



# Innovation Program of the Indonesian Mosque Youth Communication Agency in Increasing the Participation of Mosque Youth

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## Abstract

This study aims to analyze the program innovations implemented by the Indonesian Mosque Youth Communication Agency (BKPRMI) to attract youth to participate in mosque activities in Medan Denai District. This study uses a descriptive qualitative approach with data collection techniques through in-depth interviews, observation, and documentation. Research informants consisted of BKPRMI administrators at the sub-district level and youth mosque administrators. Data analysis was carried out through the stages of data reduction, data presentation, and systematic conclusion drawing. The results show that BKPRMI innovates through more participatory coaching, the use of digital media, the development of creative and productive activities, and the organization of social and sports activities. These innovations have been proven to increase youth involvement in various mosque activities, although there are still obstacles such as low motivation for some youth, the influence of digital media, time constraints, and limited organizational resources. This study concludes that adaptive, participatory programs that are in accordance with the characteristics of the younger generation can increase youth participation in mosques. These findings contribute to the development of studies on da'wah, Islamic communication, and youth education, particularly regarding innovation strategies for youth mosque organizations in the digital era.

## INTRODUCTION

The Indonesian Mosque Youth Communication Agency (BKPRMI) is a mosque-based youth organization that plays a strategic role in fostering, guiding, and developing the potential of the younger generation of Muslims. In the context of socio-religious development, the existence of youth organizations such as BKPRMI is crucial, given that youth are agents of change who make significant contributions to shaping the direction of societal development.

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Mosques, as centers of Muslim activity, serve not only as places of worship but also as centers for education, social activities, and community empowerment. Therefore, youth involvement in mosque activities is an important indicator in measuring the success of mosques' social functions in modern society (Nungroho, 2025; Safirah et al., 2023).

Conceptually, youth participation in religious activities is part of the process of character formation and socio-religious identity. Active involvement in mosque activities can shape spiritual values, increase social awareness, and strengthen solidarity among individuals within the community. However, the dynamics of modern developments, marked by advances in information technology, have brought significant changes to the behavior patterns and lifestyles of the younger generation. Digital transformation not only influences communication methods but also shapes youth activity preferences, interests, and perspectives on social and religious life (Syarofah et al., 2021).

In today's digital era, the younger generation tends to be more interested in interactive, creative, and technology-based activities. Social media, digital platforms, and various forms of modern entertainment have become an integral part of teenagers' daily lives. This situation indirectly causes a shift in activity orientation from conventional spaces such as mosques to digital spaces, which are considered more engaging and flexible. This phenomenon presents a challenge for religious institutions, including the Indonesian Youth Empowerment and Religious Affairs Agency (BKPRMI), in maintaining their existence and relevance amidst rapid social change (Rambe & Wahyuni, 2015).

Empirically, various studies show that the level of youth participation in mosque activities remains relatively low. Rahman (2021) revealed that only around 30%–40% of adolescents actively participate in religious activities regularly. Meanwhile, more than 70% of adolescents spend their free time on digital activities such as social media and online games. This finding indicates an imbalance between youth potential and their level of involvement in religious activities. A similar finding was found by Wildana et al. (2024), who stated that around 60% of adolescents find mosque activities unattractive because they are monotonous and lack innovation.

Furthermore, Iman & Muhid (2025) explain that conventional da'wah approaches, which tend to be one-way and lack variety, are no longer effective in reaching the younger generation. Conversely, creative, participatory, and digital-based approaches have been shown to significantly increase youth interest and engagement. Nugroho & Lubis (2025) even confirmed that youth organizations in mosques that implement innovative programs experience increased participation by 40%–60%. This demonstrates that innovation is key to addressing the challenge of low youth participation in mosque environments.

