

## Innovative Da'wah Strategies of BKPRMI to Improve the Quality of Mosque Youth Activities

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### ABSTRACT

**Purpose** – This study aims to identify and analyze the strategies of the Indonesian Mosque Youth Communication Agency (BKPRMI) in improving the quality of da'wah activities in Medan Denai District.

**Method** – This study used a qualitative approach to understand the nuances and dynamics that occur. Data were collected through interviews with BKPRMI administrators, observations of da'wah activities, and discussions with the youth and teenagers involved. The findings indicate that several key factors, such as strengthening BKPRMI's organizational structure, developing diverse da'wah programs, and increasing the capacity of members in da'wah skills, significantly influence youth and teenager participation.

**Findings** – The results of this study emphasize the importance of BKPRMI's strategies in creating a conducive environment for the dissemination of Islamic values. Therefore, BKPRMI needs to design more relevant programs and improve communication to attract interest among youth and teenagers in Medan Denai District.

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### INTRODUCTION

Mosque youth represent one of the key elements in sustaining Islamic da'wah at the grassroots level. The Indonesian Mosque Youth Communication Board (BKPRMI) plays a strategic role in guiding, mobilizing, and enhancing the quality of Islamic activities among young people. However, in recent years, the challenges faced in mosque youth da'wah activities have become increasingly complex in line with the development of the times, particularly in the digital era.

Based on field observations, many mosque youth activities tend to be monotonous, lack innovation, and have not been able to optimally attract the interest of the younger generation. This phenomenon is reflected in the declining active participation of youth in mosque activities, especially in urban and semi-urban areas. In addition, the influence of globalization, the advancement of information technology, and changes in youth lifestyles have also affected their patterns of engagement in religious activities.

Research data indicate that youth participation in religious activities fluctuates. A study by the Ministry of Religious Affairs of the Republic of Indonesia (2022) revealed that youth participation in mosque activities remains at a low to moderate level, with most young people being more active on social media than in community-based religious activities. Another study by the Center for Research and Development of Islamic Community Guidance (2021) found that one of the factors contributing to low participation is the lack of innovative da'wah methods that align with the characteristics of Generation Z.

Furthermore, research conducted by several academics in 2023 emphasizes that conventional da'wah strategies, which are still predominantly used, have not been able to meet the psychological and social needs of today's youth. Young people tend to be more interested in approaches that are interactive, creative, digitally based, and relevant to their daily lives.

As an organization focused on fostering mosque youth, BKPRMI is required to innovate its da'wah strategies. These innovations should not only cover methods of delivering religious messages but also include activity management, the utilization of digital technology, and the strengthening of human resource capacity. Without innovation, mosque youth activities risk being increasingly abandoned by the younger generation.

Therefore, an in-depth study on BKPRMI's da'wah strategy innovation is necessary to improve the quality of mosque youth activities. This study is expected to contribute to the formulation of more effective, adaptive, and relevant da'wah approaches in line with current developments, thereby enhancing both participation and the religious quality of mosque youth in a sustainable manner.

In this regard, Allah SWT says in Surah An-Nahl verse 125: "Invite (all) to the way of your Lord with wisdom and good instruction, and argue with them in a way that is best. Indeed, your Lord is most knowing of who has strayed from His way, and He is most knowing of who is guided."

This verse serves as the primary foundation for Islamic da'wah methods, emphasizing the importance of conveying Allah's message with wisdom, good counsel, and respectful dialogue. It also affirms that only Allah knows who is guided and who is misguided, thus da'wah must be delivered wisely rather than coercively.

Medan Denai District is one of 21 districts in Medan City, North Sumatra Province, Indonesia, covering an area of approximately 9.16 km<sup>2</sup>. The distance from the district office to the Mayor's office is about 8 km. The district administration is led by a subdistrict head and currently consists of six villages divided into 82 neighborhoods. In Medan Denai, infrastructure such as education, banking services, and healthcare facilities has developed and become a focus of regional development (Central Bureau of Statistics of Medan City, 2025).

