

PLANNING DA'WAH MUI DELI SERDANG REGENCY IN OVERCOMING THE PHENOMENON OF PROMISCUITY AMONG YOUTH IN PANTAI LABU DISTRICT

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ABSTRACT

The Indonesian Ulema Council (MUI) of Deli Serdang Regency designed a da'wah strategy to overcome the phenomenon of promiscuity among the youth of Pantai Labu District. This approach is carried out in response to the increase in deviant behavior among adolescents which is influenced by a lack of parental supervision and an uncondusive environment. The main goal of this program is to foster adolescents to have integrity and strong religious awareness through da'wah coaching. The methods used include collaboration with religious institutions such as BKPRMI, Baznas, as well as the police and village officials. The research method uses a descriptive qualitative approach and data analysis techniques using data collection, reduction and data presentation. In addition, counseling and seminars were carried out on the dangers of drugs, gambling, and promiscuity involving local students. Da'wah safari activities and youth assistance in coastal and minority areas are also part of this program. The results of the study show that this program has a positive impact by increasing adolescents' awareness of religious values and morality. There are still obstacles such as limited funds and lack of support from various parties. In conclusion, MUI Deli Serdang's da'wah planning based on collaboration and community approach has proven to be effective in reducing the number of promiscuity, but needs further support to expand its scope.

Keywords: Islamic Youth Da'wah, Youth Moral Development, MUI Da'wah Collaboration

INTRODUCTION

Promiscuity among youth is increasingly becoming a serious concern in various regions, including in Pantai Labu District, Deli Serdang Regency. Promiscuity, which includes deviant behaviors such as promiscuous sex, drug abuse, and hedonistic lifestyles, is a threat to morality and religious values in society. In facing this challenge, the Indonesian Ulema Council (MUI) of Deli Serdang Regency plays an important role in designing an effective da'wah strategy to foster the younger generation so that they do not fall into promiscuity. As a religious institution, MUI has the responsibility to direct youth towards a more moral life and in accordance with Islamic teachings (Hadi et al., 2023).

Rapid social changes due to technological developments in the Industrial Revolution 4.0 era have also affected the mindset and behavior of youth. Islamic education faces a major challenge in instilling religious values in the midst of an increasingly strong modernization trend (Jemani & Zamroni, 2020). The influence of social media, globalization, and consumptive culture often makes youth more exposed to lifestyles that are not in accordance with religious norms. Therefore, the role of da'wah based on adaptive and contextual strategies is very important in guiding youth so that they do not fall into promiscuity (Ahmad Abdullah, 2020).

Da'wah carried out by the MUI of Deli Serdang Regency must be able to adapt to the times. The use of digital media as a means of da'wah is a must so that Islamic messages can be widely accepted by the millennial generation and Gen Z (Mardiana, 2020). Conventional da'wah that relies only on lectures in mosques or taklim assemblies must be combined with more modern approaches, such as podcasts, short videos, and online seminars (Ummah et al., 2020). Thus, da'wah is not only

informative but also communicative and interactive.

In addition, a community-based approach is also one of the effective strategies in guiding youth. The Jamaah and Jamaah Da'wah Movement (GJDJ) has been proven to be able to increase the religious awareness of students in various regions (Maria & Sujariati, 2020). Through a community-based approach, youth can be accompanied in the process of forming a strong Islamic character so that they are not easily influenced by negative environments (Kusuma, 2021). With community-based coaching, it is easier for youth to get access to spiritual guidance and motivation to stay away from promiscuity.

The da'wah method applied must also be educational and persuasive. Studies on da'wah methods in overcoming deviant behavior show that strategies based on psychological and educational approaches are more effective than authoritative methods (Agus, Jamaluddin, & Kusnadi, 2020). Therefore, the da'wah delivered must be able to touch the emotional and intellectual aspects of youth so that they understand the importance of maintaining morality and Islamic values in daily life.