Innovation in the context of youth organizations is not only defined as changing the form of activities, but also encompasses updating strategies, approaches, and communication patterns used in interacting with the younger generation. Innovation requires the ability to adapt to changing times, an understanding of the characteristics of the younger generation, and creativity in designing relevant and engaging programs. Therefore, organizations like BKPRMI are required to be able to present programs that are not only religious in nature but also meet the needs of youth self-actualization (Sopy & Haikal, 2024).

More specifically, the phenomenon of low youth participation also occurs in Medan Denai District. Based on initial observations, youth attendance at mosque activities before the program innovation was still around 20%–30% of the total youth population. This attendance tends to be temporary, increasing only during certain moments such as Ramadan or Islamic holidays. Meanwhile, routine activities such as weekly religious study groups have not been able to consistently attract youth interest

(Rafsanjany, 2026).

Furthermore, the majority of teenagers in Medan Denai District prefer to spend time outside the mosque. Approximately 65% of teenagers are more interested in entertainment activities, digital interactions, and non-religious social activities, which they consider more suited to their interests and lifestyle. This indicates a gap between the programs provided by mosques and the needs and preferences of the younger generation. If this situation continues, mosques could potentially lose their role as centers for youth development.

These issues underscore the importance of innovative efforts in designing youth development programs. BKPRMI, as an organization focused on youth development in mosques, has a responsibility to provide adaptive and creative solutions. Program innovation is a strategy aimed not only at increasing participation but also at fostering meaningful youth involvement in mosque activities.

Through innovation, mosques can transform into more inclusive, dynamic, and relevant spaces that meet the needs of the younger generation. Programs such as digital da'wah (Islamic outreach), talent-based creative activities, leadership training, and collaborative social activities can be alternatives to increase the attractiveness of mosques to young people. Therefore, it is important to examine in depth the forms of innovation implemented by the BKPRMI (Indonesian Youth Empowerment Agency) and their effectiveness in increasing youth interest and participation (Nopianti et al., 2025).

Several previous studies have also discussed youth participation in religious activities and the importance of innovation in mosque youth organizations. However, studies specifically examining the innovation of BKPRMI programs in attracting youth in mosques in the digital era, especially in the local context of Medan Denai District, are still relatively limited. Most studies focus more on the level of youth participation or the effectiveness of religious activities in general, resulting in little in-depth review of program innovation processes, implementation strategies, and their impact on youth engagement. Therefore, this study provides an update on innovation in mosque youth programs in the digital era, specifically those implemented by BKPRMI in increasing youth interest and participation in mosque environments.

This study aims to analyze the innovations of the BKPRMI program in attracting youth to participate in mosque activities in Medan Denai District and to identify effective innovations in increasing youth participation. The focus of this research is not only on the types of programs implemented, but also on the innovation process, implementation strategies, and the resulting impact on youth engagement.

## **METHODS**

This research uses a descriptive qualitative method with a case study approach. The aim is to understand in-depth the innovation of the BKPRMI program in attracting young mosque youth to participate in mosque activities in Medan Denai District, Medan City. According to (Creswell, 2018), qualitative research aims to explore and understand the meaning derived from individuals or groups related to a social issue. This research was conducted for approximately two months, namely during the data collection period in Medan Denai District.

Research informants were selected using purposive sampling techniques, considering their experience and direct involvement in the implementation of BKPRMI programs. The number of informants in this study was four people, consisting of one Head of the BKPRMI DPK in Medan Denai District and three Heads of Mosque Youth who actively participate in and carry out organizational activities.

Data collection was conducted through in-depth interviews, activity observations, and documentation. Interviews were used to obtain information on the program's innovations, implementation processes, and supporting and inhibiting factors in increasing youth participation. Observations were conducted to directly observe youth activities and involvement in BKPRMI programs, while documentation was used to supplement data in the form of activity archives, photographs, and relevant organizational documents (Hennink et al., 2010; Mustofa et al., 2017).

The data obtained were then analyzed using the Miles and Huberman model, which includes data reduction, data presentation, and conclusion drawing (Sugiyono, 2016). To ensure data validity, this study employed source and method triangulation by comparing data from interviews, observations, and documentation from various informants. This technique was used to increase the validity and credibility of the research results.

