

BKMT's 4T Da'wah Strategy In Strengthening Islamic Brotherhood: A Case Study Of Teramang Jaya District, Mukomuko

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Abstract: This study aims to examine the da'wah strategy implemented by the Majelis Taklim Contact Body (BKMT) of Teramang Jaya District in strengthening Islamic brotherhood. Using a qualitative approach with descriptive methods, this study collected data through observation, interviews, and documentation from BKMT administrators and members. The results show that BKMT implements a holistic da'wah strategy called the 4T strategy, namely: Ta'aruf (getting to know each other), Tafahum (understanding each other), Ta'awun (helping each other), and Takafu (bearing each other). These four pillars are interconnected and have succeeded in creating a strong brotherhood among members. Despite inhibiting factors such as busy schedules and geographical challenges, this strategy is supported by solid management and active member participation. This study concludes that BKMT's 4T strategy is effective in establishing Islamic brotherhood at the local level, and provides an important contribution to the development of an adaptive non-formal da'wah model.

Keywords: Da'wah Strategy, Taklim Council Contact Body (BKMT), Islamic Brotherhood.

INTRODUCTION

Da'wah has a fundamental role in building a strong and sustainable Islamic civilization (Abu Hanifah, 2025; Lily Hidayani, 2023; Lubis, 2021; Noviyanti et al., 2025). As a call, da'wah not only focuses on the spiritual dimension, but also becomes an important instrument for overcoming various social challenges, including the problems of indifference and division within society (Abu Hanifah, 2025; Atmaja & Rahmawati, 2021; Ghozali, 2018; R. Rahmawati et al., 2024); Munif et al., 2023). Therefore, da'wah is directed toward realizing Islamic brotherhood, or brotherhood among Muslims, as its primary goal. This brotherhood acts as a social glue that fosters compassion, unity, and mutual trust, thus creating a harmonious and just society.

Amidst the dynamics of society, the Majelis Taklim Contact Body (BKMT) has emerged as a non-formal Islamic outreach institution with a strategic role, particularly for women. BKMT



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serves not only as a forum for increasing religious knowledge but also as a place for social interaction, spiritual recreation, and self-development for its members (HM, 2018; Yusnita, 2018; Mahler et al., 2024). Through its various programs, BKMT strives to instill Islamic values and protect society from negative influences that could undermine social and religious norms (Bagus & Bakri, 2021; Rozi & Surahman, 2019; Habibulloh et al., 2024). Thus, BKMT plays a vital role in raising public awareness and strengthening Islamic brotherhood at the local level.

Based on preliminary findings, social dynamics in Teramang Jaya District indicate a profound need to strengthen Islamic brotherhood. Although the community is known for its religious nature, challenges such as the lack of in-depth social interaction outside of formal events and the potential for division due to differing views remain real issues. This is where the role of the Community Empowerment and Community Empowerment Agency (BKMT) becomes crucial. The Teramang Jaya District BKMT regularly holds monthly religious study groups attended by hundreds of women from various villages. These activities not only serve as a forum for religious learning but also serve as an effective forum for fostering togetherness and minimizing social conflict. This high level of participation indicates the community's need for a formal forum that can facilitate the forging of strong bonds of brotherhood.

Previous research has largely examined the role of religious study groups (Majelis Taklim, or BKMT) in da'wah and community empowerment. Socio-economic da'wah emphasizes that da'wah must be manifested in regular community activities to influence the way people think and act (Fitria, 2020; Nailun Nabhan, 2024; Nifa Aniar Antoni et al., 2024; Nur, 2018; Surizkika, 2024; Sholeh, 2023). In line with that, BKMT has a role in building Islamic brotherhood, especially at the local level through regular religious study activities (HM, 2018; Yusnita, 2018). In fact, other research emphasizes that the Islamic study group functions as a medium for religious communication and an effective means of disseminating Islamic teachings, which can ultimately strengthen social harmony (Khasanah et al., 2024; Mujahidin, 2019; Nur Hanifah, 2022; Nurhasanah & Fakhrudin, 2025; Syamsidar, 2019; At-tamimy & Eloy, 2025).

These studies are generally general or focused on other locations, so there has been no research that specifically examines the da'wah strategies implemented by the Teramang Jaya District BKMT. Yet, each region has unique social and cultural characteristics, which undoubtedly influence the most effective da'wah strategies (Abidin, 2021; Adde, 2022; Manto, 2021). Therefore, this study offers an in-depth analysis of the specific da'wah strategies employed by the BKMT in Teramang Jaya District. This is expected to provide a comprehensive understanding of how a non-formal da'wah institution operates at the local level to foster Islamic brotherhood, which could serve as a model for other regions.

