

Responsibilities of Da'wah Institutions in Human Resource Development

Mustarim Ramadhan, Cecep Castrawijaya

Universitas Islam Negeri Syarif Hidayatullah Jakarta

email:

Abstract

Da'wah institutions are social institutions that are active in the field of Islamic da'wah, both local and regional or national level institutions. HR (Human Resources) is one of the most important factors and cannot even be separated from an institution, organization, institution or company. Indonesia itself has regulations governing human resource development. That is, workforce is everyone who does work to produce goods and/or services both to meet their own needs and those of the community as stated in article 1 point 2 of Law Number 13 of 2023 concerning Manpower. To achieve institutional goals, increase productivity, and maintain a company's competitive advantage, human resources are very important. Human resources are a very important resource for any institution or organization because they are the ones who really carry out all the functions of the institution. The development of an institution depends on its Human Resources. HR development is one of the efforts made by the institution to improve the performance of its members/employees. Institutions certainly have their own methods in developing the quality of human resources. Training human resources is not necessarily a matter of providing material, practice, trials and more. However, organizers must know what exactly is the definition of this program, what are its objectives, what are the benefits, and other things such as Zakat institutions, educational institutions, and Hajj and Umrah travel agency institutions.

Keywords: Institution, Develop, Human Resources.

INTRODUCTION

An institution is defined as a forum or place where people gather and work together in a planned, organized manner by utilizing well-managed resources to achieve goals that have been mutually agreed. Institutions or institutions are also social structures that are usually permanent, which means that the institution will not end if one person disappears or no longer works for the institution.

Institutions have a major concern for patterned behavior that is largely raised from the norms adopted by society. Institutions are centered around key social goals, values or needs. Furthermore, institutional refers to a procedure, a certainty, and guidance of community members to perform a certain action.

Da'wah comes from the word from da'a, yad'u or da'watan which means to call, invite and order. The word da'wah is etymologically sometimes used in the sense of inviting to the good that the perpetrators are Allah Almighty, the Prophets and Apostles and those

who have faith and are pious. Da'wah is an effort to convey something to others, either individuals or groups about the views and goals of human life according to Islam. Da'wah can be interpreted as an exclamation, invitation, and call.

It can be concluded that Da'wah is an invitation, an appeal to others, both individuals and groups to follow an understanding, about the views and goals of human life in accordance with the Qur'an and Sunnah. Or more simply, da'wah is the process of conveying Islamic teachings to others. Da'wah is also an art to influence someone. Da'wah activities are only a process of habituating someone to do *Amar Ma'ruf Nahi Munkar* (doing good and staying away from Islamic prohibitions).

Based on the above understanding, it can be concluded that the Da'wah Institute is a group of people who work together by utilizing managed resources in such a way that aims to invite others to carry out their obligations as a Muslim who believes and is devout in accordance with the Qur'an and Sunnah, such as paying zakat, infaq, alms, performing Hajj, and so on. This institution takes part in the field of Islamic da'wah, both local and regional or national level institutions. There are many forms of da'wah institutions, for example da'wah institutions in the form of *ziswa* (zakat, infaq, shodaqoh and waqf), hajj and umrah institutions, Islamic banking institutions, to da'wah institutions in the form of media. In addition, there are also institutions in the form of other community or social da'wah organizations such as *Nahdhatul ulama*, *Muhammadiyah*, Indonesian Islamic da'wah institutions, and others. Human Resources (HR) is the science and art that regulates the relationships and roles of the workforce to effectively and efficiently help realize the goals of the company, employees, and society. HR is one factor that is very and cannot even be separated from an institution, organization, institution or company. The development of an institution depends on its Human Resources, especially on a social institution. The institution will develop if it has quality human resources, conversely, if it has low-quality human resources, of course the institution will regress because it is not managed properly. Development is a long-term educational process that uses systematic and organized procedures whose managerial studies conceptual and theoretical knowledge to achieve common goals.