## **RESULT AND DISCUSSION**

### **Research Result**

Based on the analysis of research findings, the program innovation developed by the DPK BKPRMI Medan Denai District is not only oriented towards administrative reform, but also reflects a comprehensive transformation in the development strategy of mosque youth. This innovation is presented as an adaptive response to social changes affecting today's young generation, which are characterized by the complexity of challenges, the penetration of digital technology, the flow of popular culture, and shifting patterns of social interaction. In this context, innovation is interpreted as a systematic and planned renewal process, aimed at increasing the effectiveness of development while expanding the active participation of youth in mosque-based religious activities.

#### **1. The Interest of Young Mosque Youth in Activities at the Mosque**

Based on in-depth interviews, field observations, and documentation conducted in Medan Denai District, it was found that the interest of young mosque residents in mosque activities has changed significantly following the program innovations from the Indonesian Mosque Development Agency (BKPRMI). Prior to the innovations, youth participation was relatively low. Their attendance at mosque activities generally occurred only on specific occasions, such as Islamic holidays, Ramadan activities, or ceremonial events. Attendance at routine weekly activities was relatively small and did not demonstrate sustained involvement.

This situation suggests that in the early stages, mosques were not yet fully attractive spaces for the younger generation. Most teenagers preferred to spend time outside the mosque, whether gathering with peers, participating in school activities, or using social media. Observations also revealed that adolescents' activities were predominantly focused on non-religious social spaces. This reinforces the interview findings that low interest was not solely due to a lack of religious awareness, but also to the lack of activities that met adolescents' psychological and social needs.

One informant stated that previously, mosque activities tended to be monotonous and provided little space for self-actualization for teenagers. The available activities were more formal-oriented, leading some teenagers to feel less emotionally and socially engaged. This situation resulted in mosques not being viewed as places capable of meeting the needs for interaction, creativity, and self-development.

However, after BKPRMI began offering more varied programs, youth interest showed a significant increase. Youth not only attended as participants but also began to be involved in the planning, implementation, and evaluation of activities. This change was evident in the increasing number of participants at each activity, the increase in youth-led committees, and their growing initiative to propose new programs.

The research also shows that adolescents' interest increases when the activities involve elements of togetherness, creativity, and relevance to their daily lives. For example, informal discussions, sports, digital da'wah competitions, and social activities have proven to be more popular than conventional activities. Therefore, it's understandable that the interest of young mosque youth is strongly influenced by the program's suitability to the characteristics of today's youth.

## **2. BKPRMI Program Innovation**

Based on research findings, the program innovations implemented by the Medan Denai District BKPRMI represent an adaptive strategy in response to social and cultural changes in the younger generation. These innovations focus not only on updating the format of activities but also encompass changes in approach methods, communication patterns, and youth empowerment strategies.

The first innovation was seen in the mentoring model. Previously, the methods used tended to be one-way, using formal lectures. After an evaluation, BKPRMI developed a more dialogic and participatory approach, such as mentoring, small group discussions, thematic studies, and sharing forums. This approach was deemed more effective because it provided a space for youth to express their opinions, ask questions, and discuss the issues they faced.

Furthermore, the use of digital media is a key component of program innovation. BKPRMI utilizes platforms like WhatsApp, Instagram, and short videos as a means of communicating Islamic outreach and publicizing activities. This strategy has proven to be able to reach teenagers more quickly and effectively because it aligns with the communication patterns of the digital generation.

The second innovation is the development of creative and productive activities. Programs such as Islamic religious video competitions, Islamic graphic design, public speaking training, leadership training, and Islamic arts festivals are concrete examples of program renewal. These activities provide a space for self-actualization for teenagers to develop their interests and talents in an Islamic atmosphere.