The primary objective of this study is to examine in-depth the da'wah strategies implemented by the Teramang Jaya District Taklim Council Contact Body (BKMT). Specifically, this study attempts to analyze BKMT's da'wah strategies, encompassing both internal and external aspects, describe how these strategies are implemented to foster and maintain Islamic brotherhood in the community, and identify the supporting and inhibiting factors encountered by BKMT in carrying out its mission.

METHOD

This study employed a qualitative approach with descriptive methods. This approach was chosen to provide an in-depth and comprehensive overview of the da'wah strategies implemented by the Majelis Taklim Contact Body (BKMT) in Teramang Jaya District. The subjects of this study were the Chairperson, Treasurer, and several members of the BKMT in the area, who were selected as key informants due to their roles in planning and implementing the da'wah program.

To collect data, this study employed several techniques, including observation, in-depth interviews, and documentation. Structured interviews were conducted with informants to obtain direct information regarding the program's strategies, obstacles, and successes. Observations were used to observe ongoing da'wah activities, while documentation served as supporting data in the form of archives, photographs, and reports on BKMT activities. All collected data was then

analyzed using an interactive model. The data analysis process began with data reduction, data presentation, and concluded with the drawing of credible and accountable conclusions.

RESULT AND DISCUSSION

Based on research findings, the da'wah strategy used by the Teramang Jaya District Taklim Council Contact Body (BKMT) to strengthen Islamic brotherhood centers on four main pillars. This strategy is known as the 4T strategy, which consists of: *Ta'aruf* (Know each other), *Tafahum* (Understanding Each Other), *Ta'awun* (Mutual Help), and *Takafu* (Mutual Support). These four pillars are interconnected and designed to create a strong brotherhood, both spiritually and socially, among its members.

***Ta'aruf* (Know Each Other)**

This strategy is the initial foundation for building Islamic brotherhood. Subdistrict Teramang Jaya applied *Ta'aruf* by facilitating personal introductions and interactions during routine religious study sessions and social events. The goal is for every member, both administrators and congregants, to feel like part of a larger family. This approach allows for more open, two-way communication, allowing members to exchange ideas and share experiences. Through this intensive interaction, emotional bonds and a sense of belonging can grow, ultimately strengthening the sense of brotherhood within the community (Harahap et al., 2022). Thus, *Ta'aruf* not only as a means to get to know each other, but also as a gateway to spread Islamic teachings in a more personal and effective way.

***Tafahum* (Understanding Each Other)**

After the stage *Ta'aruf*, BKMT focuses its strategy on *Tafahum*, that is grow In-depth understanding. This is achieved through religious study activities that discuss practical topics, such as how to recite the *Yasin*, *Tahlil*, and Blessings on the Prophet. This method is important considering the differences in religious traditions in each village, which often lead to misunderstandings. In its implementation, the BKMT administrators use simple, easy-to-understand language and avoid a patronizing approach. The goal is for all members, regardless of

educational background, to understand religious teachings well and feel comfortable learning. This approach aligns with the concept of da'wah, which focuses on internalizing Islamic values to shape noble personalities and build social stability.

***Ta'awun* (Helping Each Other)**

The third pillar in BKMT's da'wah strategy is *Ta'awun* or an attitude of mutual assistance. This concept is implemented concretely through social activities, such as visiting sick members, visiting funeral homes, or assisting members experiencing disaster. This program goes beyond mere material assistance, its goal is to strengthen emotional bonds and solidarity. The presence of BKMT members at these important moments is tangible evidence of brotherhood, where empathy and concern are manifested in action. Thus, these activities *Ta'awun* this works as da'wah *bil hal* (da'wah through deeds) which is more effective and effective in fostering a sense of togetherness.

***Takafu* (Mutual Support)**

The last pillar implemented by BKMT is *Takafu*, or an attitude of sharing burdens, especially financially. This strategy is realized through a monthly contribution system managed transparently and trustworthy by the management. The funds collected from these contributions are not only used for operational activities but also allocated to help members in need, such as medical expenses, condolence payments, or small business capital. This approach is a concrete manifestation of the Islamic concept of social solidarity, where each individual feels responsible for the welfare of others. With the pillars *Takafu*, BKMT not only strengthens spiritual and social ties, but also builds economic independence among its members.

In carrying out its da'wah strategy, BKMT Teramang Jaya District identify several factors that influence the sustainability of the program:

The main supporting factor comes from within BKMT, namely solid management and structured. This allows for effective activity planning and equitable distribution of tasks. Furthermore, the active participation and high enthusiasm of members are vital driving forces behind every activity. Support from religious leaders and local government is also a contributing factor, strengthening BKMT's position in the community.