Human Resource Development is an effort to improve the competence of HR itself in order to be able to increase the productivity of the institutions it manages. HR is an integrated ability of one's thinking and physical power. Thinking power is intelligence that exists from birth (talent and creativity), while physical skills are obtained by someone from an effort (training and education).

An institution is very responsible for developing the quality of its human resources in order to maintain and increase productivity and achieve the goals of the institution. In the da'wah institution is also inseparable in developing its human resources. For example, educational institutions that are Islamic Boarding Schools, in an effort to develop human resources, in addition to equipping students with religious knowledge, usually Islamic Boarding Schools also have da'wah training programs both through rhetoric (lectures), painting (calligraphy) and vocal arts (*Sholawat* and *tambourine*). The zakat institute provides training in *Kenazhiran* human resources.

This research is a qualitative descriptive research using descriptive methods. The data was collected using observation techniques and dokemntation studies. The selection of this

descriptive method is to see about providing information on the Responsibility of Da'wah Institutions in Human Resource Development. Data analysis in this study is for the interpretation of logic related to the context of Da'wah Management. This research is expected to be information and a reference related to management in developing Human Resources in a special institution of da'wah institutions.

METHOD

This research uses qualitative methods with a library research approach. Through this method, researchers can collect and analyze relevant secondary data from a variety of available sources, such as journal articles, books and official government documents. The data collection process begins with the identification of sources that are relevant and related to the research topic. Next, researchers conducted an analysis of the data collected. Analysis is carried out by identifying patterns, trends, and changes in related material.

RESULTS AND DISCUSSION

Responsibilities of Da'wah Institutions in Human Resource Development

Indonesia itself has regulations that regulate the development of these human resources. That is, labor is everyone who does work to produce goods and / or services both to meet their own needs and the community (article 1 lift 2 of Law Number 13 of 2023 concerning Manpower). The use of the term labor with workers / laborers is basically the same. It's just that workers / workers focus on people who receive wages / rewards in other forms. While work focuses on people who are able to do work, produce goods, and / or services, their own needs or the needs of the community. From this understanding, what is a mandatory requirement for workers who work in an institution / company is to be able to do work and meet their own needs or the needs of the community.

Along with the changing times, the needs and patterns of people's lives will certainly always change, for the sake of the sustainability of the institution, of course, an institution is required to provide products / services that are in accordance with the wishes of the community. So the institution is responsible for developing the quality of human resources in order to be able to innovate and provide all that.

To achieve institutional goals, increase productivity, and maintain a company's competitive advantage, human resources are essential. Human resources are very important resources for any institution or organization because they are the ones who really carry out all the functions of the institution. Companies or organizations with quality human resources will certainly have an impact on the effectiveness and progress of the institution.

Training human resources is not necessarily about providing material, practice, trials, and others. However, the organizer must know what exactly is the definition of this program, what are its goals, what are the benefits, and other things. Although it requires a fairly long commitment, there are several benefits of Human Resource development, which are as follows:

1. Develop employee competencies both technical and non-technical abilities that will have an impact on more optimal work results
2. Improve the quality of the products or services you offer, as well as other supporting lines.
3. Create a working atmosphere full of learning

4. Improve the quality of the company as work for employees

If it continues to be consistently carried out, HR development efforts can grow the sting of employees in developing themselves. The enthusiasm of employees to develop themselves can be encouraged by subsequent personal development activities. In addition, employees can feel as though they are investing their time in something valuable for themselves as well as the company.

Further education and training is required to achieve this personal development. Employee personal education and training are activities to maintain and improve employees' ability to work. This personal development and education program also seeks to increase the sense of responsibility and discipline of every employee in the workplace.

There are many HR training and development methods available that can be chosen and used. Each of these training techniques has its own effectiveness in achieving specific goals. However, there are several methods that are most commonly used by an institution in developing human resources, as follows:

1. On The Job Training

The on the job training method is the overall activity to give, obtain, improve, and develop work competencies, productivity, discipline, attitudes, and work ethic at certain levels of skills and expertise in accordance with the level and qualifications of the position or job. This method places trainees in a realistic work environment. If the participant makes a mistake, it can have a direct impact on the company.