Interview results indicated that creativity-based activities were among the most popular programs. Many previously less active youth began to show increased enthusiasm when the program was connected to the digital world, art, and communication skills. These findings demonstrate that program innovations relevant to current developments can increase the appeal of mosque activities.

The third innovation is social and sports activities. BKPRMI recognizes that a socio-recreational approach is crucial for building emotional bonds between youth and the mosque environment. Programs such as futsal among youth in the mosque, community service cleaning, orphanage assistance, and community service activities serve as a means to strengthen solidarity and a sense of belonging to the mosque. Overall, BKPRMI's program innovations demonstrate that the organization is capable of presenting activities that are not only spiritual in nature, but also touch on social, emotional, and competency development aspects of the younger generation.

## **3. BKPRMI's Obstacles in Attracting Interest**

Based on research results, the Indonesian Mosque Coordinating Board (BKPRMI) also faces various obstacles in attracting young mosque youth. The first obstacle stems from internal factors, namely low awareness and motivation to actively participate in mosque activities. Some youth still view the mosque solely as a formal place of worship and do not yet see it as a space for self-development.

The second obstacle is the influence of technological developments and digital culture. Social media, online games, and various forms of digital entertainment have become major competitors for mosque activities. Many teenagers are more interested in spending time on their devices than participating in religious activities.

The third obstacle is limited organizational resources, such as activity funds, facilities, and the number of active administrators. In some cases, these limitations impact program continuity and the quality of activity implementation.

Furthermore, teenagers' busy schedules due to school, college, and work are also significant obstacles. Busy schedules often make it difficult for teenagers to find time to participate in regular activities. However, research shows that the Indonesian Youth Development Coordination Agency (BKPRMI) continues to address these obstacles through a more flexible, innovative, and participatory approach. Thus, these obstacles serve as a basis for evaluation to strengthen future strategies for developing mosque youth.

## Discussion

Based on the research findings presented, findings regarding the interest of young mosque youth in participating in mosque activities indicate a significant change following the implementation of program innovations by the Medan Denai District BKPRMI. Prior to the innovation, youth participation levels were still low, characterized by minimal attendance at routine activities and incidental involvement at specific times. This condition can be understood as a reflection of the gap between the actual needs of the younger generation and the types of activities available in the mosque environment. From the perspective of the sociology of religion and da'wah management, this low participation indicates that the mosque has not fully fulfilled its social function as a space for developing the younger generation.

After BKPRMI introduced programs more relevant to the characteristics of adolescents, there was a significant increase in interest. These findings suggest that youth interest is strongly influenced by the program's suitability to their psychological, social, and self-actualization needs. Theoretically, this aligns with the concept of social needs and self-esteem, where adolescents tend to be active in activities if they feel recognized, involved, and given space to develop. Thus, increased interest is influenced not only by religious aspects but also by the organization's ability to build emotional and social closeness with adolescents (Siregar & Soiman, 2024).

Regarding the innovation aspect of the coaching model, research results show that changing the approach from a one-way lecture pattern to a more participatory model has had a very positive impact. Coaching models based on group discussions, mentoring, thematic studies, and sharing forums have proven more effective in engaging youth than conventional methods. This suggests that the younger generation is more responsive to coaching models that are communicative, dialogical, and provide opportunities for active interaction (Muhammad & Subarkah, 2024).

From the perspective of Everett M. Rogers' Diffusion of Innovation theory, this finding can be explained through the elements of compatibility and relative advantage. The innovative coaching model implemented by BKPRMI is considered appropriate for the needs of today's youth because it uses an approach more closely related to their daily lives. Furthermore, this model provides more tangible benefits, namely increased religious understanding, a sense of community, and active involvement in mosque activities. Therefore, the innovation is more easily accepted and adopted by the target group (Kholik & Supiyandi, 2024).

