

ABSTRAK

Penelitian ini bertujuan untuk: (1) mendeskripsikan peran dai dalam *Green Dakwah*; (2) menjelaskan faktor pendukung dan penghambat keberhasilan dari pelaksanaan *Green Dakwah* di Komunitas Pucang Rahayu dan Komunitas Joglo Jeep Gunungpring; (3) membandingkan dengan menjelaskan persamaan dan perbedaan dari proses pelaksanaan *Green Dakwah* yang dilakukan oleh Komunitas Pucang Rahayu dan Komunitas Joglo Jeep Gunungpring.

Jenis penelitian digunakan di sini adalah penelitian deskriptif kualitatif. Adapun lokasi yang dipilih adalah Komunitas Pucang Rahayu dan Komunitas Joglo Jeep Gunungpring. Teknik pengumpulan data digunakan adalah observasi berperan serta, wawancara mendalam, perbincangan dan dokumentasi.

Berdasarkan hasil penelitian yang dilakukan dalam penelitian ini, dapat disimpulkan: (1) peran dai selaku fasilitator dakwah sangat dominan dalam pelaksanaan *Green Dakwah* terutama dalam mengubah persepsi jamaah selaku mitra dakwah tentang dakwah terkait metode dan materi dakwah serta memberikan motivasi untuk peduli lingkungan dan berdaya; (2) Keberhasilan KPL Pucang Rahayu didukung oleh berubahnya persepsi jamaah selaku mitra dakwah terhadap dakwah yang terkait metode dan materi dakwah, termotivasinya jamaah untuk peduli lingkungan dan ikut kajian agama, didukung sepenuhnya oleh pemangku kebijakan setempat. Penghambatnya adalah menurunnya tingkat partisipasi jamaah karena kesibukan, menurunnya kualitas dan kuantitas komunikasi antara pimpinan dan anggota serta minimnya tenaga ahli kreasi sampah. Faktor pendukung keberhasilan Komunitas Joglo Jeep Gunungpring didukung oleh sarpras, dana yang memadai serta banyaknya komunitas yang berkumpul dan sharing dengan misi peduli lingkungan, didukung fasilitator dan pemateri yang handal dari berbagai disiplin ilmu. Penghambatnya adalah sulitnya mengukur keberhasilan program karena jamaah berganti-ganti dengan berbagai macam latar belakang; (3) Kedua komunitas ini memiliki persamaan misi yakni dakwah, peduli lingkungan dan pemberdayaan umat. Perbedaan kedua komunitas ini cukup signifikan baik dari segi klaster, kuantitas dan kualitas pertemuan, peran dai selaku fasilitator dakwah serta materi yang disampaikan, namun keduanya dengan kelebihan dan kekurangan masing-masing saling bersinergi satu sama lain.

Kata Kunci: Dai, *Green Dakwah*, Peduli Lingkungan

ABSTRACT

This study aims to: (1) describe the role of *da'i* (preachers) in building the awareness of environmental care and empowering the *umat* (Muslims) through Green Dakwah (environmental friendly propagation); (2) to explain the supporting and inhibiting factors of the successfulness of Green Dakwah program execution in the community of Pucang Rahayu and Joglo Jeep Gunungpring; (3) to present comparison by explaining the similarities and differences between the Green Dakwah program run by Pucang Rahayu and Joglo Jeep Gunungpring community.

The type of the study was qualitative descriptive research. The location of the study was in the community of Pucang Rahayu and Joglo Jeep Gunungpring. The data gathering technique used was participative observation, in-depth interview, discussion and documentation.

Result shows that: (1) the role of *dai* as *dakwah* facilitators have been very dominant in encouraging awareness of environmental care as well as in encouraging the Muslim pilgrims to be more empowered in providing spiritual support for the members; (2) the supporting factors of the KPL Pucang Rahayu's success are the changing perception of the pilgrims towards the *dakwah* methods and materials, the pilgrims' motivation to give more attention to the environment, the pilgrims' encouragement in joining religious studies, and supports from the community stakeholders. The inhibiting factors of the KPL Pucang Rahayu's success are the decreasing participation level of the pilgrims due to their business, the decreasing community's quality and quantity between the leaders and the members, as well as minimum professionals in rubbish creation. The supporting factors of the Joglo Jeep Gunungpring community's success are the availability of reliable facility and infrastructure, the enormous number of gathered community members, the good sharing about environmental care mission, as well as the availability of professional facilitators and speakers from various disciplines. The inhibiting factor of the Joglo Jeep Gunungpring community's success is that it is difficult to measure the successfulness of the community due to the fact that the pilgrims are changing overtime and they come from various backgrounds. (3) Both communities have mutual mission, which is *dakwah*, environmental caring and *umat* empowerment. However, the difference is significant either from the point of view of cluster, quantity and quality of the meetings, membership segmentation, *dakwah* target, networking, as well as provided materials. Nevertheless, both communities are reinforcing the environmental caring, empowering the *umat* as well as giving spiritual supports in a synergic way. These are representing the core Green Dakwah movement.