The objective of this study is to identify and analyze the strategies implemented by BKPRMI to improve the quality of da'wah activities in Medan Denai District comprehensively. In addition, the study seeks to identify challenges or obstacles that may hinder the implementation of these strategies. To achieve these objectives, a systematic and rigorous methodological approach is employed, including surveys, interviews, and field studies to obtain valid and in-depth data.

Previous studies indicate that BKPRMI faces various strategies and challenges in improving the quality of da'wah activities. For instance, research by Elis Mayanti Rambe (2022), titled "Management Strategy of BKPRMI in Improving the Religious Quality of Youth in Percut Sei Tuan District, Deli Serdang Regency, North Sumatra," highlights the importance of structured planning and evaluation. The study demonstrates how effective management principles can enhance organizational performance in managing da'wah activities.

Similarly, research by Siti Fitria Soraya et al. (2023), titled “The Role and Strategy of BKPRMI in Improving Mosque Youth Human Resources in Medan City,” explains that through diverse programs, BKPRMI can enhance youth skills, knowledge, and social awareness. This study underscores the importance of collaboration with various stakeholders in addressing challenges in implementing da'wah activities. Based on these findings, it can be concluded that BKPRMI has both opportunities and challenges in improving the quality of da'wah among youth.

The research gap identified indicates that although many studies have discussed the strategies and challenges faced by BKPRMI, there is still a lack of understanding regarding the factors causing low youth participation in da'wah activities. This study aims to explore BKPRMI's strategies more deeply by identifying social and cultural factors influencing youth participation, while also providing insights into their needs and expectations. Additionally, previous findings reveal differences between program effectiveness in other regions and the actual conditions in Medan Denai, highlighting the need to identify obstacles in implementing da'wah strategies.

This study offers novelty by identifying specific factors contributing to low youth participation in da'wah activities in Medan Denai District, using a more in-depth approach compared to previous general studies. It also applies innovative participatory methods, including in-depth interviews and specially designed surveys, along with triangulation through focus group discussions, to obtain richer perspectives directly from youth. Furthermore, the study considers the unique social and cultural characteristics of Medan Denai, including the influence of social media and non-da'wah activities that attract youth interest.

Research on “The Strategy of BKPRMI in Improving the Quality of Da'wah Activities in Medan Denai District” is highly important as it seeks to understand the underlying factors of low youth involvement. Although many studies have examined BKPRMI, none have deeply explored the local socio-cultural context of Medan Denai that may influence youth interest. This study not only enriches da'wah theory but also provides practical benefits by offering new approaches to engage youth, thereby contributing to both society and the development of da'wah studies.

## **METHOD**

This study employs a qualitative approach using field research conducted at BKPRMI Medan Denai District. This approach is chosen to gain an in-depth understanding of BKPRMI's strategies in improving the quality of da'wah activities among youth, covering planning, implementation, and program evaluation aspects.

The data sources consist of primary and secondary data. Primary data are obtained through in-depth interviews with BKPRMI administrators, active mosque youth, and community members affected by the activities. Observations of da'wah activities are also conducted. Secondary data are collected from BKPRMI documents and archives, including annual reports, organizational records, work programs, meeting minutes, and activity data.

A total of 10 informants were selected purposively based on their involvement, experience, and knowledge. Data analysis was conducted using thematic analysis, including data collection, reduction, presentation, and conclusion drawing by identifying key themes. Data validity was ensured through triangulation of sources and methods by comparing interview, observation, and documentation data to produce valid, credible, and comprehensive findings.

## RESULTS AND DISCUSSION

### General Overview of the Indonesian Mosque Youth Communication Board (BKPRMI) in Medan Denai District



Figure 1. BKPRMI Logo

Source: BKPRMI Medan City Archives and Data

The Indonesian Mosque Youth Communication Board (BKPMI) was established on September 3, 1977 (19 Ramadan 1397 H) at Istiqomah Mosque in Bandung, West Java. The formation of its first management period (1977–1980) resulted from the National Working Meeting and was inaugurated by K.H. Engkin Zaenal Muttaqien (K.H. EZ Muttaqien), representing the Chairman of the Indonesian Ulema Council (MUI).

