

Management of the Sungai Peduli Movement Foundation in Implementing Green Da'wah in Percut Sei Tuan District

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Abstract

This research aims to delve into the management of Green Da'wah implementation, expound on the management process executed by the River Care Movement Foundation, and pinpoint factors influencing the success of Green Da'wah at the foundation. Employing a qualitative descriptive approach, the study was conducted at the Sungai Care Movement Foundation, situated in Deli Serdang Regency. Data collection involved observation, interviews, conversations, and documentation review. Findings indicate adherence to the P-O-A-C stages, emphasizing environmental awareness, empowerment, and spiritual formation. Enthusiastic volunteers, donor support, and community involvement are identified as supportive factors, while the lack of attention from policy makers towards environmental awareness poses a significant hindrance.

Keywords: Management, green da'wah, caring for the environment.

1. Introduction

Da'wah is often considered to only call for the application of formal religious aspects, without accommodating more general factors (Hamdani, 2023; Munir, 2021; Sulaiman & Putra, 2020). However, Islam as a religion of *Rahmatan lil alamin* organises all aspects of human life, including environmental conservation. Evidences from the Qur'an and Prophet Muhammad's hadith emphasise the importance of caring for the environment (Belmonte-Ureña, Plaza-Úbeda, & ..., 2021). Therefore, the ideal da'wah is one that is able to connect the non-formal parts, such as care for the environment.

In the Qur'an, there are many references to the environment, as mentioned in Surah Al-A'raf, verse 2. 56 :

المُحْسِنِينَ مِّن قَرِيبٍ إِنَّ اللَّهَ رَحِيمٌ إِنَّ وَطَمَعًا خَوْفًا وَادْعُوهُ إِصْلَاحَهَا بَعْدَ الْأَرْضِ فِي نُفُسِكُمْ وَلَا

Translation: 'Do not destroy the earth after it has been well-ordered. Pray to Him with fear and hope. Verily, the mercy of Allah is very near to those who do good.'

At this time the community's sensitivity to the environment is minimal, especially to the garbage that is polluted everywhere, the issue of environmental damage is an urgent concern to be maintained (Hafiz, Nizar, & Romdaniah, 2022).

Da'wah is often perceived as only calling for the application of formal religious aspects, without accommodating more general factors such as environmental issues (Mahmud, 2020). In fact, Islam as a religion of *Rahmatan lil alamin* organises all aspects of human life, including environmental conservation (Azwar, 2022). Although there are arguments from the Qur'an and the Prophet Muhammad's hadith that emphasise the importance of caring for the environment, the community's sensitivity and concern for the environment is still minimal. The issue of environmental damage is an urgent concern to be maintained, especially in densely populated areas such as Percut Sei Tuan District, Deli Serdang Regency.

Some of the main issues that become problems in this research are: The lack of public concern for the environment, especially waste management that is polluted everywhere. Lack of public understanding of the importance of

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preserving the environment based on religious postulates. Not yet optimal implementation of the environmental awareness movement based on religious values (green dakwah) in Percut Sei Tuan District.

Research conducted by Siti Nur Yaqinah (2019) entitled 'Implementation of Environment-Based Da'wah at Nurul Haramain Islamic Boarding School in Narmada, West Lombok'. The results showed that the boarding school implemented the concept of eco-pesantren through various programmes such as waste management, reforestation, and empowerment of the surrounding community. The implementation management includes planning, organising, implementing, and evaluating activities by involving students and the community. Hilabi, (2023) in his research entitled 'Environmental Da'wah as an Alternative in Resolving Climate Change Problems' reveals that environmental da'wah can be a solution in overcoming environmental problems such as climate change. Environmental da'wah is carried out through a persuasive approach by utilising religious arguments to educate the public to be more concerned about the preservation of nature.

The research entitled 'Efforts of River Care Communicators in the Implementation of Baki River Conservation in Sukoharjo Regency' conducted by Prayogi & Sudaryati (2019) found that communication carried out by the Sungai Peduli Community plays an important role in inviting the community to get involved in the Baki River conservation programme. Communication is done through socialisation, education, and advocacy to the local government. Herawati (2018) in his research entitled 'The Role of Dai in Empowering People Through Green Da'wah' examines two environmental care communities in Magelang. The results showed that preachers play an important role in mobilising the community to engage in green da'wah activities such as waste management, reforestation, and environmental campaigns using the da'wah bil hal approach. The research entitled 'Da'wah of Environmentally Sound Empowerment for Conflict Areas on the Fringes of the Baluran Banyuputih Situbondo Forest' was conducted by Syamsul Arifin dan Ahmad Zaini (2019) found that environmentally-minded empowerment da'wah is effective in overcoming conflicts between communities and conservation forest managers. The da'wah is carried out by involving the community in environmentally-based economic empowerment programmes such as crop cultivation, animal husbandry, and ecotourism.

