
UIN Sumatera Utara  
E-mail:  
[Amanah0104213083@uinsu.ac.id](mailto:Amanah0104213083@uinsu.ac.id)

Ahmad Tamrin  
Sikumbang  
UIN Sumatera Utara  
E-mail:  
[ahmadtamrinsikumbang@uinsu.ac.id](mailto:ahmadtamrinsikumbang@uinsu.ac.id)

**Abstract:** This study was conducted to analyze the extent to which the MUI Medan City da'wah program has been implemented. The purpose of this study is to determine how the implementation of the da'wah program is carried out by the Indonesian Ulema Council (MUI) of Medan City. The research method used is a qualitative descriptive approach, where data collection is carried out through observation, interviews, and documentation. The data used in this study consists of primary and secondary data. The main informant used as the primary data source is the Chairperson of the Dakwah and Community Development Commission of the MUI Medan City. Meanwhile, secondary data was obtained from documentation, archives, and other sources. The results of the study indicate that there are two types of da'wah programs implemented, namely direct da'wah activity implementation programs and da'wah activity implementation programs through social media. The implementation of the da'wah program by the MUI Medan City shows positive results and is in accordance with the established program standards.

**Abstrak:** Penelitian ini dilaksanakan guna menganalisis sejauh mana program dakwah MUI Kota Medan telah dilaksanakan. Adapun tujuan dari penelitian ini ialah untuk mengetahui bagaimana implementasi program dakwah yang dilakukan oleh Majelis Ulama Indonesia (MUI) Kota Medan. Metode penelitian yang digunakan adalah pendekatan deskriptif kualitatif, di mana pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Data yang digunakan dalam penelitian ini terdiri dari data primer dan sekunder. Informan utama yang dijadikan sumber data primer adalah Ketua Komisi Dakwah dan Pengembangan Masyarakat MUI Kota Medan. Sementara itu, data sekunder diperoleh dari dokumentasi, arsip, dan sumber lainnya. Hasil penelitian menunjukkan bahwa terdapat dua jenis program dakwah yang dilaksanakan, yaitu program pengimplementasian kegiatan dakwah secara langsung dan program pengimplementasian kegiatan dakwah dengan perantara media sosial. Implementasi program dakwah oleh MUI Kota Medan menunjukkan hasil yang positif dan sesuai dengan standar program yang telah ditetapkan.

\*) *Corresponding Author*

**Keywords:** Implementation,  
Da'wah, MUI Medan City.

## INTRODUCTION

Islam is a da'wah, namely a religion that conveys its teachings to all mankind in the world regardless of wealth status, position, or popularity. Islamic da'wah is carried out with a peaceful and wise approach, and distances itself from all forms of violence. Da'wah is to create a peaceful community life.

Da'wah is a form of communication between fellow human beings that contains advice to invite them to the path of Allah SWT. (Kayo, 2007). The welfare of the people is reflected in the happiness felt both in the world and in the hereafter. Therefore, da'wah can be interpreted as an activity that aims to invite people to do good (amar ma'ruf nahi munkar). (Ma'arif, 2010). One of the main elements in da'wah is the da'i, namely someone who conveys advice and plays a role in shaping the mindset of the mad'u (the person being preached to). The message conveyed in da'wah must be based on Islamic teachings, namely the Qur'an and Hadith.

Da'wah can be carried out through various methods, both verbally, in writing, or by providing an example through actions. (Hidayat R., 2019) The spread of da'wah through example and real action has been going on since the time of Rasulullah SAW. As a prophet, Muhammad SAW carried out a dual role, namely as a preacher who invited people to the afterlife armed with strong faith. This explanation is in line with Allah's verse in Surah Al-Maidah verse 99 as follows:

﴿مَا عَلَى الرَّسُولِ إِلَّا الْبَلَاغُ وَاللَّهُ يَعْلَمُ مَا تُبْدُونَ وَمَا تَكْتُمُونَ﴾

Meaning: The obligation of the Messenger is nothing but to convey (the teachings of Allah). Allah knows whatever you reveal and whatever you hide.

In delivering da'wah, a da'iyah and mubaligh must be firm in distinguishing between good and bad. The Messenger of Allah SAW said: "If one of you sees an evil, then he should change it with his hand (power). If he is not able, then with his tongue, and if he is still unable, he should reject it with his heart, and that is the weakest of faith". (Haris, 2019)

The da'wah program is a series of activities that are systematically designed to spread Islamic teachings to the community with the aim of increasing understanding, faith, and practice of religion. This program involves various methods, such as training, da'wah safaris, lectures and da'wah media (such as books, videos, or social media), which are adjusted to the needs and conditions of the community. The organization associated with the da'wah program is the Indonesian Ulema Council (MUI).

