



Mosque Takmir Communication Strategy in Prospering Burhanuddin Mosque Medan Estate

Muhammad Walid¹, Winda Kustiawan²

muhammad0101201013@uinsu.ac.id¹, windakustiawan@uinsu.ac.id²

^{1,2}. Universitas Islam Negeri Sumatera Utara

Receive: 00/00/2024

Accepted: 00/00/2024

Published: 00/00/2024

Abstract

This research aims to understand the communication strategy of the mosque takmir in prospering the Burhanuddin Mosque on Jalan Purnawirawan Medan Estate. By using qualitative research methods, the methods used are qualitative descriptive, technical through observation, interviews, and documentation. The results of the study show that efforts to develop religious activities in mosques are greatly influenced by the active role of takmir in increasing religious activities, especially through the routine recitation of mothers. Support from mosque administrators, the community, and youth also plays an important role in advancing the mosque. Good coordination, cooperation, and communication between administrators are the key to success in prospering the mosque. This research provides important insights for mosque managers in improving religious activities and enriching the worship experience of worshippers.

Keywords: Strategy, Mosque Takmir

Introduction

Mosques play an important role in the lives of the community, especially those who adhere to Islam. Mosques not only function as places of worship, but also function as centers of religious activities for Muslims. The development of mosques is spread across various regions ranging from urban to rural areas and has increased significantly both in terms of number and its sturdy and attractive architecture. This development reflects the enthusiasm and loyalty of Muslims to their religion. Efforts to develop mosques are carried out through new construction and renovation with the aim of strengthening the role of mosques as places of worship that enrich religious experiences and provide comfort in congregational

worship (Masmuri & Suratman, 2019).

However, the spirit of building mosques is often not accompanied by the spirit of prosperity. There is little activity in many mosques. Generally, mosques are only used for prayer and recitation. Mosques are only crowded during the holy month of Ramadan (Sapri et al., 2016).

The role of mosque administrators or Takmil Mosque is closely related to the welfare of the mosque. Mosque administrators or takmils can act as intermediaries to advance the welfare of the mosque, but of course they must set an example. Of course, the mosque and takmil management has prepared various activities for the welfare of the mosque, such as making the mosque an activity for Muslims,

and as a result, the local community management, especially the welfare of Muslims, has prepared various kinds of activities for the prosperity of the mosque. There is a possibility that it will be realized by Muslims surrounding it. (Azizah, 2019).

Takmil's strategies and efforts to prosper the mosque are carried out through congregational prayers in the mosque, which form family relationships in society so as to strengthen a sense of belonging, piety, and Islamic learning. In addition, the management of religious activities carried out in mosques is also one of the strategies to improve the quality and quantity of worshippers who flock to the mosque, so that from the perspective of community organizations, the strategy is described as an action plan. These guidelines influence public programs, actions, and practices with the aim of making mosques more lively and useful throughout the year. The appearance of the word "mosque" 28 times as written in the Qur'an confirms the importance of this institution for Muslims (Roqib, 2005).

Based on initial observations at the Burhanuddin Mosque which is located in the Medan Estate housing complex. In its activities, it also has a program of activities such as religious activities, worship, development and education. However, there are several activities in the mosque, there are several mosque programs that are currently still not running, one of which is the creation of a business for the mosque, this program is still in the early stages of planning where the business made is to sell basic food materials, this program is carried out with the aim that the circulation of mosque cash can be used and the proceeds of the sale will be used to help the community and the interests of other people, especially the mosque congregation Burhanuddin. This activity has not been carried out due to several factors, namely finance and business capital that must be considered, then the lack of human resources (HR) around the mosque for the business workforce. In addition, communication between mosque administrators does not go well because of lack of communication or because they are busy with other tasks other than mosque administrators. They only

communicate with each other at certain times. Therefore, the mission of the Burhanuddin Mosque management is to embrace the community and revitalize the activity program through cooperation between the management and the community, so that prayer activities and activity programs at the Burhanuddin Mosque are really maximum and smooth.

A successful mosque is a mosque that is able to fulfill its role by being more than just a place of worship, but also a center of activities that enrich the lives of the people. Thus, mosques are not only places of worship, but also centers of religious activities and Islamic culture that develops. If mosque management can be improved, there will be a sustainable increase in community participation in religious activities. This is strengthened by the existence of mosques that are close to the community environment (Ilyas, 2017).

