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PERAN GRUP QASIDAH AN-NUR DALAM MENGAJAK MASYARAKAT BERSHOLAWAT DI DESA PIPITEJA

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ABSTRAK

Penelitian ini bertujuan mendeskripsikan peran Grup Qasidah An-Nur dalam mengajak masyarakat bersholawat serta mengidentifikasi faktor pendukung dan penghambat kegiatan tersebut di Desa Pipiteja, Kecamatan Teluk Keramat, Kabupaten Sambas. Penelitian menggunakan pendekatan kualitatif deskriptif. Data dikumpulkan melalui observasi partisipatif, wawancara terbuka dan semi-terstruktur, serta dokumentasi. Informan berjumlah lima orang, yaitu ketua dan anggota grup, kepala desa, serta dua warga. Data dianalisis melalui reduksi, penyajian, dan penarikan kesimpulan; keabsahan data diperiksa melalui triangulasi dan member check. Hasil penelitian menunjukkan bahwa ajakan bersholawat dilakukan melalui latihan rutin, pembacaan sholawat, penampilan pada kegiatan masyarakat, keterlibatan dalam peringatan hari besar Islam, dan sholawat bersama. Pendekatan yang digunakan cenderung persuasif, yakni memberi kesempatan kepada warga untuk mendengar, menyaksikan, dan mengikuti lantunan secara sukarela. Kegiatan juga menjadi ruang pertemuan sosial. Faktor pendukung meliputi kekompakan anggota, penerimaan masyarakat, dukungan lingkungan desa, dan tradisi sholawat yang telah dikenal. Faktor penghambat mencakup kesibukan anggota, keterbatasan peralatan dan dana, serta partisipasi warga yang beragam.
Kata kunci: dakwah kultural; Grup Qasidah An-Nur; qasidah; sholawat.

ABSTRACT

This study describes the role of the An-Nur Qasidah Group in encouraging community members to recite sholawat and identifies factors that support or hinder these activities in Pipiteja Village, Teluk Keramat District, Sambas Regency, West Kalimantan. It employs a descriptive qualitative approach. Data were collected through participatory observation, open and semi-structured interviews, and documentation. The five informants comprised the group leader, one group member, the village head, and two residents. Data analysis involved reduction, display, and conclusion drawing, while credibility was examined through triangulation and member checking. The findings indicate that the group encourages sholawat through regular rehearsals, collective recitation, performances at community events, participation in Islamic commemorations, and communal recitation. Its approach is predominantly persuasive: residents are invited to listen, observe, and join voluntarily. The activities also provide a space for social interaction. Supporting factors include members' cohesion, community acceptance, support from the village environment, and familiarity with sholawat traditions. Constraints include members' busy schedules, limited equipment and operational funds, and varying levels of community participation.
***Keywords**: An-Nur Qasidah Group; cultural da'wah; qasidah; sholawat.*