The Indonesian Ulema Council (MUI) is a religious organization where this organization has a central role in guiding and providing religious direction for Muslims in Indonesia. As a forum for a collection of charismatic and qualified scholars in their fields of knowledge, the MUI is tasked with compiling fatwas that cover various areas of life, including economics, social, and politics. The existence of the MUI is not only as a protector of religious teachings, but also as a forum for empowering the community through religious counseling and religious education

programs. The MUI is also active in carrying out its social functions with various initiatives that support the welfare of Muslims. In addition, the MUI has a vital role in setting product halal standards, which are the main guidelines for Muslim consumers. As an institution that represents the unity and agreement of scholars in Indonesia, the MUI plays a key role in shaping and maintaining the religious identity and morality of Muslims in this country. (Tahir, 2019) The Indonesian Ulama Council (MUI) has an undeniable urgency in the lives of Indonesian society. As a leading religious institution, the MUI is an important pillar in providing religious guidance and guidelines for Muslims in Indonesia. Through the issuance of fatwas, the MUI provides direction regarding various areas of life, for example culture, economy, social, and politics, which greatly influence the views and behavior of Muslims. (Nurlaela, 2022)

The Indonesian Ulama Council (MUI) of Medan City has high hopes for the da'wah program that will be implemented. These hopes include the MUI being able to provide enlightenment to the community through social media, the formation of competent Da'i and preachers in delivering da'wah, and the MUI being the right place for Muslims to talk about problems in their environment. The implementation of the Dakwah Program of the Indonesian Ulama Council (MUI) of Medan City is also implemented in several places such as mosques, the general public and also social and digital media.

Based on the background explanation that has been explained previously, the formulation of the problem used as research material is as follows: (a) How is the Implementation of the Dakwah Program of the Indonesian Ulama Council (MUI) of Medan City? , while the research objectives are: (a) To find out how the Medan City Indonesian Ulama Council (MUI) Preaching Program is implemented.

In this study, the author applies a qualitative descriptive method and approach, which aims to describe and explain phenomena factually, accurately, and systematically. Qualitative research focuses on understanding phenomena that occur naturally, by emphasizing the quality or main aspects of an event without any manipulation. The results of this study are then described using sentences and language that are in accordance with the scientific context. (Sarosa, 2012)

This study aims to examine the implementation of the Da'wah Program run by the Indonesian Ulama Council located in Medan City. In the research process, two types of data were collected, namely primary data and secondary data. Primary data were collected through interviews and observations of research subjects. The selection of research subjects was carried out using the purposive sampling method. The subjects in this study included Mr. Dr. H. M. Syukri Albani Nasution, M.A., as the General Secretary of the Indonesian Ulama Council of Medan City, and Mr. H. Legimin Syukri, M.H., who served as Chairman of the Dakwah and Community Development Commission of the MUI of Medan City.

In qualitative research, data analysis begins at the data collection stage, after the data is collected, and throughout certain stages of the research. The data obtained is analyzed using a qualitative descriptive approach. This data analysis takes place interactively and continuously until the research is completed. The stages in data analysis include data reduction, data display, and conclusion drawing and verification.

## **RESULTS AND DISCUSSION**

### **Profile of the Indonesian Ulema Council of Medan City**

The Indonesian Ulema Council of Medan City is an institution that accommodates ulama, zu'ama, and Muslim scholars in Medan City. The MUI of Medan City has been established since 1976. However, until 1986, the management within the MUI had not been officially formed. Only after that period, the organizational structure and management of the MUI of Medan City began to form and function effectively.

The MUI of Medan City acts as a fatwa provider, guide, and servant of the community in answering various religious problems faced by the community. In addition, the MUI also functions as a liaison between ulama and the government, and establishes cooperation with other Islamic organizations to advance the lives of Muslims in Medan City.

During the 2021-2026 management period, the Indonesian Ulema Council of Medan City was led by Mr. Dr. H. Hasan Matsum, M.Ag. The inauguration of the management was carried out with the theme "Enhancing the Role of Ulama in Building the City of Medan Rahmatan Lil'alamin", which emphasizes the important role of ulama in building a prosperous and harmonious society. Through various programs and activities, the MUI of Medan City continues to strive to improve religious understanding, strengthen Islamic brotherhood, and contribute to the moral and spiritual development of the people of Medan City.