Several previous studies were conducted by Rozzaq et al. (2024). The results of the study found that in realizing the welfare of the Al-Furqan Mosque, the management of the Al-Furqan Mosque has a very important role in improving the welfare of the Al-Furqan Mosque. This is the work plan that has been made and implemented, namely the main work program and supporting work program. The main activity program is the Friday Blessing Program and the Qurbani Savings Program, and the additional activity program is the implementation of the commemoration of Islamic holidays. The management mission strategy of the Al-Furqan Mosque in Maradekaya Village, Makassar Regency is divided into several areas, namely Idara (management), Imara Strategy (program), and Riyaya Strategy (program management). The supporting factors faced in the management of the Al-Furqan Mosque are TPA (Al-Quran Education Park) activities, the Criminal Investigation Council, and coaching activities. The researcher plans to evaluate Takmir's communication strategy from the point of view of communication theory. There are several related communication theories. That is, oral communication. Oral

communication is communication that uses linguistic symbols and words from one or more languages. Nonverbal communication is communication that occurs by using nonverbal messages to convey information. In words and sentences, direct communication is the process of direct communication without the help of intermediaries, while indirect communication is the opposite of direct communication.

Therefore, the strategy carried out by the Takmir of the Burhanuddin Mosque to advance the mosque is through direct communication, especially interpersonal communication.

Interpersonal communication is a process of communication that occurs directly or indirectly between humans through various media such as face-to-face conversations, phone calls, and correspondence (Sendjaja, 1994). This definition is in line with R. Wayne Pace who stated that interpersonal communication involves direct interaction between two or more people (Cangara, 2014).

From the results of various studies conducted, there has been no research that highlights the Takmil communication strategy for the success of the mosque. Therefore, the researcher plans to further study the Takmil communication strategy as a first step, considering that many mosques are only used for prayer. For example, the Burhanuddin Mosque in Purwirawan Medan Estate is an example of how mosques can become centers of social activities and provide solutions to various problems in the community. The purpose of this study is to analyze the takmir communication strategy used by the Burhanuddin Mosque to advance the welfare of the mosque.

Research Methods

This study uses a qualitative descriptive approach. Qualitative research is research that aims to understand phenomena related to the experience of the research subject. Examples: behavior, cognition, motivation, behavior, etc. Overall and through explanations in the form of words and language, in the context

of a particular nature, using various methods of nature. (Tohirin, 2012)

This study uses a strategic instrument research method where the researcher has little control over the events being studied and focuses his study on contemporary phenomena. The Context of Reality (Yin, 1996).

Data collection techniques use observation, interviews, and documentation. At the same time, data analysis techniques are carried out using data reduction, data presentation, and drawing conclusions. The study was conducted at the Burhanuddin Mosque Medan Estate. The informants of this research are the chairman of the Mosque Takmil, mosque administrators, and the community.

The data sources of this research include primary data sources and secondary data sources. The main source of data was obtained from an interview with the Chairman of the Burhanuddin Mosque BKM, H. Muhammad Yahya Zakaria (Ustaz Yahya). Secondary data sources in this study are several literature used to support the research.

Results and Discussion

Research Results

Burhanuddin Mosque which is located in the Retired Complex, Medan Estate District, North Sumatra. Previously, there was already a mosque in this village, but, as the population increased, the capacity of the mosque became insufficient to accommodate an increasing number of worshippers. Therefore, the village government and the community held a deliberation to build a new mosque. During the deliberations, a benefactor, Mr. H. Muruf, donated land for the construction site of the Darussalam Mosque.

The source of funds for the construction of the Burhanuddin Mosque comes from voluntary donations from the community. After the location and necessary

funds were available, construction began in 1993 and the mosque was named Burhanuddin Mosque. At first, the worshippers of the Burhanuddin Mosque were still very few, only Muadzin and Imam prayed congregation because many people still pray in the old mosque. However, as time went by, the Burhanuddin Mosque congregation became more and more crowded. The Takmir Mosque also invited young people who can recite to teach children at the Burhanuddin Mosque.

Burhanuddin Mosque provides various supporting facilities that provide comfort and safety for its worshippers. Around the mosque, there is a public kitchen for worshippers, cooking utensils are available if pilgrims come to the Burhanuddin mosque. In terms of security, there is CCTV (Closed-Circuit Television) installed in several corners of the mosque. This mosque is also open 24 hours and is equipped with dispensers, clean toilets, bathrooms, and angkringan where local residents interact. The Burhanuddin Mosque often invites ustadz from outside the hamlet to deliver da'wah studies.

The vision of the Burhanuddin Mosque is "To become a mosque as a forum for human development, the development of understanding of the community's religion and the development of Islamic civilization". To achieve this vision, an effective communication strategy is needed to convey messages and transfer ideas and ideas to embrace all levels of society.