MUI Deli Serdang Regency also needs to collaborate with various parties, such as educational institutions, youth organizations, and community leaders, in carrying out its da'wah programs. The synergy between scholars, educators, and parents in providing religious education will further strengthen efforts to prevent promiscuity among youth (Pradana, Mailin, & Ritonga, 2023). Religious education based on humanism and inclusiveness can also be a solution in shaping the character of youth who are more religious and have noble character (Akinboboye & Ayanwale, 2021).

In the context of the Society 5.0 era, da'wah not only functions as a means to convey Islamic teachings, but also as a medium of social transformation that is able to create collective awareness in society (Hadi et al., 2023). With a more innovative and strategic approach, it is hoped that the MUI of Deli Serdang Regency can make a real contribution in building the young generation who have strong moral and spiritual resilience.

The phenomenon of promiscuity among the youth of Pantai Labu District is increasingly a serious concern, especially for the Indonesian Ulema Council (MUI) of Deli Serdang Regency. The rapid social changes due to modernization and globalization have had a significant impact on the morality and behavior of adolescents. Digital media, such as social media and other online platforms, has become a major factor in the spread of values that are contrary to local religious and cultural norms (Mardiana, 2020). Therefore, an effective da'wah strategy is needed to overcome this phenomenon in order to create a young generation with Islamic morals.

Promiscuity is one of the social phenomena that is increasingly worrying, especially among teenagers and the younger generation. Wide access to information through the internet and social media has also accelerated changes in social patterns that are no longer limited by cultural and religious norms. This phenomenon not only has an impact on the morality aspect of individuals, but can also cause serious problems such as pregnancy out of wedlock, the spread of sexually transmitted diseases, and the degradation of modesty values in society. Indecisiveness in instilling religious values and lack of social control are one of the factors that trigger this increase in deviant behavior.

In Islam, the boundaries of association between men and women have been set very clearly to maintain honor and prevent moral damage. One of the verses that emphasizes the importance of maintaining one's views and self-respect is in the Qur'an. An-Nur verse 30, which reads:

قُلْ لِلْمُؤْمِنِينَ يَغُضُّوا مِنْ أَبْصَارِهِمْ وَيَحْفَظُوا فُرُوجَهُمْ ذَلِكَ أَزْكَى لَهُمْ إِنَّ اللَّهَ خَبِيرٌ بِمَا يَصْنَعُونَ

"Say to the believing men: 'Let them restrain their gaze, and guard their genitals; that is more sacred for them, for Allah is Aware of what they do.' (QS. An-Nur: 30)

This verse gives a strict command to every Muslim, especially men, to maintain their gaze and genitals as a form of self-control from immoral acts. This shows that Islam instills the concepts of self-control and self-purity (iffah) from an early age, so as not to fall into associations that can bring moral and social damage. Thus, strong religious education is the main bulwark in the face of the increasingly rampant flow of promiscuity. In this context, the role of MUI is very important in providing guidance to youth through various relevant da'wah approaches. Various studies show that da'wah that combines traditional and modern methods is able to provide more optimal results in fostering the morals of the younger generation (Agus, Jamaluddin, & Kusnadi, 2020).

The urgency of the Deli Serdang Regency MUI da'wah planning in overcoming the phenomenon of promiscuity among the youth of Pantai Labu District lies in the increasing social challenges faced by the younger generation, such as moral degradation, drug abuse, and low understanding of religious values. Without structured and community-based da'wah planning, youth development efforts tend to be less effective and unsustainable. Therefore, a systematic da'wah strategy is needed, including the formation of young da'is, collaboration with youth organizations and village officials, and the use of digital media so that the message of Islam can be conveyed more widely and relevant to the millennial generation. In addition, support from the local government and the community is an important factor in ensuring the sustainability of this da'wah program so that it can have a real impact in shaping the character of youth who are more moral and have high moral awareness.

The role of MUI in designing an effective da'wah strategy is crucial in dealing with the phenomenon of promiscuity among youth. By utilizing technology, building a strong community, and collaborating with various parties, it is hoped that da'wah can be the right solution in forming a more moral and responsible generation. Da'wah based on an educational, communicative, and adaptive approach will be the main key in saving youth from the negative impact of promiscuity in this modern era.