Although there are several studies on the environmental awareness movement or green da'wah, not many have examined in depth the management of the implementation of green da'wah by organisations or foundations at the local level. This research will fill the gap by looking in detail at how the management of green da'wah implementation is carried out by the Sungai Peduli Movement Foundation, starting from planning, organising, implementing, to evaluating activities. Researchers are interested in conducting research on the management of the implementation of the concept of green da'wah, especially in Percut Sei Tuan District, Deli Serdang Regency. The sub-district holds the first rank in terms of population in Deli Serdang Regency. Percut Sei Tuan sub-district also has a Sungai Peduli Movement community which is now transformed into a foundation. Gerakan Peduli Sungai is a foundation engaged in the social environment in protecting the environment in Percut Sei Tuan sub-district.

2. Literature Review

2.1. Management

2.1.1. Definition of Management

Management can be defined as the act of managing. Usually, management is related to a series of activities such as planning, organising, controlling, managing, leading, motivating, communicating, and making decisions by an organisation with the intention of coordinating its resources so that products or services are produced effectively (Budiarto & Zulaika, 2022; Philip Kotler & Gary Armstrong, 2018; Umashankar, Bhagwat, & Kumar, 2017).

The origin of the word management is Latin, 'manus' meaning hand, and 'agere' meaning to do. The combined word, 'managerre,' indicates controlling or handling. In English, 'managerre' translates to 'manage' (verb), 'management' (noun), and 'manager' for the person performing the activity. In Indonesian, 'management' is translated as 'management,' which refers to the process of managing the organisation (Zhou et al., 2020). Along with that, many definitions of management have emerged, including those given by experts (Xavier, Ottoni, & Lepawsky, 2021):

- a. According to George Terry (Widyowati, Antonio, & Andy, 2023). Management is a series of actions to plan, organise, direct, and control activities to obtain predetermined goals by utilising human resources and other resources.

- b. Opinion (Anantawikrama, Komang, & Daniel, 2019), management is an effort to achieve certain goals by involving the participation of others. Through this approach, managers coordinate a variety of activities involving other people, including planning, organisation, coordination, supervision, and control..
- c. Management is the science and art of managing the use of labour and various other resources in an optimal way, to achieve specified goals (Hasibuan, 2023).
- d. Assauri defines management as a process or activity that involves the coordination of various activities in order to achieve certain goals (Assauri, 2020).

In essence, management has an important role in managing all activities in households, governments, schools, organisations, cooperatives, and other fields. Through effective management, the development of cooperatives can run smoothly and harmoniously, with members respecting and supporting each other in order to obtain appropriate goals. (Hidayat, Kunci, Produk, Layanan, & Pembelian, 2021; Sihombing & Rahardjo, 2014; Toha & Supriyanto, 2023).

In the Quran, the concept of management is mentioned with the meaning of preparing all the affairs that we live in.

تَعْمَلُونَ بِمَا خَبِيرُ اللَّهُ إِنَّ اللَّهَ وَاتَّقُوا لِعِذَّتِ قَدَمْتِ مَا نَفْسٍ وَلَتَنْظُرُ اللَّهُ اتَّقُوا ءَامَنُوا الَّذِينَ يَأْتِيهَا

Translation: O you who believe, fear Allah and let each one of you consider what he has done for tomorrow (hereafter); and fear Allah, surely Allah knows best what you do (Q.S. Al-Hasyr [59] : 18)

2.1.2. Management Functions

Management consists of several functions, such as planning, coordinating, monitoring, and controlling activities, in order to obtain the desired goals effectively and efficiently (Khadafi, Mahmuddin, & ..., 2020; Mailani, 2022; Santoso & Wiranata, 2020).

