

## ABSTRACT

### **IMPLEMENTATION OF COMMUNICATION STRATEGIES IN DAKWAH ACTIVITIES (Qualitative Descriptive Study on the Indonesian Da'wah Bikers Community)**

Kafka Afdal Muhamad.<sup>1)</sup>, Suci Marini Novianty<sup>2)</sup>, Fathiya Nur Rahmi<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

*Motorcycle communities or gangs are often in the spotlight due to the arrogant attitude that is often shown, creating a negative stigma against the motorcycle community in Indonesia. Bikers Da'wah Indonesia is a motorcycle community that focuses its activities on doing da'wah or spreading things related to the Islamic religion. Bikers Da'wah Indonesia also chooses an unconventional da'wah path, namely by approaching or targeting preaching, namely the motorcycle community, punk children, and street children. This type of research is descriptive qualitative research, which in this study wants to see the implementation of communication strategies in da'wah activities from the Indonesian Da'wah Bikers community. The data collection technique used is by conducting interviews, observation, and documentation. All the data obtained, will be described later related to how the implementation of the communication strategy carried out by the Indonesian Da'wah Bikers community. There were 4 informants in this study, where each informant was part of the management and also a team within the Indonesian Da'wah Bikers community. The results of the research show that the Indonesian Da'wah Bikers community has implemented Smith's communication strategy. Starting from doing formative research, strategy, tactics, and evaluation research.*

**Keywords:** Motorcycle community, Bikers Da'wah Indonesia, communication strategy

Libraries : 45

Publication Years: 2012-2022