2. Internship

Internship is a form of learning in the workplace to provide an opportunity for an employee to develop competence within a certain period of time at real work while accompanied by someone who is proficient in the job being studied. Apprenticeship is a type of training that requires participants to follow a series of activities carried out by certain job holders. Participants must learn how to do an activity in this activity.

3. Simulation

Simulation is a form of method carried out by using tools or machines in environmental conditions that are made according to or the same as the conditions of the actual work situation. The tools, machines and environmental conditions created are imitations of actual conditions. That is, for example, training is given to a prospective aviator, then a simulation is made using an aircraft cockpit simulator.

The purpose of this simulation is so that the trainees can be more familiar and master the actual working conditions. Usually, this simulator method is used for a form of training - HR training that requires special expertise in the use of certain tools. However, when directly using the original tool, it is feared that it is quite dangerous.

4. Job Rotation

Job rotation is the cross-training of employees so that they can move from one job to another, from one position to another in the company, thus providing more and more diverse tasks for them to carry out. That way, the trainees can get a thorough knowledge about a company.

Application of Da'wah Institutions in Human Resources Development

Human resource development is one of the efforts made by the institution in order to improve the performance of its members/employees. In its application, an institution certainly

has its own method of developing the quality of its human resources. This will certainly be very important for the continuity of the institution. Because the member/employee is sued untuk mampu melakukan pekerjaan itu agar dapat memenuhi kebutuhan sendiri maupun kebutuhan masyarakat.

There are several Da'wah institutions that provide training and development to improve the quality of human resources in order to innovate and be able to meet the needs of the community, as follows:

Zakat Institute (BAZNAS)

Badan Amil Zakat Nasional (BAZNAS) is one of the zakat institutions on a national scale. As the name implies, BAZNAS is an institution authorized to manage zakat nationally. This institution has existed in every province of Indonesia.

Because BAZNAS is a national-scale institution, the management of the institution should indeed provide training and human resource development in order to improve the performance of the institution in the hope that it can continue to upgrade Amil's performance, skills, competencies and social intelligence.

BAZNAS West Java has conducted internal training 1 time a year and external training (City / Kab) at the end of each year. On Wednesday, July 31, 2019, BAZNAS West Java Province held HR training with the theme Excellent Team Training, team formation to improve cohesiveness (a situation that is close between members). Amil Internal Training and Development 2019 is filled with a series of activities as follows:

1. Personality Test is the interpretation of psychological test results which then participants are divided into groups according to the test results
2. Science class guided by experienced trainers, with themes based on issues and phenomena that are happening in the institution.
3. Games that aim to simulate issues that are happening in institutions with the aim of emotional management and implementation in the future.

Lembaga Zakat, Infak, alms, Waqf (ZISWAF) is a faith-based philanthropic institution that receives and distributes zakat, infak, alms and waqf. ZISWAF itself is managed institutionally by BAZNAS.

In order to obtain a qualified Nazhir (who takes care of waqf property) and have reliable human resources, it is necessary to carry out several trainings based on standard management patterns, namely:

1. Formal education. Where skilled, innovative and reliable Nnazhir candidates can be printed through formal educational institutions.
2. Non-formal education, such as courses, training in human resources, and others. This non-formal education needs to be encouraged by some parties related to universities, and others.
3. Informal education, in the form of direct training and regeneration in waqf management places. Nazhir who has improved his waqf management ability.
4. Physical guidance that must be considered by waqf institutions, so that nazhir work can be more optimal and optimal.
5. Mental coaching that must be cultivated continuously. Mental formation by improving morals can be done through religious lectures. So that nazhir is aware of the mandate he carries and does not commit deviant actions.

Educational Institutions (Islamic Boarding Schools)

Education and training go hand in hand in the Human Resources development program. The development of educational human resources is a way to improve the quality of human resources with the aim of creating competent human resources and in accordance with the demands of the community.

Indonesia has a lot of educational institutions, one of which is the Islamic Boarding School. Islamic boarding schools are defined as educational institutions that teach religious values with a dormitory or cottage system.

