

COMMUNICATION STRATEGY OF ISLAMIC RELIGIOUS INTENTIONERS IN THE SAKINAH FAMILY DEVELOPMENT PROGRAM TO REDUCE THE TREND OF DIVORCE IN THE CITY OF BANDUNG

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Abstract

This research was motivated by the problem of increasing divorce rates. The purpose of this study is to identify communication strategies used by religious counselors in the sakinah family development program to emphasize divorce trends in the city of Bandung. This research is located at the Ministry of Religious Affairs of Bandung City. With a qualitative approach and descriptive method. The instruments used in this study were interview guidelines, observation guidelines, and documentation studies. The steps for implementing the research are collecting interview data from resource persons who are then processed, the results of observational observations in the field, collecting available documents. The results of this study show that the communication strategies applied by Islamic extension workers in the city of Bandung in the sakinah family development program include; make a work program plan and design modules of the Bride and Groom Course (Suscatin) and counseling. Giving lectures, sermons, and seminars in mosques, ta'lim assemblies, and community activities. The obstacles of Islamic extension workers in implementing communication

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strategies for Islamic extension workers in an effort to reduce divorce rates in the city of Bandung, namely: differences in the level of education and literacy of program participants, accessibility and mobility, lack of resources such as funds and facilities

Keywords: Communication Strategy; Islamic Extension Officer; Divorce

A. Introduction

The family is a very important primary group in society. Consisting of father, mother and children, the family arises because of the bond between husband and wife. As the earliest and most basic institution in shaping children's morals and personality, it is important for a family to be aware of its functions in society. One of these functions is to become a place for the growth of quality and useful children or young people for the nation and state. When a family can carry out its functions properly, the family becomes a conducive place for the formation of a child's personality. But on the contrary, when the family cannot create a conducive climate for the moral development of children, children also experience obstacles in forming good behavior.¹

There are many problems that can arise in a family, some of which are: 1). disputes, communication problems and strong differences of opinion can lead to discord in the family, 2) economic problems, lack of money, unemployment and debt can become serious economic problems for families, 3) generational conflict, differences in views and ways of thinking between generations can be a source conflicts in the family, 4) personal problems, health problems, personal happiness problems, and social problems affecting the family, 5) disciplinary problems, child discipline problems, such as lack of a sense of responsibility and inappropriate behavior can become problems in the family, 6) infidelity, disloyalty and infidelity can affect relationships in the family and cause problems, 7) educational problems,

¹ Rustina Rustina, "Keluarga Dalam Kajian Sosiologi," *Musawa: Journal for Gender Studies* 14, no. 2 (2022): 244–67.

different views on children's education and school selection can cause problems in the family.²

Specifically for divorce issues, based on data from kadata.co.id taken from the Central Statistics Agency that the trend of divorce in Indonesia is increasing every year. In 2018, Indonesia's divorce rate reached 408,202 cases, an increase of 9% compared to the previous year. The biggest cause of divorce in 2018 was continuous disputes and fights with 183,085 cases. Economic factors took second place with 110,909 cases. While other problems were husband/wife leaving (17.55%), domestic violence (2.15%), and drunkenness (0.85%). One of the family crises contained in the Family Resilience Bill is divorce as stated in Article 74 paragraph 3c. The local government is also required to carry out the handling of family crises due to divorce in Article 78 of the Resilience Bill. The increasing number of divorce cases today goes hand in hand with changing lifestyles and expectations, as well as the arrival of modernization. According to Tasmin and Rini³ In Indonesia, the divorce rate is as high as in the United States, namely 66.6%. The number of divorce cases in Indonesia can be seen from the divorce news among celebrities. From there alone we can see how many divorce cases that occur. And children are the most disadvantaged victims of this case. Child becomes a child *Broken Home* made him a different person than usual. The emotions he has are increasingly having drastic changes.

Data from the Media Indonesia website which contains news with the title Divorce Rate in Indonesia Continues to Increase on the link <https://epaper.mediaindonesia.com/detail/angka-perceraian-di-indonesia-terus-meningkat> It is known that based on Indonesian statistical reports, the number of divorce cases in the country reached 447,743 cases in 2021, an increase of 53.50% when compared to 2020 which reached 291,677 cases. The report says that wives

² Afgan Nugraha, Amiruddin Barinong, and Zainuddin Zainuddin, "Faktor Penyebab Terjadinya Perceraian Rumah Tangga Akibat Perselingkuhan," *Kalabbirang Law Journal* 2, no. 1 (2020): 53–68.

