

MEDAN CITY AISYIYAH DA'WAH STRATEGY IN SOCIALIZING ANTI-VIOLENCE AGAINST CHILDREN

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ABSTRACT

The rise of cases of violence against children requires a strategic response, one of which is through da'wah that is able to touch public awareness. This study aims to find out the da'wah strategy used by Aisyiyah in socializing the anti-violence movement against children in Medan City. This study uses a qualitative method with a descriptive approach. Data collection techniques are carried out through in-depth interviews, observations, and documentation. The results of the study show that the da'wah strategy carried out by Aisyiyah Medan City in socializing anti-violence against children includes routine recitation as a medium of education on Islamic values, socialization to Muhammadiyah schools to instill awareness of violence, and a community complaint forum as a forum for reporting and advocacy of violence cases. Through an educational, communicative, and participatory approach, Aisyiyah plays an active role in building public awareness and creating a safe and child-friendly environment.

Keywords: Da'wah Strategy, Aisyiyah, Violence Against Children

INTRODUCTION

A strategy is a plan that is consciously, structured, and systematic to achieve a specific goal in a way that is considered most effective and efficient. A strategy is like a roadmap that guides each step so that it doesn't deviate from the main goal you want to achieve. Without a strategy, an activity will be difficult to run in a clear direction, and it may even fail because it does not have careful planning. In various aspects of life, be it educational, social, and religious, strategies are important tools to direct activities to run optimally. In the social and da'wah fields, for example, strategies are needed so that the messages conveyed can be truly accepted by the community, according to their characteristics. This is because each community group has different needs, ways of thinking, and ways of receiving information (Rahmi, 2022). Therefore, a strategy is needed so that the delivery of messages can be carried out in the most targeted way. Without a mature strategy, the programs implemented are at risk of not achieving the expected results, because the message conveyed may not be in accordance with the needs of the target or the way it is delivered is less attractive and not communicative. For example, when you want to convey an anti-violence message to school children, of course you can't use language that is too formal or heavy material. Therefore, strategies such as counseling with visual media, educational games, or stories that are easy to understand are needed so that the message can be well received (Miftahulhaq, 2017).

In the context of da'wah, strategy is very crucial because da'wah is not only about conveying religious teachings, but also plays a role in shaping people's behavior and awareness of religious values that are in accordance with daily life. Da'wah as a religious communication must be carried out with an appropriate and contextual method so that the message conveyed is not only intellectually understood, but can also be internalized and practiced by the community. An effective da'wah approach usually involves various methods such as lectures, discussions, social activities, and education, which are tailored to the characteristics and needs of the local community (Ilham Nur

Safitri, 2025).

Da'wah also contains the meaning of a call from Allah SWT and the Prophet PBUH to all mankind, so that they will believe, understand, and practice the teachings of Islam in every aspect of life, both personally and socially. This teaching is not only limited to ritual worship, but also includes moral values, ethics, law, education, and social procedures based on the principles of Islamic law. In general, da'wah has the main purpose of calling and inviting people to return to the path of truth, namely following the guidance of Islamic law. That way, individuals can manage their lives in accordance with religious provisions, distance themselves from deviant behavior, and live a life that is pleasing to Allah SWT (Ayu Ingg Mubarakah, 2022). Based on this view, one of the important goals of da'wah is to foster a deep understanding (understanding), awareness, and appreciation of religious teachings brought by preachers. Da'wah acts as a medium of religious education that touches the hearts and minds of the people, so that they not only know, but also really believe and practice Islamic values in real life. This process is expected to be able to form individuals who are obedient, have noble character, and have social concern in realizing a just, peaceful, and prosperous society based on Islamic teachings (Rafik, 2023).

One of the social issues that is very important and requires special attention in da'wah is violence against children. Violence against children is a problem that has a major impact on the physical, psychological, and social development of children as the next generation of the nation. The impact of this violence not only harms children individually, but can also threaten the future of society and the country as a whole. Therefore, the protection of children is an important part of da'wah that must be widely socialized so that the community has awareness and the ability to prevent and report acts of violence against children (Triani Marwati, 2019).

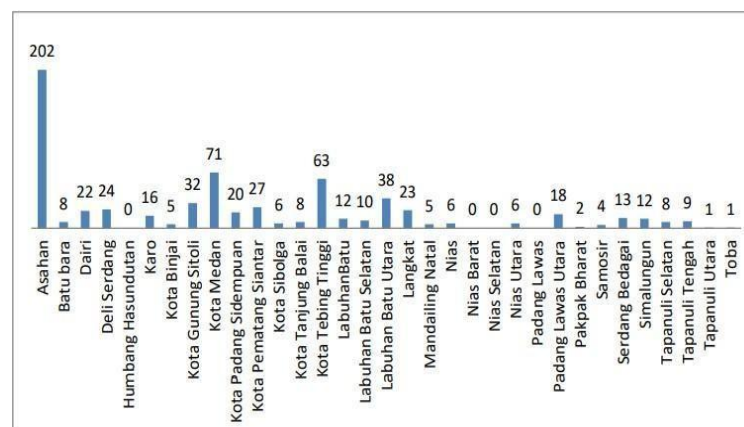


Figure 1. Data on Violence Against Children in North Sumatra

According to data from the North Sumatra Provincial Women's Empowerment, Child Protection, and Family Planning Office in 2023, Medan City occupies the second highest position in the number of cases of violence against children, which is 71 cases. This number shows that the city of Medan has a fairly serious level of problems compared to other areas in the province. This high number is an important sign that there is a need for stronger and more comprehensive prevention and education measures. One form of effort that can be made is through socialization activities that

are carried out massively to the community (Melati, 2015)

