

COMMUNICATION STRATEGY OF AL-WASHLIYAH BRANCH MANAGEMENT IN EMPOWERING COASTAL COMMUNITIES IN PANAI TENGAH DISTRICT, LABUHANBATU REGENCY

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Abstract. Communication strategy in empowering which society conditions public coast in Panai Tengah District, Regency Labuhanbatu with income depending on nature that is work as fishermen, laborers plantations, laborers farmers, traders and government employees. Diverse economy this is in empowering Al-Washliyah with a social religion approach for society empowered and purposeful achieved the program of activities education regardless of ignorance and freedom thinking as well as good understanding seen in the form of memorization program paragraph short, tahfidz program, memorize move it prayer and its meaning as well as putting it into practice. Da'wah training program lecture empowering alumni as teachers at Al-Washliyah and getting public benefit Because students attending school is public Central Panai District. Increase empowerment use social media to help development and school facilities, building connections Good to society, do activity social compensation child orphans, routine studies at the Al-Washliyah and mandorsah prayer rooms muslimat with communication persuasiveness of teachers and students in school and human relations to public discuss to find solutions to existing problems. Warning day Al-Washliyah birthdays and Islamic celebrations were held.

Keywords: communication strategy; community empowerment; Al-Washliyah branch management

I. INTRODUCTION

District in the Regency Labuhanbatu stand out as an enchanting coastal area with riches potency nature and sources Power the human. The charm of diversity results sea and life public give Power pull the ones that don't unmatched. However, in the middle beauty that, society local faced with challenges complex that requires solution holistic [1]. Dependence on sectors marine, change climate, and problems social become focus the main thing is to do it overcome [2]. Therefore that is, empowerment public the coast in Central Panai becomes need urge For increase well-being and coping challenge the. In context This is, Al-Washliyah Branch Manager hold role central in support effort empowerment society [3]. As organizations that have present since 1933, Al-Washliyah embrace Lots cadres in this region and have significant impact, esp in field education and da'wah. Communication strategies implemented by Al - Washliyah become key success in convey messages empowerment to society [4]. Washliyah's long existence in life the people of Central Panai make it become good understanding to dynamics of this region. With involve Lots cadres and focus on education and da'wah programs, Al-Washliyah succeed intertwine bond strong emotional with public. Communication strategy adopted No only focused on delivery information, but also on shaping awareness collective and constructive trust [5]. Through its educational and da'wah programs, Al-Washliyah hope create impact sustainable positivity in empowerment public coast. With bridge gap information, embrace participation active community, and

deliver values positive, Al-Washliyah want to give contribution real in increase well-being and resilience community local [6].

Organization This No only role as deliverer message, but also as facilitator interaction social and strengthening values local [7]–[9]. With understand riches cultural and social Central Panai community, Al-Washliyah create relevant and viable communication strategies accepted by society. Through approach This is Al-Washliyah hope can create synergy between potency local and empowerment programs, creating change sustainable positivity in life daily public coast Central Panai District. Importance understand Al-Washliyah's communication strategy in context empowerment public The coast in Panai Tengah District lies in the contribution that can be made provided by the organization This in increase quality life and standard economy society [10]. Factors like culture local, challenge economy, and change social become point necessary center noticed in formulate and implement relevant and effective communication strategies. In the middle potency abundant nature, society the coast of Central Panai is still faced with challenges significant economy. Dependence on sectors marine often brings risk high, esp in face market fluctuations and changes climate. Therefore, that is, Al-Washliyah's communication strategy must capable respond dynamics economy local and deliver sustainable solution, good in aspect work nor diversification eye livelihood.

Problem culture local also becomes points important that is necessary observed. In an attempt empowerment, Al-Washliyah No only must understand applicable values and

norms, but also must can integrate messages empowerment to in context culture mentioned [9], [11]. This includes sensitive approach to wisdom local and constructive respectful communication diversity culture public coast. Additionally, changes The social events that occurred in Panai Tengah District gave rise to significant impact to structure and dynamics public. Inequality in access education and opportunities work, esp between generation young and old, to be problem Serious. Therefore That is, Al-Washliyah's communication strategy must embrace all layer society, incl race young, for ensure that effort empowerment covers all group age and provide inclusive solutions [1] community wants their business to be successful and able to last a long time. Problems of coastal community are lack of skill and income Empowerment objectives 1) Determining the level of needs of coastal communities, 2) Determining the type of skills required, 3) Determining appropriate training packages to improve skills. Based on this goal, the result of empowerment is how to improve the skills and income of coastal communities. As people's income increases, it is expected that the volume of activities and commodity trading will also increase. This empowerment provides a plan to improve the standard of living for coastal communities and their families. This activity is in accordance with SDG 8.

In overcoming problem here, effective communication is also necessary For create understanding together and support from public. Al-Washliyah need bridging divisions and creating possible narrative unite public in face challenge together [12]. Therefore that is, communication strategy must nature inclusive, involving participation active from community, and encourage change positive attitudes and behavior in face complex problems. Study This aim For dig more in about how about Al-Washliyah use communication as instrument empowerment in the middle public heterogeneous coastline. With understand the communication strategies used by the management Al-Washliyah branch, it is hoped can identified potential and challenges faced in effort increase capacity and independence public coast in Central Panai District. Through study This is expected can found recommendation strategic For increase effectiveness of Al-Washliyah's communication strategy in support empowerment public coast. The information produced from study this is also expected can become donation constructive for holder policy, manager organizations, and society the general public cares to development public sustainable and inclusive coasts.