The use of digital media as part of the development model was also a key finding in this study. The use of WhatsApp, Instagram, and short video content as media for Islamic outreach demonstrates BKPRMI's ability to adapt its development strategy to technological developments. In the context of modern Islamic outreach communication, digital media serves as an effective means of reaching the younger generation, who are closely connected to information technology.

This finding reinforces the view that Islamic outreach and youth development require an adaptive approach to changing times (Mastanah et al., 2023; Rustandi, 2022; Subakti, 2022).

Furthermore, innovative creative and productive activities have become a very dominant aspect in increasing youth participation. Programs such as Islamic preaching video competitions, Islamic graphic design, public speaking training, and Islamic arts festivals demonstrate that mosques can function as spaces for developing the competencies of the younger generation. From an educational and youth empowerment perspective, these activities have strategic value because they not only increase youth attendance but also develop skills, self-confidence, and leadership abilities (Irmayanti & Saidah, 2024; Rizal, 2022; Wildana et al., 2024).

These findings indicate that a development approach oriented toward interests and talents has greater appeal. Adolescents tend to be more active when the activities they participate in directly benefit their personal development. Therefore, the function of mosques in the modern context is no longer limited to places of worship, but also serves as centers for character development and the development of the potential of the younger generation.

On the other hand, social and sporting activities also make a significant contribution. Programs such as futsal between mosque youth, mutual cooperation, community service, and orphanage assistance have been proven to build social solidarity and strengthen a sense of belonging to the mosque. Sociologically, these activities strengthen social bonds among members of the mosque youth community. The sense of togetherness formed through social and sporting activities is a crucial factor in maintaining their continued participation (Muslim et al., 2025; Maksum, 2024; Samanto et al., 2024).

Overall, the research findings indicate that the success of BKPRMI in increasing the interest and participation of mosque youth is determined not only by religious aspects, but also by the organization's ability to deliver programs that are tailored to the needs and characteristics of the younger generation in the digital era. These findings also provide an update on the relatively limited innovation of mosque youth organizations, particularly regarding organizational adaptation strategies in the face of technological developments and social changes within the younger generation. Thus, this research contributes to the development of more adaptive, participatory, and sustainable studies on da'wah management and youth development in mosques.

Despite this, BKPRMI still faces various obstacles in attracting youth interest, demonstrating that program innovation alone cannot fully address participation issues. Internal factors such as low motivation, the influence of digital media, and academic and work commitments present complex challenges. Furthermore, limited funding and organizational facilities also impact the effectiveness of program implementation (Muhammad & Subarkah, 2024; Nasution & Zen, 2023).

However, these obstacles actually illustrate that the process of developing mosque youth is a dynamic process that requires ongoing evaluation (Kiflee et al., 2023). The Indonesian Youth Empowerment Agency (BKPRMI) needs to continuously innovate and adapt its programs to remain relevant to the evolving needs of the younger generation. Furthermore, mosque administrators are expected to provide more optimal support by providing facilities and participation spaces for youth, while the government and policymakers need to support the mosque youth development program through training, mentoring, and assistance with facilities and infrastructure. With support from various parties, the mosque youth development program can run more effectively and sustainably (Ariga & Panggabean, 2024; Hasbullah et al., 2025; Wahyuningsih, 2025).

## CONCLUSION

Based on the research results and discussion, it can be concluded that the innovative BKPRMI program in Medan Denai District plays a significant role in increasing the interest and participation of young mosque youth. This innovation is realized through a more participatory coaching model, the use of digital media, and creative, social, and sports activities tailored to the needs and characteristics of the younger generation. These programs are able to increase youth involvement in various mosque activities.

Despite persistent obstacles such as low motivation among some youth, the influence of digital media, and limited organizational resources, the Indonesian Youth Empowerment Agency (BKPRMI) continues to demonstrate adaptive capabilities in implementing its development programs. Therefore, BKPRMI and mosque administrators need to continue developing innovative and relevant programs. Furthermore, support from the government and policymakers is needed to strengthen the ongoing development and empowerment of youth in mosques

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