Figure 1. BKM Burhanuddin Management Composition



Source: Results of research interviews

Takmir Mosque Communication Strategy

The Chairman of the BKM of the Burhanudin Mosque, H. Muhammad Yahya Zakaria (Ustaz Yahya), stated that a personal approach is one of the keys to success in building effective communication.

The management of the Takmir Burhanuddin Mosque in the last 3 periods introduced various ideas, ideas, innovations, and breakthroughs to bring the Jogokariyan Mosque closer to the local community. With the aim of restoring Islamic values, the Burhanuddin Mosque is now a center for community socialization. The strategy of staying in touch with all residents in the Retired Complex has succeeded in a personal approach. Now, the benefits from, by, and for the community can be felt.

The personal approach has been proven to increase the active participation of retired residents, from the past only 1 syaf during dawn prayers to 3 to 4 syaf. This indicates that the local community has felt deeply involved with the Jogokariyan Mosque. To achieve this, takmir needs to unite with the community, including by personally knowing the names of the worshippers at the Burhanuddin mosque Building the prosperity of the mosque begins with compiling a da'wah map to identify Muslim residents who have been actively involved in mosque activities, whether they have carried out qurban, paid zakat, and gone for Hajj or Umrah. On the other hand, it is also important to map residents who have not been active in the mosque, have not carried out qurban, have not paid zakat, or have not gone to Hajj or Umrah. In accordance with the teachings of the Prophet Muhammad, maintaining the welfare of the people means also paying attention to the needs of the people and managing resources fairly based on the information from this da'wah map.

From the mapping of the burhanuddin mosque's da'wah, information about the individual's religious identity, presence in prayer, whether they have

prayed in congregation at the mosque or not, as well as what obstacles they may face if they have not prayed. In addition, this mapping also includes information on whether they have carried out qurban, hajj, or umrah, the type of business they have, or their work. This kind of social proximity provides important social support for takmir and organizations in the Burhanuddin Mosque. In carrying out their duties, managers cannot work alone. Coordination and cooperation are the main keys in organizational practice. In collaborating, it is important to build good communication and solidarity, both in the implementation of mosque activities and in dealing with various obstacles and obstacles that arise. The solidarity of the mosque management has a significant impact on the life of the mosque, mosque activities will run smoothly and successfully if carried out by a compact and synergistic management. Obstacles and obstacles that arise in the implementation of activities will be easier to overcome by this solid team

The management works compactly and supports each other. Although all administrators communicate with various parties to achieve their goals, the approach and communication system between administrators often varies. Communication between administrators is important to discuss how to solve problems, improve task coordination, and share information with each other.

Interaction between members often occurs due to frequent meetings and togetherness in the mosque, where they casually talk about the coordination of the tasks they are undergoing. However, the interaction with the chairman is different. Members usually feel comfortable talking to each other so that they can talk about everything, whether related to the prosperity of the mosque or personal affairs. This supports the maintenance of harmony between them. Each administrator has an attitude of mutual understanding, they respect the differences in each other's functions and positions, and do not interfere in each other's affairs or hinder each other. For example, if an administrator faces

obstacles and cannot carry out his duties. by supporting each other, other administrators take over if needed. On the other hand, if there is a mistake in decision-making by one of the administrators, the other must help correct it so that the problem does not drag on. The formation of mutual understanding among mosque administrators is expected to increase cooperation between them.

Takmir Mosque's Efforts in Prospering the Mosque

Activities to prosper the Burhanuddin Mosque are carried out through an individual approach, such as by taking advantage of the interests of residents who rarely pray. For example, if many people like to ride bicycles, the mosque takmir invites you to make a yard around the mosque to be used as a gathering point or in other terms basecamp If anyone likes sports such as Badminton, the takmir has made a Badminton court. This interaction strengthens personal relationships. Takmir also prioritizes the principle that in every activity, when the call to prayer is sounding, one must immediately go to the mosque to carry out congregational prayers.

To respect the diverse visitors, the Burhanuddin Mosque does not display the inscription "Hijab Area" in the mosque area. According to Takmir, this is done to maintain comfort, considering that the Burhanuddin Mosque area is a complex that is filled with boarding house children from outside the Takmir area, the principle of da'wah is "inviting", so that people who do not wear hijab can feel the atmosphere of da'wah at the Burhanudin Mosque

To maintain the time of the adhan takmir, invite imams from students who are studying who have good memorization and reading of tartil. This is so that mosque imams are not dominated by mosque elders or retired elders of the Complex. In addition, the Islamic activities held have a variety of themes that suit various age segments, ranging from teenagers to families. For other religious and social activities, takmir also often invites local and national ustadz

according to their field of expertise.