II. RESEARCH METHODS

Types of research This use method study qualitative descriptive ie nature research describe and tend use analysis the circumstances that occurred in the field and then do it with age data collection instruments with need research [13]. Process and meaning in corner look subject or researcher will more highlighted in study This as well as focus on results research observation, interviews and documentation with tell return in a way clear data obtained from field to be published with observing, analyzing and defining Al-Washliyah's

communication strategy in empowerment public coast in Panai Tengah District, Regency Labuhanbatu. In research This data is obtained uses two data sources. Primary data is data obtained in a way direct from informant or from results interview with source person. Source person determined based on purposive sampling which the researcher determine taking sample with method set characteristic features special in accordance with objective research [14]. Which is deep research on primary data of sources main and resource persons key. that is administrator Al-Washliyah branch and resource persons key is implementation activity empowerment public coast in Panai Tengah subdistrict, Regency Labuhanbatu that is preaching and education for children who are in the region ward Labuhanbilik and secondary data namely supporting data or complement information obtained from books, related documentation with research, whether found in the library nor existing documents its relevance with focus study.

Based on place or location implementation research to be implemented, then the research data collection instrument This including observation, interviews and documentation with technique data analysis with method data reduction, data display and conclusions and verification. Checking data validity in test validity of method data study qualitative, use term different with method quantitative. In research This data validity test is carried out in two ways that is Triangulation and Member Check [15]. collection techniques, triangulation interpreted as technique nature of data collection combine from various technique data collection and data sources that have been There is. If researchers do data collection with triangulation, then Actually researcher collect data at once test credibility of data with various technique data collection and as data [14], Triangulation as technique inspection differentiated become four the kind that takes advantage use sources, methods, investigators and theories. Triangulation in research This use triangulation source. According to Mills [13]. member check technique, namely with come return informant while shows the existing data typed on the sheet notes existing field arranged become presentation of data and findings study. And confirmed with the informant is Meaning informant That Already in accordance with what was written or Not yet. The main thing is in member checking informants and researchers conduct a review of the data that has been obtained obtained in study Good fill nor the language

Researcher use technique triangulation For remove differences construction existing reality in context when collect data about various events and relationships from various corner look. This matter done Writer For ensure that his findings with comparison with check come back degrees trust something information through different times and tools. This technique can compare result data observation with result data interview, comparing the data that the person in front said general and said in a way personal, compare opinion public lay people, government people and compare them with related documents.

III. RESULTS AND DISCUSSION

Communication Strategy Al-Washliyah Branch Manager in Panai Tengah District, Regency Labuhanbatu

Communication Strategy Al-Washliyah Branch Manager in Panai Tengah District, Regency Labuhanbatu become key main in operate mission empowerment public coast. Since founded in 1933, Al-Washliyah has create strong foundation in advance life social and religious in the region. The name Al-Washliyah himself, which was taken from the great cleric of North Sumatra, Sheikh H. Muhammad Yunus, became a deep -rooted and inspiring identity. Manager Al-Washliyah branch in Central Panai District continues adapt with Times change, to be sure that the communication strategy used still relevant and effective. Focus mainly is in the field da'wah, education, and activities social. In 1933, when administrator branch formed, p This become milestone important in reach society in need spiritual guidance and strengthening. Manager branch This develop an encompassing communications strategy formation eight twigs in nine village and one sub-district in Central Panai District. Through approach this, them can respond with more effective to needs and dynamics public local. Empowerment mission No only executed through activity religious, but also through education and activities social nature inclusive. In implementing communication strategies, Al-Washliyah using social media, especially Facebook, as tool For build partnership and disseminate information. Although there is constraint mechanical, like limited media used, administrator branch still try For guard involvement public through various activity. Success organization This in increase empowerment public coast reflected in change positive attitude, knowledge and skills public local. Although face challenge like minimal members of young men and women, Al-Washliyah Keep going endeavor For build qualified cadres. Manager branch realize importance cadre formation as investment in continuity organization. They are committed For overcome constraint finances and so on optimize communication strategies to remain consistent empowered and relevant in the middle public coast Central Panai District, Regency Labuhanbatu.