By seeing the increasingly complex social conditions among the youth of Pantai Labu District, systematic and community-based da'wah planning is an urgent need. MUI Deli Serdang Regency has a strategic role in building a da'wah program that not only focuses on delivering religious lectures, but also involves various elements of society, such as young people, parents, village officials, and youth organizations. Through a more inclusive approach, da'wah can be more effective in shaping the character of youth who have high morals and moral awareness. In addition, the use of technology and digital media is also an important part of the da'wah strategy so that Islamic messages can be more easily accepted by the younger generation who tend to be more active in the digital world.

With a targeted and sustainable da'wah plan, it is hoped that the efforts of the Deli Serdang Regency MUI can have a real impact in reducing the number of promiscuity among youth. The success of this program depends heavily on the synergy between ulama, local governments, and the community in creating a social environment that supports the moral development of the younger generation. Therefore, a strong commitment from various parties is needed to support this da'wah

program, both in the form of policies, funding, and active community participation. With an integrated approach, it is hoped that the phenomenon of promiscuity can be significantly suppressed, so that the young generation in Pantai Labu District can grow up to be individuals with character, faith, and positive contributions to society.

METHODS

This study uses a qualitative approach with a descriptive method to analyze the da'wah strategy applied by the MUI of Deli Serdang Regency in overcoming the phenomenon of promiscuity in Pantai Labu District. The data was collected through in-depth interviews with religious leaders, MUI administrators, and youth involved in da'wah programs. In addition, direct observation of da'wah activities that have been carried out and analysis of related documents are also carried out to gain a more comprehensive understanding. The data analysis technique used is thematic analysis, where the data obtained is categorized based on the main themes related to the effectiveness of da'wah strategies, the challenges faced, and solutions that can be applied to increase the impact of da'wah among youth (Akinboboye & Ayanwale, 2021).

RESULT AND DISCUSSION

In this study, it was found that the role of the MUI of Deli Serdang Regency in overcoming the phenomenon of promiscuity among the youth of Pantai Labu District is very significant. Through the programs that have been implemented by the Head of the Da'wah Bureau of MUI Deli Serdang, the Chairman of the MUI Pantai Labu District, and the fostered dai, various efforts have been made to form religious character in the youth. Ustadz Afwan Helmi, as the Head of the Da'wah Bureau of MUI Deli Serdang, has carried out various da'wah activities that go directly to the community. These da'wah programs involve collaboration with various institutions, including Baznas, in fostering youth to have integrity. Da'wah activities that took place from 2023 to early 2024 have shown a positive impact on increasing religious awareness among youth. Meanwhile, Ustadz Ramli, Chairman of the MUI of Pantai Labu District, focused on coaching the sub-district BKPRMI management as well as counseling for teenagers who have been detected to be involved in promiscuity. In addition, the MUI of Pantai Labu District also conducts da'wah safaris for teenagers and collaborates with the Police and village officials in fostering youth. However, one of the challenges faced is the limited budget to support da'wah activities more broadly.

Bang Wildan, as a mentor fostered by MUI, plays a role in finding partners and support to realize a more religious Deli Serdang. The strategy implemented is to create young dai-dai for minority areas as well as mentoring adolescents in coastal areas, especially in Denai Lama Village. Another effort made is socialization to parents about the importance of supervision of their children in order to prevent the phenomenon of promiscuity. With these various programs, it can be concluded that the da'wah approach carried out by the MUI of Deli Serdang Regency and its fostered dai has given positive results in building religious awareness among the youth of Pantai Labu District.

The Effectiveness of the MUI Da'wah Program in Preventing Promiscuity

Based on the results of the research, the da'wah program implemented by the Indonesian Ulema Council (MUI) of Deli Serdang Regency has shown significant effectiveness in fostering the

religious character of youth and reducing the number of promiscuity in Pantai Labu District. One of the main factors for the success of this program is the da'wah method which is not only theoretical, but also practical by going directly to the community. This program involves various elements of society, ranging from religious leaders, mosque youth, to village officials to ensure that the message of da'wah can be well received by all levels of society. This is in line with the views of Hadi et al. (2023) who emphasize the importance of collaboration-based da'wah communication in increasing the effectiveness of da'wah messages in the Society 5.0 era.

