

ABSTRAK

Penelitian ini berjudul *Strategi Komunikasi KUA Kecamatan Medan Perjuangan dalam Sosialisasi Program Keagamaan*. KUA melaksanakan program bimbingan perkawinan, penyuluhan agama, dan pembinaan keluarga sakinah melalui strategi komunikasi persuasif, terencana, serta memanfaatkan media sosial dan pendekatan komunitas. Namun, pelaksanaannya menghadapi kendala seperti rendahnya partisipasi masyarakat yang masih menganggap KUA sebatas tempat pernikahan, keterbatasan waktu dan kesadaran, pesatnya perkembangan teknologi digital, serta minimnya sumber daya manusia dan sarana komunikasi. Penelitian ini bertujuan mendeskripsikan dan menganalisis strategi serta hambatan komunikasi KUA dalam sosialisasi program keagamaan dengan pendekatan kualitatif melalui teori manajemen strategi Fred R. David yang meliputi perencanaan, pelaksanaan, dan evaluasi. Hasil penelitian menunjukkan bahwa pada tahap perencanaan, program disusun terarah, partisipatif, dan berbasis data, meski terkendala sumber daya dan resistensi masyarakat. Pada pelaksanaan, KUA tidak hanya memberi layanan administratif tetapi juga mendorong pembinaan sosial, penguatan kelembagaan, serta pemanfaatan media digital. Evaluasi dilakukan untuk menilai kesesuaian tujuan, mengidentifikasi hambatan, dan merumuskan perbaikan. Hambatan utama adalah rendahnya literasi digital dan kurangnya inovasi komunikasi. Disarankan KUA memperkuat perencanaan berbasis kebutuhan, meningkatkan pemanfaatan media digital, memperkuat kolaborasi dengan tokoh agama, serta menghadirkan inovasi komunikasi yang kreatif dan interaktif.

Kata Kunci: Strategi Komunikasi, Kantor Urusan Agama, Program Keagamaan, Sosialisasi, Masyarakat Medan Perjuangan

ABSTRACT

This study is entitled “The Communication Strategy of the Office of Religious Affairs (KUA) of Medan Perjuangan District in the Dissemination of Religious Programs.” KUA implements marriage guidance programs, religious counseling, and family empowerment initiatives through persuasive and planned communication strategies, while also utilizing social media and community-based approaches. However, implementation faces several challenges, such as low public participation due to the perception that KUA is merely a marriage office, limited time and awareness, rapid digital technology development, as well as limited human resources and communication facilities. The purpose of this study is to describe and analyze KUA’s communication strategies and obstacles in disseminating religious programs using a qualitative approach, applying Fred R. David’s strategic management theory, which includes planning, implementation, and evaluation. The results indicate that in the planning stage, programs are designed to be well-directed, participatory, and data-driven, although hindered by resource constraints and public resistance. In the implementation stage, KUA not only provides administrative services but also promotes social development, institutional strengthening, and the use of digital media. Evaluation is conducted to assess goal alignment, identify obstacles, and formulate improvements. The main challenges identified are low digital literacy and a lack of communication innovation. It is recommended that KUA strengthen needs-based planning, enhance the use of digital media, reinforce collaboration with religious leaders, and develop creative and interactive communication innovations.

Keywords: *Communication Strategy, Office of Religious Affairs, Religious Programs, Dissemination, Medan Perjuangan Community*