

INTISARI

Islam yang rahmat itu menggembirakan bagi umatnya, oleh karena ajaran Islam yang disampaikan da'i telah memberikan manfaat bagi kehidupannya dan mensejahterakan lahir batin. Kenyataan, penduduk muslim miskin mencapai 23 %, sementara sebagian mereka belum rutin mengamalkan ajaran Islam.

Tulisan ini bertujuan menganalisis sejauh mana faktor kompetensi da'i (PAIF) berpengaruh pada kegiatan dakwah; dan menganalisis sejauh mana komponen kegiatan dakwah PAIF berpengaruh terhadap efek dakwah. Penelitian ini dilakukan di Sleman Yogyakarta dengan menggunakan *mixed method* yang ditopang analisis kuantitatif dengan tehnik analisis SEM.

Hasil penelitian menunjukkan bahwa: Seorang PAIF dituntut memiliki kompetensi memahami sosial budaya dan berkomunikasi secara baik sehingga dia dapat merancang pesan dakwah yang sesuai dengan kebutuhan masyarakatnya. Kegiatan dakwah yang menggembirakan dapat diusahakan dengan: menetapkan tema pesan dakwah yang menunjang bagi kebutuhan jamaah; disajikan dengan sajian yang memberi motivasi; menyeimbangkan penggunaan metode dakwah penerangan dan metode dakwah penyuluhan; serta memanfaatkan bentuk-bentuk komunikasi secara tepat dan maksimal.

Kata kunci: Islam rahmat, membangun umat, Sleman.

ABSTRACT

Islamic that mercy has been encouraging for his people, therefore Islamic concept that was delivered by Islamic preachers has given benefit and welfare of the inner and outer life. In fact, poor Muslim population reaches 23 %, while most of them have not been routinely practicing the thought of Islam.

This paper aims to analyze the competence factor of preachers (PAIF) effect on the activity of preaching; and analyze the preaching components a PAIF affects to preaching effects. This research was conducted in Sleman Yogyakarta by using a mixed method of quantitative analysis that is supported by SEM analysis techniques.

The research results showed that: a PAIF required to has competence in understanding the socio-cultural and communicate well so that he can design the preaching messages that fit to the needs of targeted community. Encouraging preaching activities can be organized through: setting the theme of preaching messages that support the needs of followers; presented by giving motivation; balancing the use of preaching methods and the preaching extension methods, as well as utilizing other forms of communication appropriately and optimally.

Keywords: Islamic mercy, build community, Sleman.