- a. Planning. The first step in management activities is planning. Planning can be defined as the steps to create strategic targets and action plans to achieve them. It helps managers understand what actions are required and how to carry them out (Budiyono, 2004). Planning is an important, even vital, part of the management function that plays a crucial role in achieving organisational goals. Other management functions, such as organising, implementing, and monitoring, operate in line with the plans that have been developed in the planning process.
- b. Organisation is the process by which orders are given, resources are allocated, and activities are coordinated in such a way that individuals and groups can carry out plans effectively. In the Islamic perspective, organisation is not just a container but also emphasises how to do work in an orderly, regular and systematic way. Organisational structure is a formal organisational structure where tasks are divided, grouped, and coordinated.
- c. Actuating occurs after an organisation has planned and set up its organisational structure, including ensuring the availability of trained personnel to carry out tasks in accordance with the established work units. Implementation can be explained as a comprehensive effort, methods, and techniques to arouse organisational members to work enthusiastically in order to achieve the effectiveness, efficiency and economy of an organisation (Habi Rahman Kamel & Sofyan, 2022). This function is often referred to as direction.
- d. Controlling. Supervision is an activity to ensure the implementation of observation, monitoring, investigation, and evaluation of all management activities in order to achieve the goals that have been decided to be achieved properly. After management activities have started from planning, organising and implementing, the next task of the manager is to evaluate all activities that have been carried out to see whether the activities are carried out according to plan or not (Parnell & Parnell, 2024).

2.2. Yayasan Gerakan Peduli Sungai

Yayasan Gerakan Peduli Sungai (YGPS) is a voluntary organisation formed on 07 August 2018 as a forum for education-based environmental campaigns to increase public understanding and attention to environmental and social situations. Yayasan Gerakan Peduli Sungai (YGPS) was established on the basis of concern for the condition of the tembung river (Percut watershed) which is essentially a source of life but has now been converted into a trash can by irresponsible parties so as to damage the ecosystem of the tembung river and also its cleanliness.

2.3. Green Da'wah

Green Da'wah is a term used by the author to refer to da'wah efforts that focus on environmental concerns. This concept emerged along with the development of the environmental conservation movement which adopted the word 'green' as a symbol of sustainability (Jinru, Changbiao, Ahmad, Irfan, & ..., 2022).

Green Dakwah is a term adopted by academics to refer to a da'wah movement that focuses on environmental protection. The movement uses the da'wah bil hal method, which consists of practical actions led by experienced religious da'wah facilitators, so as to inspire the congregation as da'wah partners to carry out similar actions. (Herawati, 2018). As mentioned in the hadith, we must also pay attention to the cleanliness and purity of our environment.

الإِيمَانُ شَطْرُ الطُّهُورِ

Translation: 'Purity is half of faith.' (HR Muslim).

The scope of Green Dakwah can be outlined in three main points. First, Environmental Care, includes efforts to raise public awareness about the importance of the environment with the aim of changing negative perceptions of waste to more positive ones. Second, People Empowerment, aims to change people's views on waste to trigger a positive emotional response. Third, Spiritual Development, which is a unique aspect of Green Dakwah that distinguishes it from other communities with an emphasis on religious studies. In motivation theory, a drive-reduction approach is applied, needs that are not limited to biological, social, or spiritual dimensions, such as the desire for inner peace that drives a person to seek closeness to meaningful things in life (Ezeudu, Agunwamba, & ..., 2021).

3. Research Method and Materials

This research uses qualitative research methods adopting a descriptive approach. The location is at the Sungai Peduli Movement Foundation on Jalan Duku Raya, Anggrek Hamlet, Bandar Khalipah Village, Percut Sei Tuan District, Deli Serdang Regency. This qualitative method is based on the philosophy of post-positivism, its focus is on the natural conditions of objects without experiments, with the researcher as the key instrument. The descriptive approach seeks to describe current symptoms, events, and occurrences by photographing and describing them as they are.

(Kirillova & Chan, 2018). Data were collected through observation, interviews, and documentation. Observation is applied to directly examine environmental conditions in the implementation of green da'wah. Interviews were conducted with the founder of the Foundation, community leaders and the community with a total of three informants. Documentation is a way to gather information by collecting and evaluating various types of documents, such as writings, images, and electronic materials (Cao, Ajjan, & Hong, 2018). Documentation is very important for research as evidence of truth in the research process, especially in data collection. Data analysis of the information collected is qualitative and descriptive, and will be presented in a narrative manner (Miswar, 2023). There are several informants in this study, namely 1 from the Foundation Founder, 1 from the Community Leader and 1 from the Community, so the number of informants is 3 informants. The determination of these three informants is based on the use of interview techniques and non-participant observation in data collection (Noegroho, Sulaiman, & Suryanto, 2018). The names of the informants shown on Table 1.