Ustadz Afwan Helmi as the Head of the Da'wah Bureau of MUI Deli Serdang Regency has initiated various activities aimed at strengthening Islamic values among youth. One of the main strategies implemented is to collaborate with religious and social institutions to expand the reach of da'wah. Through collaboration with Baznas, MUI seeks to produce youth who not only have integrity, but also have high social awareness. This is relevant to the concept of social da'wah expressed by Agus et al. (2020), where a corrective approach in da'wah can change deviant behavior through educational and persuasive methods.

Table 1. The results of the interview with KH. Amir Panatagama

No.	Tema Utama		Statement by KH. Amir Panatagama
1.	The Strategic Role of the Family		The family is the main bulwark in preventing deviant behavior. Socialization to parents about communication and supervision of children is very important in da'wah.
2.	Community Pattern	Da'wah	The fostered dai uses a community-based da'wah approach, actively interacting with youth in social activities and daily life, not just formal lectures.
3.	Cross-Sector Collaboration		Da'wah is not carried out by the dai alone, but involves village officials, community leaders, youth organizations, and academics to form a socio-religious movement.
4.	Dai Involvement	Muda's	Young dai is considered more effective in touching the world of teenagers because they have a communication style that is appropriate and close to age, thus building trust from teenagers.
5.	Use of Digital Media		Social media such as Instagram, YouTube, and TikTok are used to convey da'wah messages in a relaxed and relevant style for young people. Da'wah content is made creative.
6.	Funding and Program Challenges		The main obstacle is the limitation of funds. Many programs depend on donors. He hopes that there will be policy and budget support from the local government.
7.	The Impact of Da'wah on Adolescents		The community da'wah approach is starting to show positive impacts, such as increasing religious awareness and youth involvement in positive activities even though they are not evenly distributed.

The da'wah program also includes intensive coaching of adolescents, especially for those who have been detected to engage in deviant behavior. Ustadz Ramli, as the Chairman of the MUI of Pantai Labu District, played an important role in coordinating the coaching of the local Indonesian Mosque Youth Communication Agency (BKPRMI). This effort reflects the concept of Islamic education that emphasizes a humanist approach in the da'wah process, as explained by Ahmad Abdullah (2020). Through direct counseling to adolescents who have been involved in promiscuity, MUI strives to provide an alternative lifestyle that is more Islamic and moral.

One of the flagship activities in this program is a da'wah safari involving various elements of society, ranging from mosque youth, village officials, to the police. This activity not only aims to provide a deeper understanding of religion to youth, but also to create a social system that is more conducive to reducing the number of promiscuity. This effort is strengthened by the approach taken by MUI-assisted dai such as Bang Wildan, who specifically provides assistance to adolescents in coastal areas such as Denai Lama Village. With this program, it is hoped that the youth can have a strong understanding of religion so that they can avoid negative influences from the surrounding environment.

However, in its implementation, this da'wah program still faces various challenges, one of which is limited budget and human resources. Financial limitations are the main obstacle in developing a broader and more sustainable da'wah program. This finding is in line with the research of Ahmad Abdullah (2020), who stated that one of the main inhibiting factors in da'wah is the lack of financial support to finance various coaching and educational activities. This limited fund also has an impact on the difficulty of expanding da'wah to more remote areas.

In addition, the lack of awareness of the public, especially the elderly, is also a challenge in efforts to prevent promiscuity. Many parents pay less attention to their children's activities, making them more susceptible to falling into the wrong associations. Therefore, MUI also initiated socialization to parents to be more active in supervising and guiding their children. This program is in line with the idea of Zakariya et al. (2021) regarding the importance of internalizing Islamic educational values in the family as a preventive effort against social deviation.

Despite facing various challenges, the da'wah program carried out by the MUI Deli Serdang Regency still has a positive impact. Since its implementation in 2023 to early 2024, there has been an increase in religious awareness among youth and a decrease in the rate of promiscuity in several da'wah target areas. In addition, the existence of collaboration with various elements of society also has a synergistic effect in creating a more religious environment and conducive to the moral development of the younger generation. This is in accordance with Mardiana's (2020) research which highlights the importance of using digital media in strengthening the effectiveness of da'wah among the millennial generation.