In this context, the role of the Medan City Aisiyyah organization is very important. As a women's organization that is active in the social and religious fields, Aisiyyah has great potential in conveying da'wah messages as well as building public awareness regarding the importance of child protection. The socialization carried out by Aisiyyah is not only to provide information, but also serves as a means to form a more caring mindset, strengthen family resilience, and instill Islamic values that encourage affection and protection for children. This is very relevant considering the characteristics of urban communities such as in Medan which are vulnerable to various social problems. Therefore, the da'wah strategy and social approach carried out by Aisiyyah are very necessary in an effort to reduce the rate of violence against children in this region.

Aisiyyah as an organization of Islamic women under the auspices of Muhammadiyah has a strategic role in conducting da'wah that touches various aspects of people's lives, including the issue of child protection. especially in the city of Medan, Aisiyyah is actively developing da'wah strategies that are not limited to routine religious activities, but are also directed to encourage real social change. Through socialization, education, and community empowerment programs, Aisiyyah seeks to increase awareness of the importance of protecting children from violence. This da'wah strategy uses a humanist approach, involves community participation, and is adjusted to local social and cultural conditions.

This research aims to find out in depth how the da'wah strategy applied by Aisiyyah Medan City in socializing the anti-violence movement against children. By understanding these various strategies, this research is expected to contribute to the development of a more effective and relevant da'wah model in overcoming social problems, especially in efforts to protect children through a religious approach.

METHODS

The method used in this study is to use a qualitative method. This data collection technique uses primary data obtained directly by researchers from primary sources through interviews, observations and documentation. This primary data is collected directly from the source, so it is considered the best type of data in research because it is more accurate and relevant (Abdul Rahman, 2022). Interviews were conducted with related parties in one of the parts of the Aisiyyah Regional Leadership of Medan City to get information about how the da'wah communication strategy used by Aisiyyah in socializing anti-violence against children in Medan City. Observation was carried out by directly observing Aisiyyah da'wah activities on Jl. Santun, Medan City, such as the recitation carried out. This aims to find out how their communication strategy is in conveying anti-violence messages against children to parents. In addition, documentation in the form of activity reports is used to collect visual data. Secondary data collection techniques are carried out by collecting information from existing sources, such as books and journals. Data analysis is carried out by going through a data reduction process which means selecting data by focusing on important data and discarding data that is considered unnecessary. Furthermore, the presentation of data is the stage after the reduction of data made in the form of chart narratives, relationships between categories and the like (Gumilang, 2016).

RESULT AND DISCUSSION

Medan City Aisyiyah Da'wah Strategy in Socializing Anti-Violence Against Children

Da'wah strategy is a well-planned way or steps to convey the teachings of Islam to others, so that they understand, accept, and practice it in their daily lives. This strategy includes careful planning, the selection of the right methods, and adjustments to the social, cultural, and psychological conditions of the target community. In da'wah activities, it is not enough to just convey the content of religious messages, but it is also very important to pay attention to how to convey it, so that the message can be well received by listeners. Effective delivery requires a communicative, educational, and persuasive approach, so that da'wah does not feel patronizing, but is actually able to touch the heart and arouse awareness. Therefore, the da'wah strategy is an important element in determining the success of the da'wah mission, because through the right strategy, Islamic teachings can be widely spread and shape community behavior in accordance with Islamic values (Nasution, 2021).

The strategy of Aisyiyah Da'wah in Medan City in socializing anti-violence against children focuses on carrying out routine recitations, socialization to schools under the auspices of Muhammadiyah and opening a community complaint forum. In this context, Aisyiyah Medan City seeks to create a supportive environment for the community to apply Islamic values and education in raising children. The da'wah strategy used by Aisyiyah Medan City is to implement several programs related to da'wah values, including the following:

1. Pengajian

Recitation is one of the religious activities in Islam. Recitation is a form of da'wah or tabligh activity, because in the recitation itself it cannot be separated from the delivery of Islamic teachings in order to invite or foster humanity to always be on the path of Islam so that peace and happiness are achieved in this world and the hereafter (Chasanah, 2023). Routine recitation organized by Aisyiyah Medan City has a very strategic role as an effective da'wah medium in spreading anti-violence to the wider community. This recitation activity not only focuses on strengthening understanding of Islamic teachings in general, but also becomes a vehicle to build social and moral awareness among worshippers. Through a family and warm atmosphere, Aisyiyah is able to convey various important messages that touch on aspects of daily life, including an invitation to apply the values of justice, compassion, and care for others.