Table 1. Name of Research Informant and Position

No	Name	Age	Address	Position
1.	Luthfi Hakim Fauzie	28 thn	Jalan Duku Raya, Anggrek Hamlet	Foundation Director
2.	Dwi Retno	30 thn	Jalan Duku Raya, Anggrek Hamlet	Community
3.	Joko	20 thn	Jalan Duku Raya, Anggrek Hamlet	Village community/youth



Figure 1. Interview process

4. Results and Discussion

4.1. Management of Yayasan Gerakan Peduli Sungai

The management carried out by the Sungai Peduli Movement Foundation is:

- a. Establishment of a foundation management structure that is useful for organising the operations and activities of the river care movement foundation.

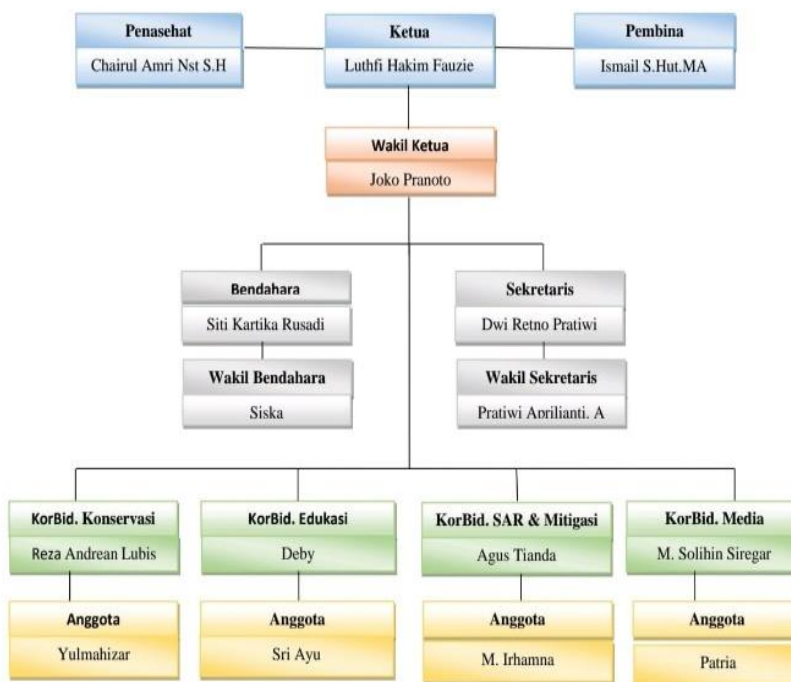


Figure 2. Structure of the Sungai Peduli Movement Foundation

- b. Make Articles of Association and Bylaws as the basis for the organisation in carrying out all activities.
- c. Make a Work Plan (Renja) which consists of a Yearly Renja or Event calendar that has been determined by the foundation and agreed by the entire Team during BPH and Partner Meetings.
- d. Conducting research related to the program to be implemented by analysing all possibilities using the SWOT analysis method to determine the readiness of the team in implementing the work program.
- e. Carry out Programme Activities in accordance with the Time Table with full attention so that it can run as expected and run measurably according to the results of the research conducted.

- f. Supervising every step and policy during the programme so that it can run smoothly according to the target.
- g. Evacuate programme-related performance through evaluation meetings held in 2 stages, namely per 3 months (quarterly) and per semester or per 6 months. To calculate the success ratio of the programme.

4.2. Management of the Sungai Peduli Movement Foundation in Implementing Green Da'wah in Percut Sei Tuan District

After carrying out organisational management activities, the Sungai Peduli Movement Foundation also carries out specific management activities in running its programmes. The management carried out by the Sungai Peduli Movement Foundation in green da'wah is:

- a. Planning. As mentioned above, this Foundation conducts meetings in determining work programmes. Each field conducts planning related to their respective fields to be carried out together by all members.
- b. Organising. When implementing the programme, a committee is formed that is in charge and responsible in their respective divisions to make the programme a success.
- c. Implementation. During implementation, all administrators and committees in charge of Informants are selected based on their expertise in their respective fields and take into account the plans that have been arranged previously.
- d. Monitoring. Every time a programme has been carried out, an evaluation of the programme is held which is useful for taking notes on the next programme to minimise errors and shortcomings.

