



Nahdlatul Ulama's Preaching Management in Strengthening Religious Moderation in Society

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Abstract

This study aims to determine Nahdlatul Ulama's da'wah management in strengthening religious moderation in the Tanjung Pura District, Langkat Regency. The method used is qualitative research with a descriptive approach through observation, interviews, and documentation. The informants numbered 6 people, consisting of 1 administrator of the NU MWC Tanjung Pura District, 2 administrators of NU branches, 1 religious figure, and 2 community members involved in da'wah activities. The research results show that NU's da'wah management in Tanjung Pura District encompasses planning, organizing, implementing, monitoring, and evaluating functions, all systematically implemented. The da'wah program includes regular religious studies, socio-religious activities, and community development based on the values of Ahlul Sunnah wal Jamaah. These efforts contribute to instilling attitudes of tolerance, *tawassuth* (religious tolerance), *tawazun* (religious tolerance), and *i'tidal* (compassionate adherence) within the community. The findings of this study are expected to serve as a reference for religious organizations in developing da'wah management that supports the strengthening of religious moderation and the creation of a harmonious community life.

INTRODUCTION

Indonesia is a country known for its ethnic, cultural, linguistic, and religious diversity. This diversity is both a blessing and a challenge that must be managed wisely to prevent conflicts that could undermine national unity. Amid this diversity, religious moderation exists as an approach considered capable of bridging the gap between various groups with varying backgrounds (Ruswandi, 2022), (Septiyawati et al., 2025). Religious moderation does not mean diminishing faith or compromising on religious teachings, but rather a balanced, middle-ground approach in understanding and practicing religious values (Amri, 2021), (Nisa et al., 2021). Nahdlatul Ulama (NU), as the largest Islamic organization in Indonesia, has long played a role in spreading moderate Islamic values through the principles of Ahlul Sunnah wal Jama'ah.

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Ahlussunnah wal Jama'ah, which serve as the organization's main foundation and the basis for carrying out da'wah in society (Fanshoby & Hidayat, 2024), (Fealy, 2012). These principles are realized through the values of tawassuth (moderation), tawazun (balance), tasamuh (tolerance), and i'tidal (justice), which serve as guidelines for addressing diversity. NU's main goal is to develop the teachings of Ahlussunnah wal Jama'ah Islam and realize. The glory of Islam and Muslimst through fostering the religious and social life of the community (Ridwan & Usman, 2023). Therefore, these principles serve as the primary foundation for all NU da'wah activities in various regions of Indonesia, including Tanjung Pura District, Langkat Regency, North Sumatra.

Tanjung Pura District is a district in Langkat Regency that has a diverse population with various ethnic, cultural, and religious backgrounds. According to data from the Langkat Regency Central Statistics Agency, the Tanjung Pura District community consists of various religious adherents and social groups who live side by side, making diversity one of the characteristics of the region (BPS Langkat Regency, 2024). This condition is on the one hand a social wealth that should be appreciated, but also needs to be maintained through good management so that diversity remains a unifying force in community life. In this context, the presence of religious organizations such as Nahdlatul Ulama with its da'wah programs is very strategic in building social harmony and strengthening religious moderation in society.

Da'wah as an activity to spread Islamic values that are rahmatan lil alamin (blessing for the universe) requires good management to achieve the desired goals. Da'wah management encompasses a series of processes including planning (planning), organizing (organizing), movement (actuating), supervision (controlling), and evaluation (evaluation) to all da'wah activities carried out (Azima et al., 2023), (Umar & Khoirussalim, 2022). Without structured and systematic management, da'wah activities will struggle to achieve their desired goals, especially in the context of strengthening religious moderation, which requires a comprehensive and sustainable approach (Sukma, 2026), (Kurniawan & Fachran Haikal, 2024), (Suja'i & Baihaqi, 2022).

Several previous studies have shown that da'wah plays a crucial role in strengthening religious moderation through various approaches. (Muiz & Diki Taufikurrohman, 2025) research explains that NU Online utilizes Friday sermons as a digital da'wah medium to spread messages of religious moderation. (Faisal et al., 2025) research found that Muhammadiyah's digital da'wah strategy was effective in strengthening religious moderation while increasing tolerance and social cohesion. Meanwhile, (Sukma, 2026) study shows that religious organizations contribute to shaping moderate attitudes among students through cadre development, religious studies, and social activities. (Nizamuddin et al., 2024) explain that the implementation of da'wah management functions by the Indonesian Ulema Council (MUI) contributes to increasing interfaith harmony.

