

ABSTRAK

Penelitian ini bertujuan untuk mengetahui manajemen program yang diterapkan Masjid Jogokariyan pada program Jama'ah Mandiri dan mengetahui strategi serta keefektivan program yang dibuat Masjid Jogokariyan yaitu program jamaah mandiri untuk masyarakat Kampung Jogokariyan. Jenis penelitian ini termasuk dalam jenis penelitian lapangan (*field research*) menggunakan pendekatan kualitatif dengan mengambil latar Masjid Jogokriyan, dan menggunakan metode deskriptif kualitatif. Data-data yang penulis dapatkan dalam penelitian ini, penulis peroleh dari data primer berupa hasil wawancara dan angket, serta data sekunder berupa data-data internal Masjid Jogokariyan.

Hasil penelitian menunjukkan: (1) Program Jamaah Mandiri di Masjid Jogokariyan, para pengurus memiliki manajemen program yang membuat program ini berjalan dengan baik yaitu, *controlling* (2) Program jamaah mandiri guna memberdayakan ekonomi masyarakat Kampung Jogokariyan bisa dikatakan efektif, karena program-program yang sampai saat ini dilaksanakan di Masjid Jogokariyan mampu dijalankan dengan sebaik-baiknya, serta masyarakat Kampung Jogokariyan juga mendapatkan dampak positif dari segi ekonomi yang semakin baik dari sebelumnya (3) Adapun beberapa strategi untuk mengembangkan program jamaah mandiri di Masjid Jogokariyan, menggunakan matrik SWOT yaitu Strategi S-O, Bekerjasama dengan link atau relasi guna menambah jumlah modal usaha bagi masyarakat dan mensponsori sembako untuk para dhuafa, Strategi W-O, Memanfaatkan atau bekerjasama dengan relasi yang ada untuk mensosialisasikan program pemberdayaan masyarakat, Strategi S-T, Melakukan pendataan ulang masyarakat dhuafa sehingga pembagian sembako rutin dapat dilakukan secara merata, Strategi W-T, Melakukan sosialisasi dan pendataan secara menyeluruh hingga mencakup masyarakat dhuafa.

ABSTRACT

This study aims to find out the management of programs implemented in the Jogokariyan Mosque on *Jama'ah Mandiri* program and know the effectiveness strategy of the program made by Jogokariyan Mosque is *Jama'ah Mandiri* program for the people of Jogokariyan village. This type of research is included in field research using qualitative approach by taking the background of Jogokariyan Mosque, and using qualitative descriptive method. The data obtained by the authors in this study is obtained from the primary data in the form of interviews and questionnaires, and secondary data in the form of internal data of Jogokariyan Mosque.

The results show that: (1) in *Jama'ah Mandiri* program in Jogokariyan mosque, the management that makes this program run well, that is controlling; (2) *Jama'ah Mandiri* program to empower the economics of Jogokariyan village can be said to be effective because the programs which until now is still held in Jogokariyan mosque is able to run as well as possible, and the people of Jogokariyan village also get positive impact from economic aspect better than before; and (3) as for the strategy to develop *Jama'ah Mandiri* program in Jogokariyan Mosque, it uses SWOT matrix, which is S-O strategy, cooperating with links or relationships to increase the amount of venture capital for the community and to sponsor basic food for the *dhuafa* (poor people). The W-O strategy which is utilizing or cooperating with existing relationships to socialize community empowerment programs. The S-T strategy which is conducting data collection of the *dhuafa* people so that the distribution of basic foods can be done evenly. The W-T strategy which is socializing and collecting data thoroughly to cover the *dhuafa* people.