BKPMI was founded during the First National Working Meeting, which was later agreed upon as the First National Congress, attended by regional BKPMI representatives under a presidium leadership model. Toto Tasmara was elected as Chairman, with Bambang Pranggono as Secretary General. The founders came from various regions, including West Java, Jakarta, Central Java, and East Java.

Initially named the Indonesian Mosque Youth Communication Board (BKPMI), the organization was later renamed the Indonesian Mosque Youth and Adolescent Communication Board (BKPRMI) during the Sixth National Congress in 1993 at the Hajj Dormitory in Pondok Gede, Jakarta. During this congress, the Mosque Youth Friendship Forum (FOSIRAMA), led by Dr. H. Idrus Marham, also joined. This change confirmed BKPRMI as an autonomous institution under the Indonesian Mosque Council (DMI). Under its structure, several development institutions were established, such as those focusing on Islamic preaching, human resources, and economic development.

The global movement of Muslims returning to the mosque as a center of struggle emphasizes that the mosque is not only a place of worship but also a social and political institution. The mosque functions as *Baitullah* (the House of God) belonging to the Muslim community, highlighting the important role of BKPRMI as a unifier and catalyst for Muslim youth.

In this regard, Allah SWT states in Surah At-Taubah verse 18: “Indeed, the mosques of Allah are maintained only by those who believe in Allah and the Last Day, establish prayer, give zakat, and do not fear except Allah. It is they who are expected to be among the guided.”

This verse emphasizes that those who prosper the mosque—both physically and spiritually, are believers who uphold prayer, give zakat, and fear none but Allah. These individuals are expected to receive guidance. Religious ideology and motivation serve as intrinsic drivers in strengthening the spirit of struggle and shaping youth as cadres of both the Muslim community and the nation. BKPRMI's Ideals of Struggle:

1. To build a compassionate society grounded in Islamic values within the unity of the Republic of Indonesia.
2. To position the mosque as a center of worship, struggle, and socio-cultural development for the glory of Islam and Muslims within a state based on Pancasila and the 1945 Constitution.
3. To serve as a communication platform and organizational forum for the Muslim community to produce leaders who are faithful, pious, and morally upright.
4. To realize unity among Muslims through Islamic brotherhood (*ukhuwah Islamiyah*), national brotherhood (*ukhuwah wathaniyah*), and universal brotherhood (*ukhuwah basyariyah*) in order to achieve a united (*ummatan wahidah*), moderate (*ummatan wasathah*), and exemplary community (*khairu ummah*).

As a da'wah cadre organization and a communication platform for mosque youth across Indonesia, BKPRMI continues to grow. Based on the 2024 National Congress, the Chairman of the Central Executive Board is H. Nanang Mubarak, SHI., M.Sos., with H. Said Al Idrus, SE serving as Chairman of the Advisory Council. BKPRMI currently has nine institutional bodies and a wide organizational network, including 38 provincial boards, 415 district boards, 7,285 sub-district boards across Indonesia, and international branches in 19 countries.

BKPRMI in Medan Denai District was established as a response to the needs and aspirations of the community, especially the younger generation, to participate in da'wah activities. Although officially founded in 2010, its development and presence in the Medan Denai area have become more significant in recent years. Increased awareness of the importance of spiritual development and religious understanding among youth has been a key factor in its growth. BKPRMI Medan Denai offers various flagship programs designed to bring youth closer to the mosque and encourage active participation in religious activities.