These studies have focused more on digital da'wah, the role of religious organizations, and the implementation of da'wah management in various institutions. There remains a relatively unexplored area of research, namely how Nahdlatul Ulama's da'wah management functions are effectively implemented in efforts to strengthen religious moderation in communities at the sub-district level. Most previous studies have focused more on the concept of religious moderation or da'wah strategies in general, while studies linking Nahdlatul Ulama's da'wah management functions with strengthening religious moderation in Tanjung Pura District, Langkat Regency, have not been found specifically. Therefore, this study has novelty by focusing analysis on the implementation of the planning, organizing, implementing, monitoring, and evaluating functions of Nahdlatul Ulama's da'wah in strengthening religious moderation in the local community context of Tanjung Pura District.

Field observations indicate that the Nahdlatul Ulama Branch Management in Langkat Regency, particularly in Tanjung Pura District, has implemented various outreach programs aimed at strengthening the understanding of religious moderation among the community. These programs include regular religious study groups (religious study groups), Islamic holiday commemorations, community outreach activities, and youth development through NU organizations such as Ansor, Fatayat, IPNU, and IPPNU. However, there are few scientific studies specifically addressing how NU outreach management is implemented in the context of strengthening religious moderation in the region (Ashoumi et al., 2022), (Musyarrofah & Zulhannan, 2023).

Based on this background, this study seeks to comprehensively examine how Nahdlatul Ulama's da'wah management function is implemented to strengthen religious moderation in the Tanjung Pura District, Langkat Regency. This research is expected to provide scientific contributions to the development of da'wah management science and serve as a practical reference for NU administrators and activists in optimizing da'wah programs oriented towards strengthening religious moderation. Furthermore, the findings of this study are expected to inspire various parties in their collective efforts to build a tolerant, harmonious, and civilized society amidst existing diversity.

METHODS

This study uses a qualitative research method with a descriptive approach to understand in depth the management of Nahdlatul Ulama's da'wah in strengthening religious moderation in the community of Tanjung Pura District, Langkat Regency (Creswell & Creswell, 2018). This research was conducted in the MWC NU environment of Tanjung Pura District, when the date and month until completion 02 February-April 2026 by considering that the organization actively carries out da'wah activities and community development related to strengthening religious moderation. The focus of the research is directed at the process of planning, organizing, implementing, supervising, and evaluating da'wah carried out by NU administrators in building an attitude of tolerance, balance, and harmony of religious life in society.

The research data sources are primary and secondary data. Primary data were obtained through in-depth interviews with informants selected using a purposive sampling technique. The informants consisted of six people, consisting of one administrator of the NU MWC in Tanjung Pura District, two administrators of NU branches, one religious figure, and two community members involved in da'wah activities. The criteria for selecting informants were based on their involvement in Nahdlatul Ulama da'wah activities and their understanding of the implementation of the program to strengthen religious moderation. Secondary data were obtained from organizational documents, activity reports, documentation, and relevant scientific references.

Data collection techniques included observation, semi-structured interviews, and documentation. Observations were conducted by directly observing NU's da'wah and religious activities related to the implementation of da'wah management and the application of religious moderation in society. In-depth interviews were conducted semi-structured using open-ended interview guidelines, allowing informants to freely explain their experiences, views, and understanding of NU's da'wah management. Documentation was conducted by collecting various documents related to NU's da'wah programs to strengthen the research findings.

The data analysis technique in this study uses the Miles and Huberman interactive model, which includes three stages: data reduction, data presentation, and conclusion drawing. Data reduction is carried out by selecting and grouping data according to the research focus. Next, the data is presented systematically in narrative

form for ease of understanding. Conclusions are then drawn through a continuous process of interpretation and verification to ensure the research results align with the facts on the ground. To maintain data validity, this study uses triangulation techniques by comparing data obtained from various sources and data collection methods. Triangulation is carried out by comparing the results of interviews, observations, and documentation to make the data obtained more valid and reliable (Sugiyono, 2022).

RESULT AND DISCUSSION

General Overview of the Nahdlatul Ulama MWC, Tanjung Pura District

The Nahdlatul Ulama Branch Representative Council (MWC) of Tanjung Pura District is one of the NU organizational structures at the sub-district level under the auspices of the NU Branch Management (PC) of Langkat Regency. The MWC of NU Tanjung Pura has been established for a long time and is an important part of the NU da'wah network in North Sumatra. Based on observations and interviews, the MWC of NU Tanjung Pura has an active management structure with various institutions and banom (autonomous bodies) that serve as the spearhead of da'wah and social community activities.

Tanjung Pura District is a strategic district in Langkat Regency, North Sumatra, with a diverse population in terms of ethnicity, culture, and religious background. This makes the region a fertile ground for Islamic preaching, which also demands an inclusive and tolerant approach. The presence of the Nahdlatul Ulama (NU) MWC within this diverse community plays a strategic role in maintaining social harmony and strengthening understanding of religious moderation.

NU's Preaching Management in Strengthening Religious Moderation

The management of da'wah in this study specifically focuses on the implementation of management functions applied by the MWC NU Tanjung Pura District in an effort to strengthen religious moderation in society.