In addition, the recitation organized by the Aisyiyah Regional Executive (PDA) of Medan City is carried out routinely once a month with a rotating system in each branch. This activity usually takes place in a mosque or da'wah building that has been predetermined, as an effort to strengthen the relationship and increase the understanding of Islam for worshippers in the Medan City area. In each implementation, this recitation is also a forum to deliver material related to efforts to eliminate violence against women and children. In addition, other issues relevant to people's lives were also discussed, such as inheritance law from the perspective of Islamic sharia and various problems that often arise in inheritance practices.

2. Socialization

Socialization is an effort to provide something, it can be in the form of information that was previously only owned or known by a person or institution to a wider audience (Dini Widiyana, 2020). Socialization can also be interpreted as any activity that aims to provide information, persuade, or influence the public to use or accept a certain product, service, or program. In this context,

socialization is the process of conveying information to the public while inviting them to take advantage of the services or programs offered. Socialization activities do not only focus on delivering messages, but also seek to gain support and participation from various groups in the community so that the desired goals can be achieved optimally (Agyssalim, 2024). This process is very important because it helps to form appropriate character, attitudes, and behaviors so that a person can live in harmony and contribute positively to society.

In the context of Aisyiyah Medan City, socialization is actively carried out through activities in schools. For example, Aisyiyah held a discussion with students at SMP 7 Muhammadiyah about bullying. In bullying there are two forms of verbal and non-verbal violence, Examples of verbal violence among schoolchildren can occur when a student mocks his friend with abusive words, physically insults, or calls out a hurtful nickname. Meanwhile, non-verbal violence can be actions such as pushing, kicking, pinching, or excluding friends from association without words. Both forms of violence can make victims feel sad, afraid, and lose confidence. Therefore, Aisyiyah conducts socialization to instill religious, moral, and social values in students. This activity includes counseling on the importance of protecting oneself from violence, respecting others, and fostering awareness of child protection. By reaching out to students at school, Aisyiyah Medan City seeks to form a young generation who are not only academically intelligent, but also have good character and social attitudes as a provision for them in the future.

3. Community Complaints Forum

A public complaint forum is a forum or means provided to accommodate various forms of complaints, criticisms, suggestions, and reports from the public on public services or certain social problems. This forum is an important medium in bridging communication between the community and government agencies, organizations, and related agencies. The main goal is for the community to have space to participate in supervision and improve the quality of services and policies related to the public interest (Rizqa Ayuna Azzahra, 2019). The community complaint forum or it can be called Posbakum is one of the important strategies that is also used by the Aisyiyah Regional Leadership of Medan City in carrying out its social da'wah mission, especially in child protection issues. Through this forum, Aisyiyah Medan City provides a space for the community to submit various complaints, including reports of domestic violence, child neglect, and other social cases that have often gone unheard. Even so, the focus of the Aisyiyah District Leadership program is on the da'wah strategy to the issue of child protection.

As a women's organization that is active in the social and religious fields, Aisyiyah Medan City not only receives reports, but also follows up on them through mentoring, education, and advocacy programs. The report from this complaint forum is a foothold for developing a da'wah strategy based on the reality of the community. For example, when there are many cases of violence against children in a certain environment, Aisyiyah responds by conducting studies, Islamic parenting training, or anti-violence campaigns. That way, the public complaint forum becomes an effective da'wah tool for Aisyiyah Medan City in realizing a more caring and fair society.

Violence against children in this study is limited to forms of violence that occur in the family and school environment (Iskandar Abdul Azi Saputra, 2024), especially those related to verbal and non-verbal violence. This restriction is carried out so that the da'wah strategy used by Aisyiyah Medan City can be studied more specifically and in-depth in the social context that is closest to

children. The family and school environment were chosen because they are the main places where children grow and interact every day, so the preventive and educational role through da'wah is very relevant to be applied in this scope. In addition, verbal violence such as insults, swearing, or ridicule, as well as non-verbal violence such as neglect, beating, or other physical acts, are the most common forms of violence that have a direct impact on children's psychology.

CONCLUSION

The da'wah strategy carried out by the Regional Leadership of Aisyiyah Medan City in socializing anti-violence against children has proven to have an important role in building public awareness. Through routine recitation, socialization to schools, and community complaint forums, Aisyiyah not only conveys the teachings of Islam, but also provides education and understanding about the importance of protecting children from violence, both verbally and non-verbally. This activity is designed to touch the emotional and social side of the community so that the message of da'wah can be received and understood well.

With the right strategy and an approach that directly touches people's lives, Aisyiyah is able to create a more communicative, educational, and participatory da'wah atmosphere. Focusing on family and school as the child's closest environment is also an effective step in preventing violence. It is hoped that the da'wah carried out will not only change the mindset, but also shape the attitude and behavior of the community so that they care more, respect each other, and take care of children as the next generation of the nation.

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