Program Kerja Lembaga DPK BKPRMI Medan Denai Periode 2023-2028					
No.	Uraian	Uraian Detail	Uraian Uraian	Uraian Uraian	Uraian Uraian
A	B	C	D	E	F
Program Kerja LPPKMD BKPRMI Medan Denai					
1	No. Jenis Program	Sasaran	Tujuan Kegiatan	Waktu Pelaksanaan	Keterangan
1	Latihan Mujaahid Dakwah I	Kader BKPRMI	Membentuk kader dakwah untuk menjadi mujaahid, mujaahid, mujaahid, mujaahid, dan mujaahid agar lebih terampil dan profesional	Ditentukan	Bekerja sama dengan LPPKMD kota Medan
2	Training of Trainers	Kader BKPRMI	Mempersiapkan pelatih-pelatih untuk lebih profesional dan terampil dalam memberikan pelatihan-pelatihan	Ditentukan	Bekerja sama dengan LPPKMD kota Medan
3	Pelatihan Public Speaking	Berbagai masjid/sekolahan/medan Denai	Melatih kemampuan berbicara di depan umum dengan percaya diri dan semangat	Juli, Mei, Agustus	Bekerja sama dengan LPPKMD kota Medan untuk mengadakan pelatihan
4	Pelatihan Komunikasi	Berbagai masjid/sekolahan/medan Denai	Melatih keterampilan komunikasi yang baik dan profesional untuk kegiatan remaja masjid dan dakwah	Februari, Juni, Oktober	Bekerja sama dengan berbagai ahli sebagai pelatihan
5	Pelatihan Seni Al-Quran	Berbagai masjid/sekolahan/medan Denai	Melatih serta mengajarkan menghafal surat-surat dan faham dalam membaca Al-Quran	Ditentukan	Bekerja sama dengan guru ahli hafal Al-Quran
6	Pelatihan Guru Beribadah Beramal	Berbagai Masjid dan sekolah/medan Denai	Melatih guru beribadah dengan benar dan beramal dengan baik	Oktober	Bekerja sama dengan berbagai ahli sebagai pelatihan
7	Pelatihan Manajemen Remaja Masjid	Berbagai Masjid/sekolahan/medan Denai	Meningkatkan kemampuan dalam mengelola kegiatan remaja masjid dan profesional	Februari, Oktober	Bekerja sama dengan berbagai ahli sebagai pelatihan
8	Pelatihan Multimedia	Berbagai Masjid/sekolahan/medan Denai	Meningkatkan kemampuan dan pengetahuan dalam menggunakan teknologi multimedia untuk meningkatkan kegiatan remaja masjid	Mei, Juni	Bekerja sama dengan berbagai ahli sebagai pelatihan
9	Pelatihan Keorganisasian	Berbagai Masjid/sekolahan/medan Denai	Melatih serta mengajarkan para remaja untuk berorganisasi dalam memajukan umatnya	Juli	Bekerja sama dengan berbagai ahli sebagai pelatihan

Figure 2. Work Program of DPK BKPRMI Medan Denai District  
 Source: Annual Report of DPK BKPRMI Medan Denai, 2025

These programs not only encourage participation in da'wah activities but also provide various social benefits for participants and the wider community. Some of the programs implemented by BKPRMI in Medan Denai District include:

1. One of BKPRMI's most important contributions is the **educational waqf program**, which aims to raise funds and resources to support the education of youth members and the surrounding mosque community. This program not only benefits young people but also fosters collective awareness of the importance of education.
2. BKPRMI recognizes that producing high-quality future leaders requires effective leadership training. Therefore, this program focuses on developing managerial skills, discussion strategies, and effective communication abilities. Through this training, youth are given opportunities to practice leadership values both within and outside the organization.
3. BKPRMI is also actively involved in social activities such as blood donation drives, community service programs, and other initiatives aimed at empowering the community. These activities emphasize that da'wah is not only related to spiritual aspects but also to social service. By involving youth in these activities, BKPRMI aims to cultivate strong social awareness while instilling positive Islamic values.