The findings of this study were obtained through triangulation techniques, namely by using interviews, observation, and documentation. The interview process was conducted with the MWC NU administrators, NU branch administrators, religious leaders, and community members who participated in religious activities. The interview results were then compared with the results of field observations and supporting documents, such as work programs, organizational structures, activity reports, and archives of the MWC NU in Tanjung Pura District. From these three techniques, mutually supporting information was obtained, making the research data credible. The five NU da'wah management processes implemented are as follows.

1. Planning of the Da'wah Program

Planning is the starting point for all da'wah management activities. In a management context, planning is defined as the process of establishing organizational goals and determining the best way to achieve them. The implementation of this function at the NU MWC in Tanjung Pura District is carried out systematically through working meetings involving all core administrators, institutions, and representatives of NU's autonomous bodies.

As a manifestation of its planning function, the MWC NU Tanjung Pura established four interrelated planning components. First, the development of a da'wah activity calendar based on religious and social momentum, so that the program is measurable and scheduled. Second, the identification of community needs (need assessment) related to religious understanding as the basis for determining program priorities. Third, the determination of da'wah targets (target setting) covering various segments of society, from Islamic boarding school students (santri), women in religious study groups (majlis taklim), youth, to community leaders. Fourth, the preparation of human resources in the form of da'wah (preachers), preachers (muballigh), and driving forces for socio-religious activities (Drajat, 2016).

In developing these four components, the Tanjung Pura NU MWC also considered environmental conditions (environmental scanning) in the form of the local socio-religious situation as a basis for adjusting the direction and content of the da'wah program. Identification of potential religious conflict and social vulnerability became an integral part of the planning process, so that themes of religious moderation such as interfaith tolerance, respect for differences, and strengthening unity were formulated in a planned manner as the main focus of the da'wah program (Kusumaningsih, 2024), (Musyarrofah & Zulhannan, 2023).

2. Organizing Da'wah Resources

Organizing in da'wah management is related to the process of dividing work, grouping tasks, and determining authority and responsibility systematically so that organizational goals can be achieved effectively. The implementation of this function in the MWC NU Tanjung Pura District is realized in a management structure that is divided into functional areas, including the fields of da'wah and education, the social community field, and the field of women's and youth empowerment.

The differentiation of roles between NU's autonomous bodies has become an effective organizing tool in the field. The Ansor and Banser Youth Movements maintain security for religious activities while acting as agents of moderation among youth. Fatayat NU and Muslimat NU serve as the vanguard in religious study activities and women's development based on the values of Ahlussunnah wal Jamaah. IPPNU and IPPNU play a role in developing students and adolescents to foster moderate religious understanding and a national perspective.

Coordination mechanisms between institutions and autonomous bodies are implemented through monthly coordination meetings, demonstrating the principles of unity of command and coordination in management. This mechanism ensures a unified direction for all NU elements to prevent program overlap. The NU MWC's capacity to synergistically mobilize human and financial resources reflects the maturity of its organizational function, which supports the achievement of its religious moderation da'wah program.

3. Implementation (Actuating) of the Da'wah Program

Implementation (actuating) is the core of the management process because it concerns the realization of all plans that have been established through direction, motivation, and guidance of human resources. Within the framework of NU da'wah management in Tanjung Pura District, this function is realized through five forms of programs that are implemented consistently and continuously.

First, regular weekly and monthly religious study groups are held in mosques, prayer rooms, and the homes of NU leaders, attended by the local community. These activities serve not only as a forum for learning Islamic jurisprudence (fiqh) and faith (aqidah), but also actively promote themes of religious moderation, tolerance, and communal harmony through lectures, question-and-answer sessions, and interactive, participatory discussions.

Second, the implementation of the commemoration of Islamic holidays (PHBI) is designed as a strategic momentum to strengthen the values of moderation through the presence of competent speakers in the field of religious moderation and communal harmony.

Third, fostering the younger generation through Islamic studies, leadership training, and arts and cultural activities based on moderate Islam as a long-term investment in maintaining the sustainability of understanding religious moderation among the next generation.

Fourth, the implementation of da'wah bil hal (Islamic outreach) through social activities, such as community service, aid distribution, and visits to orphanages, involving all elements of society without discrimination based on ethnicity or religion. This approach clearly demonstrates the inclusive face of Islam and its blessing for the

universe (Pasaribu & Soiman, 2024; Zuhrah & Yumasdaleni, 2021).

4. Supervision (Controlling) of Da'wah Activities

Supervision (controlling) in da'wah management aims to ensure that all organizational activities run according to the established plan, while also identifying deviations for immediate correction. Implementation of this function in the MWC NU Tanjung Pura District is carried out through a periodic evaluation mechanism that discusses program achievements (performance measurement), implementation obstacles, and improvement plans (corrective action) in the management meeting forum.