#### **Goals and Targets of the Indonesian Ulema Council of Medan City**

##### **a) Goals**

To create a Medan City society that has faith and noble morals for the glory of the Muslim community and the Muslim community (izzatul Islam wal Muslimin).

##### **b) Targets**

To optimize Islamic leadership and institutions so that they can play an effective role in guiding and directing Muslims to practice Islamic law. In addition, making ulama a role model in building noble morals in order to create a Muslim community in Medan City that (khaira al-ummah)

### **Implementation of the Dakwah Program of the Indonesian Ulema Council (MUI) of Medan City**

The implementation of the Dakwah Program of the Indonesian Ulema Council (MUI) of Medan City, is carried out through the Dakwah and Community Development Commission, based on the results of an interview with the chairman of the Dakwah Commission, namely Mr. Drs. H. Legimin Syukri, M.H. The Dakwah Program is grouped into two categories, namely as follows:

#### **1. Direct Dakwah Activity Implementation Program**

##### **a. Da'iyah and Mubaligh Training**

This training is a core program where the MUI of Medan City will guide the Da'iyah and Mubaligh so that they can deliver da'wah effectively and according to target. Therefore, the MUI of Medan City held a Da'yah

training which was carried out at the MUI Office of Medan City and also in all Sub-districts in Medan City, where the participants were the administrators of the Sub-district Ulama Council in Medan City, the Head of BKM (Mosque Welfare Agency), Community Organizations involving Al-washliyah, Muhammadiyah, Nahdlatul Ulama (NU), the Taklim Assembly Contact Agency (BKMT) and Al-Hidayah Study Group and also Mosque Youth and Other Da'wah Students.

For example, a public speaking training was held for young Da'i, where this activity explained to the Da'i that preaching requires tricks and procedures so that the preaching we convey can be well received by the community, this activity aims to increase the insight and skills of Da'iyah and Mubaligh in Medan City in conveying the message of preaching effectively to the mad'u.

#### b. Safari Dakwah

The safari da'wah carried out by the Indonesian Ulema Council (MUI) of Medan City is an activity to visit various mosques in the MUI area of Medan City District. In this safari, MUI conveys Islamic direction to mosque managers, male and female students, and other elements of society. The main objective of this activity is so that all components of society can obtain useful knowledge from the Indonesian Ulema Council of Medan City. The implementation of this da'wah work plan is in line with the command of Allah SWT. which is stated in the Al-Qur'an, Surah Fushilat verse 33.

﴿وَمَنْ أَحْسَنُ قَوْلًا مِّمَّنْ دَعَا إِلَى اللَّهِ وَعَمِلَ صَالِحًا وَقَالَ إِنِّي مِنَ الْمُسْلِمِينَ ۝﴾

Meaning: "And who is better in speech than one who invites others to Allah, does good deeds, and reveals that he is one of those who surrender (to Allah)?"

The meaning of the verse above explains that we as Muslims are reminded to always carry out da'wah activities and provide understanding according to our abilities. For example, the MUI of Medan City carried out a da'wah safari in the month of Ramadan 1445 H (2024 AD) at the Ar-Rahman mosque, Jalan Damai Gang Masjid Medan, where in this sermon the speaker invited the congregation to strengthen their faith during the month of Ramadan by increasing recitation and contemplation of the Al-Quran, and increasing good deeds.

#### c. Sermons

The implementation of the da'wah program through sermons by the Indonesian Ulema Council of Medan City is carried out at the Majelis Ilmu, Islamic study forums and also mosques under the supervision of the local Indonesian Ulema Council (MUI). The topics raised in this lecture are usually related to trendy issues, so that the public can understand how Islam assesses something new or a hot topic of discussion. This program is in line with the vision of the Medan City MUI,

namely to create a life of the people in Medan City who are faithful and have noble morals. Thus, the implementation of the lecture da'wah program that raises these actual themes can be adjusted to current conditions, while maintaining the glory of Islam and Muslims themselves. The Medan City MUI held an activity in February 2022 entitled "Seminar on the Development of Management of the Medan City Taklim Assembly" which aims to improve the quality of management of the Taklim Assembly to be more effective in Islamic da'wah and education. This activity equips administrators with managerial skills, program planning, and relevant da'wah strategies. In addition, this seminar strengthens coordination with religious and government institutions, so that the Taklim Assembly can develop professionally, inclusively, and be able to answer the challenges of the times.

#### d. Muzakarah

The Medan City Indonesian Ulema Council also regularly holds muzakarah or scientific discussion forums to discuss various religious and social issues that are relevant to people's lives. This activity involves ulama, academics, and also community leaders. The purpose of holding these various muzakarachs is that the Medan City MUI is committed to continuing to provide enlightenment and solutions to various problems faced by Muslims, and also encouraging improvements in the quality of community life in accordance with Islamic values. One example of muzakarah activities carried out by the Medan City MUI is "Muzakarah to strengthen da'wah through writing for Da'i in Medan City".

