**IPNU-IPPNU efforts in increasing religious social values through sholawat roadshow activities at PAC Dolopo**

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**ABSTRACT**

This research aims to reveal: 1) How to carry out prayer roadshow activities at PAC Dolopo to increase religious social values, 2) What are the impacts of implementing prayer roadshow activities at PAC Dolopo on increasing religious social values, 3) How are IPNU-IPPNU Dolopo efforts in increasing religious values social. This study uses a qualitative approach. This type of research is a case study. Data collection techniques using observation techniques, interviews, and documentation. Analysis of the data used using the analysis model of Milles and Huberman, namely data reduction, data display, and termination. The results of the study indicate that: 1) the activities carried out by PAC in increasing the religious social values of members of the IPNU-IPPNU branch in Dolopo District are prayer roadshows. This activity is held once a month, the activity begins with reading the Koran, followed by a prayer roadshow, in this activity not only praying but also listening to tausiah, this activity is carried out in every branch in Dolopo District. 2) the impact of the implementation of the sholawat roadshow activity on increasing religious social values, namely this activity is positive, which this activity will serve as our provision in the hereafter. 3) IPNU-IPPNU's efforts in increasing religious social values are by creating innovations in prayer activities and taking an emotional approach to students by inviting them to take part in the work program activities of the PAC IPNU-IPPNU Dolopo District.

**Keywords:**
IPNU-IPPNU efforts; Religious social values; Sholawat roadshow activities.

**INTRODUCTION**

As social beings, individuals naturally engage in social interactions, driven by the desire to help others and their own social needs for survival. Encep Sudirjo Alif (2021) emphasizes the inherent human need to interact with others, often motivated by personal interests. Humans are recognized as "social beings," relying on each other for survival and forming social groups to establish social norms that govern their collective lives (Sarinah, 2019). Human life involves socializing, interacting, and communicating with others in various aspects (Faridah, 2019).

Social interaction encompasses the process where relevant communication occurs between involved parties. It is a fundamental requirement for social activities involving individuals, groups, and interactions between individuals and groups. Social groups form through emotional closeness during interactions, possibly due to commonalities in
background, social interests, beliefs, character, or shared interests (Muchsin Effendi Faizah, 2006). Group dynamics give rise to organizations, especially in the realm of religion, where each organization has a vision, mission, structure, rules, values, and regulations serving as the foundation for individuals within the organization (Winardi, 2019).

Similarly, organizations like the Ikatan Pelajar Nahdlatul Ulama (IPNU) and Ikatan Pelajar Putri Nahdlatul Ulama (IPPNU) function as branches under Nahdlatul Ulama. These organizations play a crucial role in providing a positive environment for students in Dolopo and its surroundings. IPNU and IPPNU, operating under the umbrella of Nahdlatul Ulama, actively participate in religious and community activities within the Dolopo sub-district, emphasizing the importance of religious and social values for students (Ni’mah Waridatul, 2021).

Despite the majority of Dolopo residents being Nahdliyin, with various organizations under Nahdlatul Ulama, IPNU and IPPNU actively contribute to religious and community activities. They have maintained their engagement even during the COVID-19 pandemic, adapting their routine roadshow sholawat activities to adhere to health protocols. These efforts provide a platform for NU students to build connections and enhance their religious and social values in Dolopo (Anggun Nila, 2022).

This research aims to explore the IPNU-IPPNU efforts in enhancing religious and social values through their roadshow sholawat activities in the Dolopo sub-district. The study focuses on three aspects: 1) the implementation of roadshow sholawat activities in PAC Dolopo to enhance religious and social values, 2) the impact of these activities on the improvement of religious and social values, and 3) the efforts of IPNU IPPNU Dolpo in boosting religious and social values.

**Method**

This research method employs qualitative research. Specifically, it utilizes a case study approach. According to Cresswell (2014), qualitative research is a method for exploring and understanding the significance of individuals or groups regarding social cases. Meanwhile, according to Lexy Molong (2008), qualitative research is a method aimed at interpreting events experienced by subjects. The case study research method is chosen because the researcher conducts direct research on the activities of IPNU and IPPNU in the Dolopo District. Here, the researcher gathers detailed data using data collection procedures. Essentially, the qualitative research method is used to obtain information about the problem to be solved, with the researcher as the key instrument. In this study, a case study approach is chosen because it focuses on how IPNU and IPPNU efforts to enhance social and religious values through Sholawat roadshow activities in PAC Dolopo. By employing this qualitative method, the researcher goes directly to the location to be observed to ensure the accuracy of the data used. When the researcher is directly involved, the validity and reliability of the data are ensured.