Overall, the da'wah program carried out by the MUI of Deli Serdang Regency can be said to be quite effective in suppressing the phenomenon of promiscuity in Pantai Labu District. Although there are still various challenges in its implementation, the approach carried out through collaborative da'wah, intensive coaching, and socialization to the community has had a significant impact. In the future, it is hoped that this program can continue to develop with stronger support from various parties, both in terms of finance and human resources, so that the goal of creating a religious and moral environment can be achieved to the maximum.

The Role of Fostered Dai in Youth Development in Pantai Labu District

The role of the fostered dai in shaping the religious character of youth in Pantai Labu District has become very crucial in the midst of increasingly complex social challenges. The young generation in this coastal area is faced with various negative influences, such as promiscuity, drug abuse, and a weak understanding of religious values. In facing this situation, the dai fostered by the Indonesian Ulema Council (MUI) of Deli Serdang Regency developed a da'wah strategy that focuses on a community-based approach. One of the main figures in this effort is Bang Wildan, a dai who is active in fostering youth through religious activities oriented to the formation of Islamic character.

The strategy implemented by Bang Wildan involves the creation of young dai who will later serve in various regions, especially in areas with Muslim minority communities. This effort aims to ensure the sustainability of da'wah in an environment that still has limitations in access to religious education. This strategy is in line with Kusuma (2021) research which emphasizes the importance of a community-based da'wah approach in increasing adolescents' religious awareness. In addition, the formation of young dai also serves as a role model for other young people, so that they have an exemplary figure in living a life that is more oriented towards Islamic values.

In addition to fostering youth directly, the fostered dai also collaborates with parents in an effort to strengthen supervision of their children. Socialization to parents about the importance of building good communication with children is one of the main programs. This is based on the findings of Akinboboye & Ayanwale (2021) research which states that the role of the family has a huge influence in shaping children's moral character from an early age. Parents who are active in guiding their children will be able to prevent adolescents' involvement in deviant behavior. Therefore, the da'wah carried out by the fostered dai not only targets adolescents, but also strengthens the family ecosystem as the main fortress in the moral formation of the younger generation.

The social environment is also a significant factor in shaping the behavior of adolescents in Pantai Labu District. Coastal areas with high social mobility often present challenges in establishing strong social controls. Therefore, collaboration between the fostered dai and various elements of society is one of the strategic steps implemented. For example, Bang Wildan and his team collaborate with village officials and youth organizations in holding various positive activities for teenagers. With the involvement of many parties, da'wah is not only the responsibility of the dai, but also part of a social movement that involves all elements of society.

One of the concrete forms of the collaboration is the organization of seminars and discussions on the dangers of drugs, gambling, and promiscuity involving students from various universities. This activity has proven to be effective in conveying moral messages to adolescents because it uses an approach that is closer to their world. Mardiana (2020) in her research emphasized that the use of digital media and religious seminars can increase the attractiveness of da'wah for the millennial generation. Thus, the delivery of Islamic values is no longer limited to conventional methods such as lectures in mosques, but also uses media that are more interactive and relevant to the times.

In addition to seminars and direct da'wah activities, the use of social media is also part of the strategy developed by the fostered dai in Pantai Labu District. They utilize platforms such as YouTube, Instagram, and TikTok to spread Islamic messages in a more relaxed and attractive style for young people. This approach not only makes da'wah more accessible to teenagers, but also helps build a positive image of Islam as a religion that is not rigid and can adapt to technological

developments. The use of social media in da'wah is also a solution in reaching teenagers who are not always active in religious activities directly.

In its implementation, this community-based da'wah strategy still faces various challenges, especially in terms of financial support and program sustainability. Many activities carried out by the assisted dai depend on community donations and support from the MUI of Deli Serdang Regency. Without a stable budget, many youth development programs have the potential to stall or cannot develop optimally. Therefore, further involvement from the local government is needed in providing policy support and allocating funds for da'wah activities oriented towards youth empowerment.

