

ABSTRAK

Program muhadharah merupakan strategi utama mingguan di dayah Darul Muarif Al Aziziyah untuk melatih kemampuan berbicara di depan umum (*public speaking*) santri. Penelitian ini bertujuan untuk menganalisis alasan mendasar mengapa program muhadharah dijadikan sebagai strategi utama, serta bagaimana implementasi nyata program tersebut ditinjau dari fungsi manajemen dan dampaknya terhadap pengembangan kemampuan retorika klasik santri. Penelitian kualitatif deskriptif ini mengumpulkan data melalui observasi, dokumentasi, dan wawancara mendalam bersama pimpinan dayah, ustadz pembimbing, dan santriwati. Teknik analisis data yang digunakan meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan dua temuan utama: Pertama, alasan mendasar program muhadharah dijadikan strategi utama karena berfungsi sebagai laboratorium mental dan jembatan filosofis untuk mengatasi kesenjangan psikologis santri, di mana kedalaman ilmu agama (kitab kuning) sering kali tereduksi oleh hambatan demam panggung (*speech anxiety*) saat berhadapan dengan khalayak. Muhadharah menjadi instrumen vital untuk mengintegrasikan penguasaan khazanah keislaman (*logos*) dengan keterampilan penyampaian lisan. Kedua, implementasi program ini berjalan sistematis melalui pengaplikasian fungsi manajemen yang mencakup tiga tahapan: (1) Tahap perencanaan (*planning*), berfokus pada manajemen risiko psikologis santri dengan mengumumkan jadwal serta menyelaraskan tema dakwah berbasis kitab kuning sepekan sebelum tampil untuk memperkuat pilar logos. (2) Tahap pelaksanaan (*actuating*), melatih ketangkasan verbal-vokal di atas podium formal menggunakan mikrofon dan audiens massal melalui metode modeling untuk membangun kedekatan emosional (*pathos*). (3) Tahap evaluasi (*controlling*), berupa pemberian umpan balik (*feedback*) dan kritik konstruktif langsung oleh ustadz pembimbing guna membentuk wibawa panggung (*ethos*), serta pengambilan kebijakan adaptif berupa perlombaan antarasrama untuk memutus kejenuhan santri. Secara keseluruhan, program muhadharah terbukti efektif mencetak kader ulama yang mutafaqqih fiddin sekaligus orator ulung.

Kata Kunci: *Public Speaking*, Muhadharah, Manajemen, Retorika, Santri.

ABSTRACT

Muhadharah program is a weekly primary strategy at dayah Darul Muarif Al Aziziyah designed to train student public speaking skills. This study aims to analyze the underlying reasons why the muhadharah program is utilized as a primary strategy, as well as its actual implementation viewed from management functions and its impact on developing the students' classical rhetorical skills. This descriptive qualitative research gathered data through observation, documentation, and in-depth interviews with the dayah leadership, supervising teachers (ustadz), and female students (santriwati). The data analysis techniques employed included data reduction, data display, and conclusion drawing. The results of the study indicate two main findings: First, the fundamental reason the Muhadharah program is established as a primary strategy is that it functions as a mental laboratory and a philosophical bridge to overcome the students' psychological gap, where their profound knowledge of Islamic texts (kitab kuning) is often diminished by stage fright (speech anxiety) when facing an audience. Muhadharah serves as a vital instrument to integrate the mastery of Islamic knowledge (logos) with oral delivery skills. Second, the implementation of this program operates systematically through the application of management functions encompassing three stages: (1) The planning Stage, which focuses on managing the students' psychological risks by announcing schedules and aligning da'wah themes based on kitab kuning a week before performing to strengthen the logos pillar. (2) The activating stage, which trains verbal-vocal agility on a formal podium using microphones and a mass audience through modeling methods to build emotional connection (pathos). (3)controlling stage, which involves providing direct feedback and constructive criticism by supervising teachers to shape stage presence (ethos), alongside adaptive policymaking in the form of inter-dormitory competitions to break student boredom. Overall, muhadharah program is proven effective in producing Islamic cadres who are well-versed in religion (mutafaqqih fiddin) as well as accomplished orators.

Keywords: Public Speaking, Muhadharah, Management, Rhetoric, Santri.