The strategy of the mosque management to prosper the mosque in the development of religious activities includes the implementation of routine recitation every week at the time between asar, maghrib and isha. This activity involves the recitation of women in the form of recitation and recitation after the Maghrib to Isha prayers. This effort is fully supported by the mosque management to increase public understanding of the importance of Islamic teachings and the intensity of worship at the Burhanuddin Mosque, (interview with Mr. Ja'far Situmorang):

To increase religious activities, the mosque takmir has designed programs aimed at prospering the mosque in the religious aspect. The program aims to develop social and humanitarian activities, with the hope of achieving the planned goals effectively and efficiently. Good management in the implementation of mosque programs in the religious field is very important so that the mosque can fully function as a place of worship and religious activities, in accordance with the responsibility of Muslims to prosper the mosque.

From the results of the observations made by the author, it can be seen that the efforts to develop religious activities through the routine recitation of women in the Darussalam Mosque are greatly influenced by the active role of the mosque takmir in increasing religious activities, especially through the recitation of women that have been scheduled regularly.

Supporting factors for the recitation activities of the Burhanuddin Mosque include support from the mosque management and the community who provide various facilities needed for routine recitation activities after maghrib, as well as support also comes from youth who actively support the implementation of routine recitation by the congregation of the Burhanudin Mosque.

In carrying out their duties, managers cannot work alone. Coordination and cooperation are the main keys in organizational practice. In collaborating, it is

important to build good communication and solidarity, both in the implementation of mosque activities and in dealing with various obstacles and obstacles that arise. The solidarity of the mosque management has a significant impact on the life of the mosque, mosque activities will run smoothly and successfully if carried out by a compact and synergistic management. Obstacles and obstacles that arise in the implementation of activities will feel easier to overcome by this solid team.

Conclusion

The mosque's takmir communication strategy plays an important role in prospering the Burhanuddin Mosque in Medan Estate. Through coordination, cooperation, and solidarity efforts between takmir, mosque administrators, and worshippers, religious activities such as routine recitation can be carried out properly. Support from the community and youth also plays a role in increasing religious activities in the mosque. The importance of building effective communication and solidarity in carrying out the duties of the mosque management shows that good collaboration can have a positive impact on the life of the mosque and the sustainability of religious activities.

Daftar Pustaka

- Afifah, Shelly Fitria, Sigit Tri Utomo, Ana Shofiyatul Azizah, and Mahdee Maduerawae. 2022. "Leadership Character Development through RISMA (Mosque Islamic Youth) Activities." *JIPSI: Journal of Interdisciplinary Islamic Education and Science* 1(2):85–95.
- Azizah, Mailia N. U. R. 2019. "An-Nur Housing Griya Karang Indah Village." Cangara, H. (2014) *Introduction to Communication Science*. Jakarta: PT RajaGrafindo Persada
- Fahimah Ilyas, Husnul. 2017. "Questioning the Role and Function of Government

Mosques: A Study on the Great Mosque of Syuhada Polewali Mandar Makassar." *International Journal Ihya' 'Ulum Al-Din* 17(2):261. doi: 10.21580/ihya.16.2.1655.

Khairul Mukhtar Mosque in Keroak Hamlet, Lenek Village, Lenek District, East Lombok Regency.

Kholis, Nur. 2019. *Communication Strategy of Mosque Management in an Effort to Prosper Mosques (Study on the Al-Furqon Grand Mosque Bandar Raden Intan Lampung).*

Masmuri, Masmuri, and Bayu Suratman Bayu. 1970. "Revitalization of Mosques in Building Character in the Sambas Malay Community." *Intizar* 25(1):9–18. doi: 10.19109/intizar.v25i1.3238.

Mubarok, Yasril. 2022. "Takmir Strategy of Al-Faqih Mosque in Prospering Mosques." *Journal of Da'wah Management* 10(1):137–51.

Nurfatmawati, Atik. 2020. "Takmir Communication Strategy in Prospering the Jogokariyan Mosque Yogyakarta." *Journal of Da'wah Risalah* 31(1):21. doi: 10.24014/jdr.v31i1.9838.

Sapri, Maimunah, Zafirah Ab Muin, and Ibrahim Sipan. 2016. "Key Drivers of an Effective Facilities Management Practice for Malaysia State Mosque." *MATEC Web of Conferences* 66. doi: 10.1051/matecconf/20166600082.

Sendjaja, S.D. (1994). *Communication Theory*. Jakarta: Open University

Syaom Barliana, M. 2008. "The Development of Mosque Architecture: A Transformation of Form and Space." *HISTORIA: Journal of History Education* IX(2):45–60.

Yin, R.K (1996). *Case Study: Design and Methods*. Jakarta: Raja Grafindo Persada.

Development through Youth Activities of the