The role of fostered dai in youth development in Pantai Labu District has shown a positive impact in increasing religious awareness and reducing the rate of promiscuity among adolescents. The community-based da'wah strategy implemented, starting from the creation of young people, socialization to parents, collaboration with youth organizations, to the use of digital media, has become an effective model in facing the social challenges faced by the young generation today. However, to ensure the sustainability of this program, a stronger commitment from various parties, including local governments, religious institutions, and the wider community, is needed so that efforts to develop the religious character of youth can continue to run continuously.

The phenomenon of promiscuity among the youth of Pantai Labu District is one of the social challenges that must be addressed seriously. Promiscuity involving actions such as drug abuse, promiscuous sex, and lifestyle habits that are far from religious values can have negative consequences for individuals, families, and society. Therefore, an active role is needed from various parties, especially religious institutions such as the Indonesian Ulema Council (MUI) of Deli Serdang Regency, in developing an effective da'wah strategy to build moral awareness among the younger generation. The da'wah carried out is not only aimed at conveying the teachings of Islam, but also to form the character of youth who have noble character and have strong self-control in facing various social challenges.

Systematic da'wah planning is the first step in dealing with this phenomenon. The MUI of Deli Serdang Regency needs to develop a community-based da'wah strategy that involves fostered dai, youth organizations, village officials, and the wider community so that moral messages can be conveyed more effectively. One approach that can be applied is to create young dai cadres who have a deep understanding of the social conditions of adolescents and are able to convey da'wah in a language that is in accordance with the times. With the presence of young dais, religious messages can be closer to youth because they feel more comfortable discussing with people who are the same age or slightly older than them.

In addition to a direct approach through the fostered da'i, da'wah strategies also need to involve the role of families, especially parents, in supervising and guiding their children. Socialization to parents about the importance of religious education at home, supervision of children's associations, and good communication between parents and children are important factors in shaping the moral character of adolescents. Research shows that the family has a significant influence on the development of children's attitudes and behaviors from an early age. Therefore, da'wah programs that involve families need to be encouraged, such as Islamic parenting studies and family discussions based on Islamic values.

On the other hand, da'wah must also adapt to the digital era in order to reach more youth.

Social media, such as Instagram, TikTok, and YouTube, can be used as a means of creative da'wah that presents interesting and relevant Islamic content for the millennial generation and Gen Z. The use of digital media in da'wah has been proven to increase the attractiveness and effectiveness of message delivery, especially for those who rarely attend religious studies in person. Therefore, the MUI of Deli Serdang Regency needs to encourage the fostered dai to be active in creating interesting and educational da'wah content, both in the form of short videos, infographics, and Islamic articles that are easy to understand.

In addition to da'wah through digital media, seminar and workshop programs on the dangers of promiscuity, drugs, and the negative influence of foreign cultures that are contrary to Islamic values also need to be strengthened. This seminar can involve academics, da'wah practitioners, and former perpetrators who have converted to share their experiences and inspire the younger generation not to fall into the wrong association. This educational approach can help youth understand the consequences of promiscuity and provide them with a positive alternative to filling their free time with more rewarding activities, such as attending studies, joining an Islamic community, or being active in youth organizations.

Furthermore, collaboration between the MUI of Deli Serdang Regency with government agencies and youth organizations is also an important aspect in da'wah planning. With synergy between various parties, da'wah programs can run more effectively and sustainably. Local governments can play a role in providing facilities for da'wah activities, such as halls, mosques, or youth activity centers. Meanwhile, youth organizations such as Karang Taruna and the Muslim Student Association can be a bridge in bringing da'wah closer to youth through social activities, religious discussions, and leadership training based on Islamic values.

Although various strategies have been designed, challenges in the implementation of da'wah programs remain. One of them is the limited funds to support various da'wah activities, especially in terms of youth training, digital content production, and the organization of seminars and workshops. Therefore, support from various parties, including donors, private companies, and local governments is needed to ensure the sustainability of this da'wah program. In addition, the resistance of some young people who are still reluctant to accept da'wah is also a challenge in itself. Therefore, a more flexible and less patronizing da'wah method needs to be applied so that youth can be more open in receiving the moral messages conveyed.