Challenges and Development of Communication Strategy

coastal communities of Central Panai, who became place the founding of Al-Washliyah since 1933, continuously face challenge significant economic impact, especially in the sector marine. As response to condition This is Al-Washliyah has launched an empowerment program focused on education and da'wah. Although intention Good This There are, however, funding limitations constraint main in implementing charity programs more effort wide. Organizational efforts This For increase involvement society, in particular race young, indicated sensitivity to need local, however complexity culture local show that more approach sensitive necessary for these programs can more effective and sustainable. Change social in Central Panai creates influencing inequality various aspect life public. Al-Washliyah as organizations focused on empowerment feel need overcome inequality This through an embracing communication strategy all group age. In particular, focus on

gender young show understanding will role key they in shape the future public. Although Thus, success effort This depending on ability organization For adapt with dynamics culture complex locale, which requires more communication strategies purposeful and responsive. Apart from that, Al-Washliyah use approach informative and deep human relations his efforts For empowering public through education. Educational programs that involve teachers and students, together with activity free tahfidz, have proven succeed in form attitudes, knowledge, and skills public. However, challenges in terms of funding and involvement society, especially race young, highlighting importance Keep going develop innovative and sustainable communication strategies For answer dynamics complex in society coast of Central Panai. Change middle social occurred in Central Panai creating major inequality reflected in access education and opportunities work. Al-Washliyah, as organizations that focus on empowerment society, face task important For overcome inequality This through inclusive and sustainable communication strategies. With understand that every group age own role unique in dynamics change social, Al-Washliyah committed For embrace all layer public in effort they.

Approach education taken by Al-Washliyah has prove its success. With combine element informative and human relations, organization This succeed form attitude positive, improving knowledge, and develop Skills public. Educational programs involving teachers and students, incl activity free tahfidz, giving contribution significant in create strong foundation for change positive in the middle public. As part from effort communication, Al-Washliyah utilize social media, especially Facebook, as effective tool. Social media become channel main For communicate with community, convey information, and search support. Partnership with residents who own condition economy well acknowledged as a potential strategy For increase infrastructure schools and support empowerment programs. Although Thus, obstacles mechanical in form social media limitations and barriers ecological like weather bad still become a must challenge faced and overcome by Al-Washliyah. Funding limitations remain become constraint Serious in implement charity programs more effort wide. Therefore that, Al-Washliyah need Keep going look for innovation in approach fund raising and digging potency support from various parties, incl through social media and partnerships with individual or group that has Power support good economy.

With realize complexity challenge mechanical and ecological, Al-Washliyah show that adaptation and evaluation continuously to the communication strategy is very important. With Thus, organization This can still relevant and effective in empowering society in the middle change dynamics social conditions and conditions sustainable environment developing in Central Panai. Sustainability challenges organization become the more Serious for Al-Washliyah in Central Panai, especially with minimal members of the young men and women involved in activity organization. Cadre formation has stopped during almost twenty year has bring risk significant to continuity transmission Al-Washliyah's

vision and mission in Central Panai District. Continuity organization No only related with amount members, but also with ability organization For still relevant and effective in context change social and environmental local. Face challenge This is Al-Washliyah need operate evaluation comprehensive to its communication strategy. This matter involve understanding deep to dynamics public local and possible policies required For increase participation of young men and women. Communication strategy adjustments must also be made consider change in preference communication generation young, incl utilization more technology and social media wide.

Al-Washliyah must carry out more cadre formation programs proactive and sustainable For interesting interest generation young in involve self in activity organization. Empowerment and involvement of young men and women in taking decision strategic can become key sustainability of Al-Washliyah. Therefore that 's necessary built participatory forums and interesting training programs for generation young, giving they role active in implement vision and mission organization. In overcoming challenge sustainability, Al-Washliyah can also intertwine partnership with institution or other organizations that have focus on developing young men and women. Collaboration This can give addition source Power people and fresh thinking for enrich communication strategies and organizational programs. With approach This is Al-Washliyah can build strong foundation For guard continuity organization and on become strength empowerment public coast in Central Panai Regency Labuhanbatu.

IV. CONCLUSION

Based on results research, communication strategy Al-Washliyah Branch Manager in Panai Tengah District, Regency Labuhanbatu in empowerment public coast can explained as following. This strategy focused on approach through Islamic religious education and activities preaching For increase awareness and skills public. Empowerment individual done through the Islamic religious education program at Al-Washliyah, with objective increase quality self and abilities speak. Qualified alumni expected can contribute as a teacher at the Al-Washliyah Education Council, created environment quality education. Utilization of social media, especially via the Facebook platform, become tool communication important. The Branch Manager is trying utilize social media For get support in repair schools and development Islamic Prayer Room. Although step This positive, necessary noticed that diversification use of social media can expand impact positive in empowerment public coast. Build connection Good with public is aspect key of communication strategy. With focus on improvement assistance and education to students at Madrasah Al - Washliyah, effective communication with public can help identify specific needs. However, communication strategy This is also faced by some obstacles and challenges. Natural obstacles, such as weather bad, be obstacle necessary technicalities addressed so that the empowerment program

walk fluent. Apart from that, there are limitations in social media use, only via Facebook, you can become constraint limiting mechanics effectiveness communication. The main challenges faced is lack of cadre young people involved in organization. This matter due to limited funds for cadres and lack thereof effort active cadre during almost twenty year final. Therefore that 's necessary There is effort more carry on in create an attractive cadre program for generation young and involving they in a way active in activity organization. With understanding This is the Al-Washliyah Branch Manager in Panai Tengah District, Regency Labuhanbatu need Keep going evaluate and adjust its communication strategy For overcome challenge and achieve objective empowerment public coast in a way sustainable.

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