### **BKPRMI Medan Denai's Innovative Strategies in Improving the Quality of Da'wah Activities**

This study identifies several key strategies implemented by BKPRMI in Medan Denai District to enhance the quality of da'wah activities. These strategies are designed not only to increase youth participation in religious studies but also to encourage active involvement in social activities that benefit the community. The strategies include:

#### **Strengthening Organizational Structure and Member Capacity**

Strengthening the organizational structure is a top priority within BKPRMI. This includes establishing a clear hierarchy in which each member has defined roles and responsibilities in implementing da'wah programs. Regular meetings are held to discuss progress and evaluate completed activities, allowing members to provide constructive input. In addition, training sessions, seminars, and workshops are conducted regularly to enhance members' knowledge and skills in da'wah (Kadir, A., 2024).

One example of such training is Public Speaking. This training not only improves participants' ability to speak in public but also equips youth with the skills to effectively deliver da'wah messages. During the workshop, participants learn various communication techniques, how to overcome nervousness, and how to utilize presentation tools effectively.

Based on an interview with the Chairman of DPK BKPRMI Medan Denai (Muhammad Mukhlis), he stated that this activity significantly increases participants' confidence. Many members who were previously unfamiliar or unskilled in public speaking became more prepared to speak in front of an audience after attending the training. This capacity building is expected to shape them into da'wah ambassadors who can reach their respective communities, both in mosques and local organizations.

## Development of Da'wah Programs

BKPRMI in Medan Denai District has successfully implemented various engaging da'wah programs specifically designed to encourage greater youth involvement. The development of these programs is essential, considering that each young person has different interests and talents.



Figure 4. Computer Training Program of BKPRMI Medan Denai District

One of the flagship programs is computer and entrepreneurship training, in which participants acquire technical skills and competencies relevant to market demands. Through these skills, they not only become more economically independent but are also able to apply them within the context of da'wah and social activities.

These programs are also thematic in nature. For example, the “Festival Anak Sholeh” (Pious Children Festival) is an initiative that provides a platform for children and youth to showcase their talents, such as in Islamic arts, Qur’an recitation, and poetry. In addition to being educational, this festival also strengthens a sense of togetherness and spirituality, fostering a supportive environment where members encourage one another in their religious development (Marpaung, N. J., 2023).



Figure 5. Group Photo of BKPRMI Committee Members During the Event



Figure 6. "Festival Anak Sholeh" Activity of BKPRMI Medan Denai District

Based on an interview with the General Secretary of DPK BKPRMI Medan Denai District (Ismed Muhammad Dian), he explained that activities focused on developing practical skills have proven to be highly appealing to youth. In the entrepreneurship training program, for example, participants not only learn business theory but also engage in direct practice that teaches them how to run a business. This has led to a significant increase in youth participation in religious activities, as they are able to see the relevance of da'wah in their daily lives.

### Use of Social Media



Figure 7. Instagram Account of BKPRMI Medan Denai District

In today's digital era, the use of social media has become one of the key strategies implemented by BKPRMI to expand the reach of da'wah while making it more relevant to youth. The content created includes da'wah videos, Islamic articles, and engaging infographics shared through platforms such as Instagram, Facebook, and YouTube.

Social media also serves as an important interactive platform. Youth can engage in discussions, interact, and exchange experiences within the context of da'wah, forming a supportive virtual community. Through social media, BKPRMI also conducts campaigns to introduce its activities and programs and to invite the public to participate.

These efforts not only help youth understand religious teachings in a more engaging way but also enable rapid and wide dissemination of information (Naufaldhi, M. R., 2024). For example, through Instagram Live, BKPRMI organizes live Q&A sessions with *ustadz* and *ustadzah* to address youth concerns and questions about contemporary issues. This innovation has proven highly effective, as youth can interact directly and receive real-time responses.

### Social Activities and Community Service

Participation in social activities is a core element of BKPRMI's da'wah approach. These activities include health campaigns, blood donation programs, mass circumcisions, and social assistance for communities in need. Through these initiatives, youth learn to make meaningful contributions to society while promoting Islamic values of social care (Abidin, Z., 2024).

For example, the regularly held "Jum'at Berkah Berbagi" (Friday Charity Sharing) program not only enhances youth's sense of social responsibility but also strengthens *ukhuwah Islamiyah* (Islamic brotherhood) with external organizations and the surrounding community.