### **Implementation Program of Da'wah Activities Through Social Media**

#### a. Tausiyah Through Social Media

Apart from direct da'wah, the Indonesian Ulema Council of Medan City also implements tausiyah through social media by delivering sermons or da'wah uploaded on Instagram with the name MUI KOTA MEDAN and also a YouTube channel on TV MUI Medan, which this YouTube channel has a live streaming program that discusses current studies that are broadcast every Tuesday night, in addition on Friday nights, lectures by ustadz will be broadcast at MUI Medan City, where all of these programs aim to spread da'wah. An example is a lecture delivered by Mr. Muhammad Aminsyah, M.Pd with the title "Characteristics of a Believer".

#### b. News, Articles and Q&A

The Indonesian Ulema Council (MUI) of Medan City is also active in da'wah through their official website, namely <https://muikotamedan.or.id>. On this site, they contain various content, such as articles, news, quotes from scholars, stories, and advice rhymes containing learning materials and Islamic teachings. In addition, there is also a discussion forum and questions and answers regarding various events that occur in society.

One example of content produced by the Medan City MUI in its da'wah efforts is news regarding an appeal for ustadz and ustadzah to

improve the quality of their da'wah. In the news, it is explained that preachers in Medan City are expected to be able to present da'wah material that is in accordance with the level of understanding of the community. This step is expected to reduce the confusion of the community regarding the studies presented.

### **Success and Obstacles of the Medan City Indonesian Ulema Council (MUI) Da'wah Program**

The following are some of the annual da'wah programs that are carried out directly from 2021 to 2026, including (1) Da'iyah and Mubaligh Training which is held twice a year. (2) Da'wah safari which is held once a year. (3) Lectures which are held once a year, precisely in the month of Ramadan. And also (4) Muzakarah which is held twice a year.

#### **1. Success of the Medan City Indonesian Ulema Council's Da'wah Program**

The Medan City Indonesian Ulema Council has an important role in building and strengthening Islamic awareness in society. Through various planned and sustainable da'wah programs, the MUI has succeeded in creating a significant positive impact. The results of the study show that there are various benefits that arise from the implementation of these programs, including one of the leading programs of the Medan City Indonesian Ulema Council, namely training for preachers and speakers.

This program aims to increase their capacity in delivering da'wah based on knowledge and the values of moderation. In an interview with Mr. Drs. H. Legimin Syukri, M.H., he stated that the training participants felt very helped by this program. They can improve their public speaking skills, understand effective da'wah methods, and deliver material that is relevant to the current social conditions of society.

The Medan City MUI also utilizes information technology to expand the reach of its da'wah. With the existence of digital platforms such as social media, YouTube, and podcasts, MUI is able to reach a wider community, including in remote areas. This can be seen from the increase in the number of followers on the official social media accounts of MUI Medan City, which reflects the success of the da'wah program through mass media. In the last two years, there has been a significant increase, indicating that the public is increasingly interested in digital-based da'wah content.

#### **2. Obstacles to the Da'wah Program of the Indonesian Ulema Council of Medan City**

The implementation of the da'wah planning of the Indonesian Ulema Council of Medan City experienced several obstacles related to the implementation of the da'wah program carried out directly, based on the results of an interview with Mr. Drs. H. Legimin Syukri, M.H as the head of the da'wah and community development commission, he said "in implementing a da'wah program there are always challenges and obstacles, one of which is the lack of interest of Da'iyah and Mubaligh in participating in the da'wah program, one of which is da'iyah and

mubaligh training because of the many activities of da'iyah and mubaligh outside the context of da'wah, causing clashes between activities outside and the predetermined training schedule". The right solution to face this obstacle is to create flexible training such as holding online training, modules, online or just recorded sessions that can be accessed at any time by participants or forming an online community or discussion group so that participants can still learn even though they cannot attend the training activities in person.