Some of the programmes of the Sungai Peduli Movement Foundation which include the scope of Green Dakwah are:

Table 2. Yayasan Gerakan Peduli Sungai Programme

No.	Scope	Programme	Location
1	Environment	River Walk	Percutcut Watershed
		Greening/Reboestation	Percut River Watershed
2	Ed Community Education and Empowerment	Waste management training through Magot	Tepian Sungai Tembung
		Workshop Ecobrick	Tembung Riverbank
3.	Spiritual development	Maghrib Mengaji	Jl. Duku Raya Bandar Khalipah
		Sanggar Literasi Tembung	Jl. Duku Raya Bandar Khalipah



Figure 3. Yayasan Gerakan Peduli Sungai Programme

4.3. Supporting and Hindering Factors for the Successful Implementation of Green Da'wah

4.3.1. Factors Supporting the Success of Gerakan Peduli Sungai Foundation

When referred to the scope of Green Dakwah when evaluating the factors that support the success of the Sungai Peduli Movement Foundation.

'We have gone through many processes in implementing the gps until now, many are also indifferent to the programmes carried out by the gps and Alhamdulillah there are also many who participate in this gps' (Interview with Mr Luthfi Hakim Fauzie 12 December 2023). Thus it can be presented through the table 3.

Table 3. Supporting factors for the success of Green Dakwah of the Sungai Peduli Movement Foundation

No.	Element	Of Success	Supporting Factors
1.	Caring for the Environment	<ul style="list-style-type: none"> – A comparative place to study waste management from different communities and regions. – Has made the neighbouring river free of rubbish. 	<ul style="list-style-type: none"> – cohesiveness and earnestness of members in cleaning the river.
2.	Community Education and Empowerment	<ul style="list-style-type: none"> – conducts environmental education programmes for the community such as talk shows and seminars. 	<ul style="list-style-type: none"> – This activity is supported by the local community.
3.	Spiritual development	<ul style="list-style-type: none"> – Setting up a post and learning the maghrib Quran around the river 	<ul style="list-style-type: none"> – The enthusiasm of neighbourhood children in participating in learning

4.3.2. Factors inhibiting the success of the Sungai Peduli Movement Foundation

One of the factors inhibiting the successful implementation of Green Dakwah in YGPS is miscommunication between the chairman and members as an internal element. On the other hand, external obstacles include the difficulty of inviting non-members to care about waste management. Most YGPS members are students who have very busy schedules, so they cannot carry out YGPS activities optimally. In addition, limited human resources (HR) to contribute to YGPS activities are also a significant obstacle. Based on the analysis of the research results regarding the factors inhibiting the success of YGPS, which can be described in the table 4.

Table 4. Factors inhibiting the success of Green Dakwah of the Sungai Peduli Movement Foundation

Internal Factors	External Factors
<ul style="list-style-type: none"> – Istiqomah members' participation in activities is still inconsistent 	<ul style="list-style-type: none"> – People are so busy that they don't care about the environment.
<ul style="list-style-type: none"> – Lack of human resources in YGPS 	<ul style="list-style-type: none"> – Lack of public awareness on waste management
<ul style="list-style-type: none"> – Many members are busy so there is a lack of member participation 	<ul style="list-style-type: none"> – It is difficult to gain government sensitivity to the environment

Green Dakwah has received positive recognition from various parties as a platform that enables communities to improve their skills in dealing with environmental issues. Green Dakwah is also considered effective in increasing understanding of the importance of environmental care, using religious arguments as a basis.

5. Conclusion

From the results of the research conducted, it can be concluded that: The management carried out by the Sungai Peduli Movement Foundation is the formation of the Foundation's management structure, making the articles of association and bylaws, making an annual work plan carried out by BPH and partners, working on programme research, programme work, programme supervision and evaluation carried out quarterly and semester. The management of the Sungai Peduli Movement Foundation carried out in the context of Green Da'wah is activity planning, committee formation, activity implementation, and programme evaluation. The green da'wah programme carried out is the Environment in the form of river tracing, tree planting / reforestation; Education and Community

Empowerment in the form of workshops, talk shows, and seminars; Spiritual development in the form of procuring maghrib mengaji and tembung literacy studio. The supporting factors for the Sungai Peduli Movement Foundation are the enthusiasm of volunteers and benefactors and stakeholders who continue to accompany the GPS Foundation in contributing both energy, thoughts and finances. While the inhibiting factors are the lack of concern of policy makers for this movement and financial obstacles in running a movement that never stops.

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