

ABSTRAK

Penelitian ini berkaitan dengan Strategi Dakwah Komunitas *One Day One Juz* Dewan Pengurus Area Kota Yogyakarta. Tujuan penelitian ini adalah untuk menggambarkan kegiatan dakwah, mendeskripsikan strategi dakwah serta faktor pendukung dan penghambat aktivitas dakwah Komunitas *One Day One Juz* Dewan Pengurus Area Kota Yogyakarta. Penelitian ini menggunakan metode kualitatif dengan pendekatan kasus yang dilakukan melalui penelitian lapangan (*field research*). Pengumpulan data dilakukan dengan observasi, wawancara dan dokumentasi. Penelitian ini menghasilkan: *Pertama*, kegiatan dakwah berupa publikasi program kegiatan, pemberian motivasi, penyelenggaraan kegiatan festival, mengadakan kajian Al Quran, koordinasi dan komunikasi anggota, perluasan jaringan, silaturahmi antar anggota, mengadakan kegiatan sosial dan refreshing. *Kedua*, strategi dakwah yang dilakukan melalui tahap perencanaan, penyusunan, penggerakan dan pengendalian dengan mengoptimalkan sumber daya dan program kegiatan yang dimiliki. *Ketiga*, faktor pendukung yakni motivasi, kemajuan teknologi informasi dan komunikasi, adanya media sosial dan kegiatan yang bersifat *outdoor* serta faktor penghambat yaitu sifat *futur* dan kesibukan masing-masing anggota, ketergantungan dengan *gadget*, rusaknya perangkat komunikasi serta kurangnya komunikasi secara *face to face*.

Kata kunci: strategi dakwah, Komunitas *One Day One Juz*

ABSTRACT

This research is related to the da'wa strategies of *One Day One Juz'* Community of Management Board in the area of City of Yogyakarta. The purpose of this research is to illustrate the da'wa activity, to describe the da'wa strategies, and the supporting and inhibiting factors of da'wa activity of *One Day One Juz'* Community of Management Board in the area of City of Yogyakarta. This research uses qualitative method with the case approach which was conducted by using field research. The data collection was done by observation, interview, and documentation. The results of this research are: First, the da'wa activities are in the form of publishing activity program, giving motivation, organizing festival activity, arranging Al Quran studies, coordinating and communicating with the members, expanding the network, gathering with the members, organizing a social activity, and refreshing. The second, the da'wa strategies which is done are through the stage of planning, organizing, making movement, and controlling by optimizing the available resource and program activities. The third, the supporting factors are motivation, the advancement of information and communication technology, the existence of social media, and the activity which is done outdoor. While the inhibiting factors are the *futur* (getting lazy) behavior, the business of each members, the addiction on gadget, the damage of means of communication, and also the lack of face-to-face communication.

Keywords: da'wa strategy, *One Day One Juz'* Community