Figure 8. "Jum'at Berkah Berbagi" Activity of BKPRMI Medan Denai District

One of the teachings of the Prophet Muhammad (peace be upon him) to his followers is reflected in his saying: *"The best of people are those who are most beneficial to others."* (Narrated by ath-Tabrani in *Al-Mu'jam al-Amsath*, Vol. VII, p. 58, from Jabir bin Abdullah r.a., authenticated by Muhammad Nashiruddin al-Albani in *As-Silsilah Ash-Shahihah*).

Being a beneficial person is an important characteristic that every Muslim should possess. A Muslim is encouraged to provide benefits to others rather than merely taking advantage of them. This reflects the Islamic principle of compassion through giving.

## **Challenges Faced by BKPRMI Medan Denai District**

Although BKPRMI has successfully implemented various strategies proven effective in improving the quality of da'wah activities in Medan Denai District, several challenges remain that must be addressed to ensure the sustainability and expansion of these programs. The identified challenges and their potential solutions are as follows:

### **1. Low Youth Interest**

One of the main challenges faced by BKPRMI Medan Denai is the low level of youth interest in actively participating in da'wah activities. The abundance of alternative activities, both entertainment and educational, often diverts their attention. In this situation, BKPRMI must be creative in designing programs that are more attractive and aligned with the interests and needs of young people.

This is consistent with findings by Soraya et al. (2025), which emphasize that increasing youth participation requires programs tailored to their interests and active involvement in the planning process. A proactive approach is therefore essential to enhance engagement.

### **2. Limited Time and Resources**

Increasing academic and work demands among youth make time constraints a significant issue. Many members and administrators are sometimes unable to attend meetings or activities due to other commitments. Additionally, limited resources affect BKPRMI's ability to implement programs optimally.

Research by Gaffar (2024) suggests that effective time management and optimal utilization of available resources are necessary strategies. Collaboration with external parties can also help overcome these limitations, allowing programs to be implemented more effectively and reach a broader audience.

### **3. Awareness of Social Role**

BKPRMI Medan Denai must also recognize that challenges arise not only internally but also from the surrounding community, which has experienced shifts in values. There is a gap in public understanding regarding the purpose of da'wah and the contributions they can make.

Research by Mansyursyah & Muktarruddin (2025) highlights the importance of effective communication in addressing such issues. Improving communication strategies and clearly conveying the goals and benefits of da'wah activities can encourage greater community support and participation.

## **CONCLUSION**

Based on the findings of this study, it can be concluded that the Indonesian Mosque Youth Communication Board (BKPRMI), established on September 3, 1977, at Istiqomah Mosque in Bandung, aims to develop and empower mosque youth. Since its establishment, the organization has experienced significant growth. In 1993, BKPMI changed its name to BKPRMI during the Sixth National Congress and was recognized as an autonomous body under the Indonesian Mosque Council (DMI).

The primary objective of BKPRMI is to position the mosque as a center for learning and da'wah activities, while developing the potential of youth to become more active in religious and social spheres. Through various development institutions, BKPRMI continues to address challenges arising from societal changes.

In improving the quality of da'wah activities in Medan Denai District, BKPRMI implements several key strategies. These include strengthening organizational structure with clear role distribution, offering engaging programs such as leadership training, computer training, and social activities, and utilizing social media to reach and educate youth. Through these approaches, BKPRMI aims not only to attract youth participation but also to increase their involvement in meaningful religious and social activities.

Despite these efforts, BKPRMI still faces several challenges. The most significant is the low level of youth interest in da'wah activities, often influenced by competing attractions. Additionally, academic pressures and limited resources hinder participation. Another challenge is the declining public awareness of the role and contribution of da'wah.

Therefore, BKPRMI needs to design programs that better align with youth interests and improve communication strategies to motivate participation. By addressing these challenges, BKPRMI can continue to serve as a positive agent of change for both society and the younger generation.

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