³ Tasmin, Martina Rini. 2002. Perceraian & Kesiapan Mental Anak. <http://www.epsikologi.com/keluarga/180402a.htm>

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are more likely to file for divorce than husbands. It was recorded that 337,343 cases or 75.34 percent of divorces occurred as a result of contested divorces. This case is a lawsuit filed by the wife which has been decided by the court. In other media, data is published that Bandung Regency has a total of 7,888 divorce cases. The increase in the divorce rate in Bandung Regency was striking during the Covid-19 pandemic. The problem that causes the most divorce is economic reasons. Reportedly, during the pandemic from 2020 to June 2021, more than 10,000 divorce cases have been heard in this district. Divorce can be a very difficult experience for couples and their families. Therefore divorce prevention is a very important thing. There are several things that can be used as efforts to prevent divorce, including: good communication, maintaining a strong emotional attachment between one another, resolving conflicts in a healthy way, being committed to mutual support, and being open to marriage therapy.

Referring to the phenomenon of the problem above, it can be concluded that the problem of divorce is a serious and very crucial problem. So it is necessary to look for solutions to the community to minimize the divorce rate in Indonesia, especially in the city of Bandung. One of the efforts that is thought to be effective in overcoming this problem is to empower the Government's program through the Ministry of Religion to try to reduce the divorce rate with a program to strengthen family resilience and support BP4 or the Marriage Advisory, Development and Preservation Agency. BP4 is in KUA which works under the auspices of the Ministry of Religion. Through religious extension workers and chiefs at the local KUA at the sub-district level BP4 can be implemented. Islamic Religious Counselors are Civil Servants who are given full duties, responsibilities, authorities and rights by authorized officials to carry out Islamic religious guidance or counseling activities and development through religious language. The term religious instructor began to be socialized in 1985, namely with the Decree of the Minister of Religion Number 791 of 1985 concerning honorarium for religious instructors. The term Religious Counselor is used to replace the term Honorary Religious Teacher (GAH) which was previously used in the official environment

of the Ministry of Religion.⁴ The religious instructors who come from civil servants are as stipulated in the MENKOWASBANGPAN decision NO. 54/KP/MK.WASPAN/9/1999 are civil servants who are given full duties and responsibilities, powers and rights by authorized officials to carry out religious guidance or counseling and community development through religious language.⁵

In essence, there are three tasks carried out by religious instructors, namely guiding people in carrying out religious teachings and conveying development ideas to the community using religious language and increasing religious harmony.⁶ So that a religious instructor needs a strategy in carrying out the da'wah mission. In carrying out religious programs and marriage guidance in a program designed by the Ministry of Religion, of course, Islamic Religious Extensionists need to have an effective communication strategy. This effective communication strategy is very important in conveying religious messages to the public.⁷ Strategy is essentially planning and management to achieve a goal. But to reach the goal; strategy does not function as a road map that only shows the direction, but must show operational tactics.⁸ Likewise, the communication strategy is a guide for communication planning and communication management to achieve a goal. To achieve this goal, the communication strategy must be able to show how tactical operations must be carried out. In the sense of the word that the approach can differ from time to time depending on the situation and conditions as well as conditions.⁹ The success of an Islamic Religious Counselor in carrying out his duties in society is influenced by several components including his communication and strategy in conveying

⁴ Babay Barmawie and Fadhila Humaira, "Strategi Komunikasi Penyuluh Agama Islam Dalam Membina Toleransi Umat Beragama," *ORASI: Jurnal Dakwah Dan Komunikasi* 9, no. 2 (2018): 1–14.

⁵ Aep Kusnawan, "Urgensi Penyuluhan Agama Islam," *Ilmu Dakwah: Academic Journal for Homiletic Studies* 5, no. 17 (2011): 271–90.

⁶ Ilham Ilham, "Peranan Penyuluh Agama Islam Dalam Dakwah," *Alhadharah: Jurnal Ilmu Dakwah* 17, no. 33 (2019): 49–80.

⁷ Abdul Basit, "Tantangan Profesi Penyuluh Agama Islam Dan Pembedayaannya," *Jurnal Dakwah: Media Komunikasi Dan Dakwah* 15, no. 1 (2014): 157–78.

⁸ Onong Uchana Effendi, *Ilmu Komunikasi Teori Dan Praktek*, 29th ed. (Bandung: PT Remaja Rosda Karya, 2019).

⁹ Isabelle Leconte, "The Integration of Dakwah in Jourenalisme," *Jurnal Komunikasi Islam* 4, no. 01 (2014).