## **CONCLUSION**

The Indonesian Ulema Council of Medan City is an institution that functions as a forum for Muslim scholars, leaders, and intellectuals in Medan. Founded in 1976, the MUI of Medan City has officially been operating since 1986. This institution has an important role in providing fatwas, guidance, and services to the community, as well as being a bridge between scholars and the government. The Indonesian Ulema Council of Medan City is led by Dr. H. Hasan Matsum, M. Ag, for the 2021-2026 period, with a focus on increasing the role of scholars in building a more prosperous society. The main mission of the MUI is to create a society that is faithful and has noble morals, where the main target is to optimize Islamic leadership and institutions to guide the community in implementing Islamic law. The MUI of Medan City's da'wah programs are grouped into two categories: direct activities and through social media. Direct activities include training for preachers and missionaries, da'wah safaris, tausiyah, and muzakarah. This training aims to help preachers deliver more effective preaching messages, while safari preaching involves visiting mosques to provide direction. Tausiyah is delivered in various forums that discuss current issues, while muzakarah functions as a discussion forum to discuss religious and social issues. In the realm of mass media, MUI delivers tausiyah and lectures through social media and its official website as a means to spread preaching. In addition, they are also active in writing news and articles and holding question and answer sessions on Islamic issues. Although MUI Medan City has achieved some successes, such as increasing the reach of preaching and the capacity of preachers, this institution also faces challenges. One of the obstacles faced is the lack of interest of participants in the training program due to the tight schedule. To overcome this problem, the proposed solution is more flexible online training, so that it can reach more participants.



## REFERENCES

- Kementrian Agama 2019 . *Al – Qur'an dan Terjemahannya Edisi Penyempuraan* . Jakarta : Lajnah Pentashihan Mushaf Al – Qur'an Badan Litbang dan Diklat Kementerian Agama RI
- Ainul Haris, “*Salafi dan Sikapnya Terhadap Penguasa,*” *Jurnal Al-Fawa'id: Jurnal Agama dan Bahasa* 9, no. 1 (2019): 31–71.
- Bambang S. Ma'arif, *Komunikasi Dakwah: Paradigma untuk Aksi* (Bandung: Simbiosis Rekatama Media, 2010), 29
- Nurlaela, L. F., Boeriswati, E., & Tajuddin, S. (2022). *Gaya Bahasa Komunikasi Dakwah Dalam Ceramah Syekh Sulaiman Bin Salimullah Ar Ruhaily*. *BAHTERA : Jurnal Pendidikan Bahasa Dan Sastra*, 21(1), 72–93. <https://doi.org/10.21009/bahtera.211.06>
- Rb Khatib Pahlawan Kayo, *Manajemen Dakwah: dari Dakwah Konvensional Menuju Dakwah Profesional* (Jakarta: Sinar Grafika, 2007), 6
- Rofiq Hidayat, “*Manajemen Dakwah Bil Lisan Perspektif Hadits,*” *Jurnal Al-Tatwir* 6, no. 2 (2019): 33–50.
- Sarosa , S . ( 2012 ) . *Penelitian Kualitatif , Dasar – dasar* . Jakarat : PT . Indeks .
- Tahir , M “ *Implementasi manajemen dakwah pada majelis ulama indoensia ( MUI )*” (Ponorogo : Uwais Inspirasi Indonesia , 2019 ).
- Rizal, K., & Sumardi, S. (2024). *Dakwah dan Komunikasi Islam: Optimalisasi Penggunaan Media Sosial dalam Menyebarkan Nilai-Nilai Islam di Era Digital*. *Jurnal Pengabdian kepada Masyarakat*, Volume. 8 no. 2 (2024)
- DataReportal, *Digital 2023: Indonesia*, diakses 9 Januari 2025, <https://datareportal.com/reports/digital-2023-indonesia>.
- Al-Faruqi, I. R., *Islamic Da'wah: Its Meaning, Objectives, and Strategies* (Kuala Lumpur: Islamic Book Trust, 1985).
- Rahmat, A., “*Transformasi Dakwah di Era Digital,*” *Jurnal Dakwah Digital* 12, no. 1 (2021).
- Kaplan, A. M., & Haenlein, M., “*Users of the World, Unite! The Challenges and Opportunities of Social Media,*” *Business Horizons* 53, no. 1 (2010).

Rahmat, A., "Transformasi Dakwah di Era Digital," Jurnal Dakwah Digital 12, no. 1 (2021).

Syafiq, A. (2024). Fungsi media sosial dalam aktivitas dakwah di era disrupsi pada Pondok Pesantren Insan Mulia Boarding School Pringsewu (Skripsi, Universitas Islam Negeri Raden Intan Lampung). Diakses dari <https://repository.radenintan.ac.id/31976/>

Siregar, M. T. (2019). Pengaruh Caption Media Sosial terhadap Minat Baca Generasi Milenial. Jurnal Komunikasi Digital.

Aulia, R. (2020). Efektivitas Penggunaan Hashtag dalam Strategi Media Sosial. Jurnal Komunikasi Digital.