To support the data collection process, the researcher strives to develop good rapport with informants to ensure the validity and reliability of the data obtained. In this research, the researcher directly observes and participates in activities conducted by PAC Dolopo to enhance the social and religious values of IPNU and IPPNU in Dolopo. The research location is in Dolopo Village, Dolopo District, Madiun Regency. The research is conducted in this location due to the presence of a student association organization with religious activities aimed at enhancing social and religious values among students in Dolopo. Data sources refer to the origin of the data obtained, including literature or predefined data types. There are two data sources: secondary data and primary data. Secondary data are additional data that support the primary data, while primary data are the main data collected directly by the researcher from the research object. In this study, both primary and secondary data sources are used. The researcher obtains secondary data from official documents documenting the process of Sholawat roadshow activities in PAC Dolopo.
The data collection process in this research involves three steps: observation: The researcher conducts open field observations directly on the activities organized by PAC Dolopo, documenting the findings in field notes, interviews: In-depth interviews are conducted with key informants, including the chairpersons of IPNU, IPPNU, and PAC Dolopo, and documentation: The researcher collects and records data related to the activities organized by PAC Dolopo and takes photographs when necessary, such as during interviews and events.

The data analysis technique involves case study analysis using an interactive approach by Milles and Huberman, comprising data reduction, data display, and conclusion verification. This technique is chosen because the collected data are organized and written down, requiring restructuring for better understanding. Verification is necessary to ensure the findings can be communicated to others. Triangulation technique is used to check the validity of data by comparing different data sources, including field observations, interview results, and document collection data.

Results and Discussion

IPNU and IPPNU always strive to implement the foundation of the struggle of Islam Ahlussunah Wal Jama'ah in their movement and have interests, aspirations, and regulations. Therefore, all forms of policy and program development for IPNU and IPPNU must be done systematically to meet their own needs. (AC IPNU-IPPNU Dolopo, 2021) IPNU holds significant values and principles in the struggle of Nahdlatul Ulama to ensure Islam as Ahlussunnah Wal-Jama’ah. IPNU is committed to the Pancasila values as the foundation of national life and statehood in terms of nationality. (IPNU Central Board, 2015)

Meanwhile, IPPNU is a religious organization that plays a crucial role among the younger generation in producing cadres with knowledge, broad perspectives, and high intellectuality. (Rumi Kecil, 2021) To ensure that students understand the era and the currents of globalization, they should not be disturbed by the era or the traps of globalization. As we know, IPNU and IPPNU are two organizations under the auspices of NU, with their cadres consisting of students, university students, and youth who are in the education status. (Hadi and Athin Lathifah, 2016) Actually, there are many religious activities, one of which is the Sholawat roadshow aimed at enhancing social-religious values for students in Dolopo District.

The enhancement of religious values encompasses two values, namely divine values and human values. By instilling divine values as the first dimension in life, it begins with the implementation of religious obligations formally in the form of worship, based on the Qur’an. (Ernita Dewi, 2012) To derive meaning from the worship performed, it must be accompanied by deep appreciation. Religious values can be explained and instilled in someone through a religious activity. This activity will place someone to be religiously inclined. (Burhan Nudin, 2017) Then they will be instructed to adhere to moral and ethical standards.

Implementation of Sholawat Roadshow Activities at PAC IPNU And IPPNU Dolopo Sub-District to Increase Social-Religious Values.

The purpose of this research is to examine the implementation efforts carried out by PAC IPNU and IPPNU Dolopo in increasing the social-religious values of IPNU and IPPNU branch members in Dolopo Sub-District through sholawat roadshows. The sholawat roadshow, which is one of the work programs of PAC IPPNU IPPNU Dolopo, this activity is held once a month, the activity starts during the day with Quran recitation first, then continues in the evening, namely the peak of the sholawat roadshow, in this sholawat roadshow activity not only sholawat, but we also listen to tausiah from preachers recognized by the Madiun community, this sholawat roadshow activity is held in every branch (village) located in Dolopo District. There are 12 branches in Dolopo District, This activity is attended by all members of the branches throughout Dolopo District.