In addition to internal evaluations, the Tanjung Pura NU MWC also implements external monitoring of the community's socio-religious conditions as a basis for adapting its da'wah program (adaptive management). If any religious beliefs are detected that could potentially disrupt social harmony, NU administrators respond constructively and persuasively through measured da'wah measures, rather than through a confrontational approach. This response pattern reflects the application of the principles of tawassuth (moderation) and tawazun (balance) as the foundation of NU's da'wah movement, while also demonstrating that the oversight function is not only administrative but also substantive-religious in NU's da'wah management.

5. Evaluation

Evaluation of the NU MWC's da'wah management in Tanjung Pura District is carried out at two levels: periodic (monthly) formative evaluation and annual summative evaluation. Formative evaluation includes a review of congregation attendance levels, community response to da'wah materials, and the dynamics of socio-religious issues developing in the field, through reports from regional coordinators and direct observations by administrators.

Meanwhile, the summative evaluation is conducted in the Annual Evaluation Meeting forum, which involves all elements of the NU management, institutions, and autonomous bodies. This forum discusses the gap between program targets and realization (performance gap) and formulates recommendations for improvement as a basis for planning for the next period, thus forming a continuous improvement cycle (Ismah, 2021), (Rubaidi, 2007).

Internalization of the Values of Religious Moderation in NU's Da'wah

This study identifies four key values of religious moderation consistently internalized through NU preaching in Tanjung Pura District: tawassuth (conscience), tawazun (religious tolerance), tasamuh (compassion), and i'tidal (religious tolerance). These values are not only verbally preached through lectures and religious studies but are also exemplified through the attitudes and behavior of NU leaders and administrators in community life.

Tawassuth (moderation) is manifested through the rejection of extreme religious attitudes, both to the right and to the left. Nahdlatul Ulama (NU) Tanjung Pura actively preaches a balanced understanding of Islam between ritual observance and social engagement. Tawazun (balance) is reflected in NU's ability to maintain a balance between its vertical relationship with Allah SWT and its horizontal relationships with fellow human beings. Tasamuh (tolerance) is manifested through an attitude of respect for differences, both differences in Islamic schools of thought and differences in religion and belief in the broader social context. Meanwhile, i'tidal (justice) is reflected in NU's consistent upholding of the principles of truth and justice regardless of group background (Habibie, 2022), (Hakim, 2022), (Jannah & W, 2024).

Interviews with local residents revealed that the presence of Nahdlatul Ulama (NU) and its da'wah programs has had a significant positive impact on their religious understanding. They feel more open and tolerant in addressing differences and are better able to discern circulating religious information, especially in the era of social media, which is often rife with provocative and divisive religious content.

Supporting and Inhibiting Factors in NU's Da'wah Management

The effectiveness of NU's da'wah management in Tanjung Pura District is inseparable from various supporting factors that contribute to the success of its da'wah programs. These supporting factors include: first, the existence of a deeply rooted Ahlussunnah wal Jamaah-based religious tradition within the community; second, NU's extensive and structured organizational network, from the sub-district level to the district level; third, high public trust in NU ulama and kiai as role models; and fourth, local government support for religious programs that prioritize the values of moderation and harmony (Nurdin, 2021).

On the other hand, several inhibiting factors have been identified in the implementation of NU's da'wah management in this region. The main inhibiting factor identified is limited financial resources, which have prevented some programs from being implemented optimally. Furthermore, the influx of radical religious ideologies through social media poses a serious challenge that must be addressed with more extensive digital da'wah. The suboptimal regeneration of da'wah cadres is also a concern, given that the sustainability of religious moderation programs is highly dependent on the availability of competent and moderate young da'wah (Ni'amah & Putri, 2019), (Pasaribu & Soiman, 2024).

CONCLUSION

Based on the research results, the implementation of the NU MWC's da'wah management function in Tanjung Pura District demonstrates the integration of planning, organizing, implementing, monitoring, and evaluating functions in supporting the strengthening of religious moderation in the community. The planning function is carried out through work meetings based on needs assessment and environmental scanning, so that the resulting da'wah program is truly responsive to community needs. The organizing function is realized through a clear division of tasks between fields and autonomous NU bodies. Furthermore, the implementation function is carried out through regular religious study programs, commemorations of Islamic holidays, youth development, and da'wah bil hal, which are supported by periodic monitoring and evaluation to ensure the sustainability of the da'wah program.

The novelty of this research lies in its analysis of the implementation of Nahdlatul Ulama's five da'wah management functions in strengthening religious moderation at the Branch Representative Council (MWC) level, a topic rarely explored in previous research. This research is expected to serve as a reference for religious organizations in developing da'wah management that supports strengthening religious moderation according to the characteristics and needs of communities in each region.

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