The establishment of Islamic boarding schools is basically divided into two. First, a specific purpose. Preparing the students to become 'alim people in religious knowledge taught by the kyai concerned and practice it in society. Second, general purpose. Guiding students to become human beings with Islamic personalities who are able with their religious knowledge to become Islamic missionaries in the surrounding community and through their knowledge and charity. In order to produce qualified da'l cadres, in addition to equipping religious knowledge, students are also given several trainings so that students can improve their respective competencies.

To develop human resources, each Islamic boarding school is certainly different in providing training to its students, but there are several training activities that almost every Islamic boarding school uses it, namely:

1. Muhadharah Da'wah Training

Muhadharah is the activity of practicing speeches or lectures or public speaking activities that are carried out every week even several times a week, these activities are none other than to develop the skills of students, especially in speeches and lectures.

Muhadharah in English "Public Speaking" is an activity that we usually find in Islamic boarding schools, this activity provides training to students with the aim of being able and building the courage of students to speak in public.

2. Hold a Speech Competition

In addition to providing training through muhadharah activities, Islamic boarding schools also often hold competition activities on Islamic holidays. Competition activities are one of the facilities for students to improve their academic competence or talent. In addition to increasing their lecture competence, this activity also aims to further increase their courage to stand up and speak in public.

Hajj and Umrah Travel Bureau The Hajj and Umrah travel bureau company is a commercial business that aims to provide travel services and assist prospective pilgrims in carrying out Hajj and Umrah Ibadan.

To be able to become a tour leader of Umrah and Hajj, training is needed that focuses on developing skills in the field of Tour and Travel, including the following:

1. Duties and Responsibilities of Umrah and Hajj Travel Tour
2. Management of Umrah and Hajj Management and Activities
3. Marketing Strategy for Umrah and Hajj Travel Tour
4. Facing Business Competition
5. Business ethics in Islamic economics
6. Maintain service and service quality
7. Obstacles and Efforts to Travel Umrah and Hajj
8. Dealing with Handling Complaints

Human resource development in the management of Hajj services carried out by the Hajj and Umrah section of the Subang Regency Ministry of Religious Affairs Office as an effort to improve the quality of performance, capacity and competence and make professional and proportional human resources so that the management of Hajj services runs effectively and efficiently, along with training and education of human resources in the management of the Hajj and Umroh section of the Subang Regency Ministry of Religious Affairs office:

1. Training on Hajj registration procedures
2. Pre-service Training
3. Treasurer Training
4. Archival Training
5. Hajj Training Training
6. Technical training for Hajj
7. Siskohat Training
8. Siskohat orientation
9. Training of Hajj officers or PPIH Saudi Arabia

CONCLUSION

Indonesia itself has regulations governing human resource development. Institutions certainly have their own methods in developing the quality of human resources, to meet their own needs and the community.

BAZNAS West Java Province held HR training with the theme Excellent Team Training, team building to improve Cohesivity. Training and development of Amil Internal 2019 is filled with a series of activities, namely the Personality Test of Science Class guided by experienced trainers, Games aimed at simulating issues that are happening in the institution.

In order to obtain a qualified Nazhir (who takes care of waqf property) and have reliable human resources, it is necessary to carry out several trainings based on management pattern standards, namely: Formal, informal, physical, and mental education must be considered by waqf institutions. Nazhir who has improved the ability to manage waqf.

To develop human resources, each Islamic boarding school is certainly different in providing training to its students, but there are several training activities that almost every Islamic boarding school uses it, namely Muhadharah Da'wah Training and Holding a Speech Competition

Hajj and Umrah travel bureau company is a commercial business that helps prospective pilgrims in carrying out Hajj and Umrah Ibadan. Training that focuses on developing skills in the field of Tour and Travel is duties and responsibilities, management of management and activities of Umrah and Hajj, marketing strategies for Umrah and Hajj travel tours, facing business competition, business ethics in the Islamic economy, maintaining service and quality of services, constraints and efforts for Umrah and Hajj travel, and handling complaints.

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