Impact of Sholawat Roadshow Activity Implementation at PAC IPNU IPPNU Dolopo on the Increase of Social-Religious Values
IPNU and IPPNU Dolopo Sub-District have held religious activities, namely sholawat. This activity was first started in Ketawang branch where all of these activities are positive, which is our provision in the hereafter later. As explained by the Chairman of PAC IPNU Dolopo Sub-District, Mr. Riza Ahmad:

"Actually, there are many religious activities held by the PAC Dolopo Sub-District. However, the sholawat roadshow held every month has become a routine activity. This event is held as interesting as possible so that many people participate." (Riza Ahmad, 2022)

In this activity, it is not only for NU students, but activities for everyone who wants to participate. This was conveyed by Ms. Anggun Nila as the Chairman of the PAC IPPNU Dolopo Sub-District.

"Everyone is welcome to join in this activity, those who want to participate in this activity are welcome. We from the committee will not limit it, starting from children to adults and parents who want to attend to follow the series of activities are welcome, because this activity is for the public." (Anggun Nila, 2022)

**Efforts of PAC IPNU IPPNU Dolopo Sub-District in Increasing Social-Religious Values**

In the process of increasing social-religious values, PAC IPNU and IPPNU Dolopo Sub-District hold sholawat roadshow activities, researchers seek information regarding the evaluation of PAC IPNU and IPPNU Dolopo efforts in sholawat roadshow activities, namely:

**Creating new innovations in sholawat roadshow activities**

What is meant by creating new innovations in sholawat roadshow activities is how PAC IPNU and IPPNU Dolopo brand the roadshow activities so that the community has a positive attraction to the activities of IPNU and IPPNU. Because, if they are interested in the sholawat activities, then in enhancing social-religious values, the social-religious values will be more maximal so that the community, especially the students of Dolopo Sub-District, really feel the existence of religious activities packaged by student associations under the auspices of Nahdlatul Ulama.

**Emotional approach to students**

This emotional approach process is carried out by inviting students in Dolopo Sub-District to participate in religious activities in the work program of PAC IPNU and IPPNU Dolopo Sub-District. If there is an open and honest emotional approach, they will not have difficulty in their social life, especially related to activities related to religion.

From the interviews with the chairman of PAC IPNU IPPNU, it can be clearly seen that the sholawat roadshow activities held every month are made as interesting as possible in order to increase social-religious values, so that the community, especially the students, actively participate in sholawat activities, but this activity is also open to the general public who wish to attend are welcome because this activity is public-oriented.

**Conclusion**

It is no longer unfamiliar to us what the student organization under the auspices of Nahdlatul Ulama, namely IPNU and IPPNU, is. This organization plays a very important role among young generations to produce knowledgeable, broad-minded, and highly intellectual cadres. IPNU and IPPNU have the overarching values in their struggle for Nahdlatul Ulama to strengthen the pillars of Islam in the teachings of Ahlusunnah Wal Jama’ah. Basically, the cadres of IPNU and IPPNU consist of students, university students, and young people.

To increase the social and religious values of branch members, the IPNU and IPPNU branch boards in Dolopo Subdistrict have a work program, one of which is the Sholawat Roadshow, which is a routine activity once a month. This activity is not only carried out in the MWC Dolopo yard but also held in branches throughout Dolopo Subdistrict. So, traveling to branches and rotating, so that students in the branches can participate in order to increase their social and religious values. In this Sholawat Roadshow event, it’s not just about chanting sholawat, but attendees can also listen to sermons and gain knowledge from preachers.

The Sholawat Roadshow activity held by the IPNU and IPPNU branch boards in Dolopo Subdistrict is public, not just for NU students. Anyone is welcome to attend, and there is no
quota limit for attendees. If the community is interested in this sholawat roadshow, then the improvement of social and religious values will be maximized. Based on interviews and data collection regarding IPNU and IPPNU efforts in improving social and religious values through routine sholawat roadshow activities, it strongly supports religious matters because religious activities will serve as provisions for the afterlife.

References