On the other hand, BKMT also faces a number of inhibiting factors. The main challenge comes from limited free time for administrators and members, caused by personal and household commitments. Furthermore, the geographical location of Teramang Jaya District, with its considerable distances between villages, poses a significant obstacle to transportation access, which often impacts member attendance.

Discussion

The 4T da'wah strategy consists of *Ta'aruf*, *Tafahum*, *Ta'awun*, and *Takafu* demonstrates a holistic approach in establishing Islamic brotherhood. The application of *Ta'aruf* as an initial step to get to know each other in line with the function of the Islamic study group as a medium of religious communication and an effective means of broadcasting Islamic teachings (Arifuddin, 2018; Darmayenti & Kustiawan, 2023; Perdana & Kusuma, 2019; Talalu et al., 2023; Via Hanisa & M. Iqbal, 2024). By facilitating personal interactions, BKMT creates a comfortable environment for members to grow together. Furthermore, the strategy *Tafahum* which focuses on unifying religious understanding, proves the role of the Islamic study group in internalizing Islamic values to form a noble personality and build social stability (Handayani, 2021; Mariam, 2019; Sarbini, 2020). This shows that BKMT is not just a place for religious studies, but also an effective informal educational institution.

Then, the pillar *Ta'awun* which is manifested in social activities is real-proof that da'wah is not only limited to theory, but also action. This approach is a form of da'wah *bil hal* which is more in the hearts of the people, because it is able to overcome the problem of basic needs (Ahda Segati, 2022; Ali & Yudi Haryadi, 2022; Handayani, 2021; Mariam, 2019; Saputra, 2022; Thalib, 2020). Lastly, the pillar *Takafu* through a monthly contribution system, BKMT strengthens its role as an institution that cares not only about spiritual aspects but also about economic ones. This aligns with the concept of social solidarity in Islam and the mosque's function as a means of economic empowerment for the community (Abdul Mutalib, 2023; Ahda Segati, 2022; Alek Saputra &

Redian Mulyadita, 2025; Ali & Yudi Haryadi, 2022; Muhammad Al Atsqolani et al., 2023; Saputra, 2022; Yuliasih, 2021), which in this context is adapted by BKMT.

Research findings indicate that the success of BKMT's da'wah strategy is strongly supported by several supporting factors. First, a solid and structured management plays a crucial role. This clear organizational structure allows for effective program planning and equitable distribution of tasks, ensuring smooth activity. Furthermore, the active participation and high enthusiasm of members serve as a vital driving force. Members' commitment to attend and contribute voluntarily demonstrates BKMT's success in fostering a sense of ownership. External supporting factors, such as support from religious leaders and local government officials, also play a crucial role by providing social legitimacy and facilitating collaboration (Adi Pradana, 2020; Alek Saputra & Redian Mulyadita, 2025; Christine Wulandari, 2019; Hidayaturahmi et al., 2023; Muhammad Al Atsqolani et al., 2023; Muhammad Gemilang & Muchimah, 2021; E. Rahmawati & Kisworo, 2017).

On the other hand, BKMT also faces a number of inhibiting factors. The main challenge comes from the busy schedules of administrators and members with work and family matters. This limited time often hinders the planning and implementation of more intensive or large-scale activities. Furthermore, the geographical location of Teramang Jaya District, with its considerable distances between villages, poses a real obstacle. This complicates transportation access for members, which ultimately impacts their attendance and participation in routine activities. These obstacles align with the findings of other studies that have identified members' busy schedules and limited resources as common challenges in majelis taklim activities (Astuty & Pudji RDA, 2021; Gusmanti et al., 2020; Hasyim, 2021; Husain, 2020; Marwiyah, 2022; Utami et al., 2023; Wulanningrum & Sabtalistia, 2021). However, BKMT managed to overcome this by adapting its activity schedule and maximizing regular study opportunities.

CONCLUSION

This study concludes that the Teramang Jaya District Taklim Council Contact Body (BKMT) has successfully implemented an effective da'wah strategy to strengthen Islamic brotherhood. This holistic and adaptive 4T strategy includes: *Ta'aruf*, *Tafahum*, *Ta'awun*, and *Takafu* become the main key to this success. This approach focuses not only on the spiritual dimension but also on building social and economic solidarity among members. Despite facing obstacles such as busy schedules and geographical challenges, BKMT has been able to maintain the sustainability of its programs thanks to solid management, active member participation, and support from religious leaders and the local government. This research makes a significant contribution by highlighting a non-formal da'wah model relevant to the characteristics of local communities. It is hoped that these findings can serve as a reference for other da'wah institutions in developing adaptive and effective strategies to strengthen brotherhood within the community.

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