With a directed, collaborative, and innovative da'wah plan, it is hoped that the MUI of Deli Serdang Regency can contribute significantly in overcoming the phenomenon of promiscuity among the youth of Pantai Labu District. The success of this program depends not only on the fostered dai, but also on the synergy between families, the government, youth organizations, and the wider community. With the right and sustainable approach, it is hoped that the young generation can grow up to be individuals of faith, noble character, and have high moral awareness in facing the various challenges of modern life.

The da'wah strategy implemented by the MUI of Deli Serdang Regency in overcoming the phenomenon of promiscuity in Pantai Labu District not only relies on conventional lecture methods, but also adapts a more modern approach and is relevant to current social conditions. One of the approaches used is the community-based da'wah method, where the fostered dai actively interact with the youth in their daily activities. With this approach, dai not only acts as an advisor but also as

a mentor who understands adolescent problems and can provide appropriate solutions. This community-based approach is in line with participatory da'wah theory, where direct interaction with da'wah targets is more effective in building religious awareness than relying only on one-way lecture methods.

In addition, strengthening the role of the family is one of the main focuses in this da'wah planning. MUI Deli Serdang Regency actively holds Islamic parenting seminars that aim to increase parents' understanding of the importance of supervision and character development of children from an early age. In this all-open digital era, the role of families is becoming increasingly important in forming the moral foundation for their children. Parents are expected to set a good example, create a religious home environment, and build open communication with their children so that they are not easily influenced by negative promiscuity cultures.

In addition, the use of digital technology in da'wah is also an important strategy in reaching the younger generation. Through social media platforms such as Instagram, YouTube, and TikTok, the MUI of Deli Serdang Regency strives to present da'wah content that is more interesting and in accordance with the communication style of young people. Making short videos containing Islamic advice, inspirational stories, and interactive discussions with young dai can be an effective means of da'wah. The use of this technology not only expands the reach of da'wah but can also increase the attractiveness of the younger generation to the teachings of Islam. This is also supported by research that shows that digital media can be an effective tool in shaping adolescents' opinions and behaviors, especially in terms of religion and morality.

Furthermore, cross-sectoral collaboration is the main key in ensuring the success of this da'wah planning. MUI Deli Serdang Regency collaborates with various parties, such as village officials, youth organizations, and educational institutions, to create holistic educational programs. Activities such as seminars on the dangers of drugs, self-development workshops based on Islamic values, and leadership training for Muslim youth are part of the strategy to create a younger generation that is more aware of the importance of moral and religious values. With this synergy, it is hoped that the message of da'wah will not only reach the youth but also receive full support from their surrounding environment.

However, challenges remain in the implementation of this da'wah strategy, especially in terms of program sustainability. Limited funds and lack of active involvement from some communities are obstacles that must be overcome. Therefore, support from various parties, both local governments, private institutions, and individual donors, is needed to ensure that the da'wah program can run sustainably. In addition, the da'wah approach also needs to continue to be evaluated and adjusted to the times so that it remains relevant and acceptable to the younger generation. With a strong commitment from the MUI of Deli Serdang Regency and support from various elements of society, it is hoped that this da'wah strategy can have a significant positive impact in reducing the number of promiscuity among the youth of Pantai Labu District.

CONCLUSION

The da'wah planning carried out by the MUI Deli Serdang Regency in overcoming the phenomenon of promiscuity among the youth of Pantai Labu District is a strategic step that involves various approaches, such as youth coaching, the active role of the family, the use of digital media, and

collaboration with the government and youth organizations. With a more innovative and community-based da'wah method, it is hoped that the moral message and Islamic values can be more effectively conveyed to the younger generation. Despite challenges such as limited funds and resistance from some youth, a flexible, educational, and non-patronizing da'wah strategy can be a solution to increase their religious awareness. The success of this program does not only depend on the fostered dai, but also on the synergy of various parties in creating a conducive environment for youth to live a life in accordance with Islamic teachings and stay away from the negative influence of promiscuity.

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