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religious messages and guidance. If the right communication strategy is implemented by Islamic religious instructors, this can have a positive impact on society in the long term. This can be measured from the social and moral changes that are getting better, the increasing participation of the community in religious activities and the wider acceptance and understanding of the community towards the teachings of Islam.¹⁰

The purpose of this study was to identify the communication strategies used by religious counselors in the city of Bandung in the sakinah family development program to emphasize the trend of divorce in the city of Bandung. The formulation of the problem in this research is; what is the communication strategy of the Islamic religious instructor, what are the obstacles to the communication strategy of the Islamic religious instructor and what is the role of the Islamic religious instructor in the sakinah family development program in Bandung city.

Many studies related to the role of Islamic religious instructors, communication strategies and divorce have been investigated, including by Parhan¹¹ it was concluded that the practice of underage marriages in the Gunung Putri District area has increased, in 2019 there were 2 people and in 2020 there were 37 people. Second, the efforts made by the KUA of Gunung Putri District during the Covid-19 pandemic were counseling and outreach online through the Zoom application, regarding marriage according to the age determined by the Law in collaboration with the Bojong Kulur Village Head and his staff. Third, the obstacles experienced by the KUA in Gunung Putri District are counseling activities that are not programmed (regularly), parents do not play an active role in preventing underage marriages, minimal community interest, limited community access to internet networks and large-scale restrictions (PSBB). because the cases of Covid-

¹⁰ Nurul Laila Hidayat, "Strategi Komunikasi Dakwah Penyuluh Agama Islam Dalam Pembinaan Keluarga Sakinah (Studi Kasus Di Kampung Sakinah Kabupaten Jember)" (Universitas Islam Negeri Kiai Haji Achmad Siddiq Jember, 2020).

¹¹ Teddy Parhan, "Upaya Preventif Kua Dalam Menangani Pernikahan Di Bawah Umur Pada Masa Pandemi Covid-19 (Studi Kua Kecamatan Gunung Putri)" (Fakultas Syariah dan Hukum UIN Syarif Hidayatullah Jakarta, 2021).

19 are increasing. Rambe Research¹² concluded that the factors causing divorce: no harmony and responsibility; economic factors; education; moral crisis; presence of a third party; religious conversions; adultery; loveless marriage; domestic violence; underage marriage; ongoing quarrels and conflicts; developments or social media. Efforts to minimize divorce: planning marriage-age youth education, family counseling classes, and organizational meetings; guidelines for promoting sakinah families and resolving marital disputes; explain the laws of marriage in Islam; conduct counseling or premarital consultations; premarital courses as well as coaching for families and youth; carry out the sakinah family service center program (PUSAKA); fostering the activities of the taklim assembly or in certain recitations. Amalia's research¹³ In conclusion, Islamic religious instructors provide information to the public so that they avoid domestic conflicts that trigger divorce. Second, providing education to the public regarding the rights and obligations of husbands and wives. Third, giving the community the opportunity to consult on household issues. Fourth, provide advocacy to the community on how to refer. Implementation of socialization carried out by Islamic religious instructors by means of lectures, discussions and questions and answers with a humanist approach.

From the several studies above, researchers conducted research with a similar theme. However, what makes the difference is that researchers focus on the sakinah family development program to emphasize the trend of divorce in the city of Bandung. so that it becomes a novelty in this study.

B. Results and Discussion

The strategy of Islamic religious instructors in reducing the divorce rate in the city of Bandung.

¹² Gepeng Rambe and Syawaluddin Nasution, "Strategi Komunikasi Konseling Penyuluh Agama Dalam Meminimalisir Perceraian Di Kabupaten Aceh Singkil.," *PERSPEKTIF* 12, no. 1 (2023): 309–20.

¹³ Dinda Rizky Amalia, "Strategi Sosialisasi Penyuluh Agama Islam Dalam Pencegahan Perceraian," *Formosa Journal of Science and Technology* 1, no. 1 (2022): 47–56.

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Bandung City Islamic Religion Counselor Communication Strategy

As a first step, Islamic religious instructors in the city of Bandung made a work program plan and designed a module that aims to provide provisions for the bride and groom. Through this module, the bride and groom are expected to be mentally prepared and have adequate knowledge to face household life, including in terms of accommodating, adapting, and knowing what needs to be done when entering the world of marriage, as well as to create a family that is sakinah, mawadah, warohmah. help reduce the divorce rate.

Based on the findings of observations and interviews as said by Mrs. Nirna (Bandung City Islamic Religion Extension):

“This is important because some of the divorce cases found tend to occur at the age of marriage under 10 years. Although there are also cases of divorce at the age of 20 or 25 years of marriage, the dominant ones occur at the age of marriage below 10 years. Also, when the couple has children with toddlers or childhood, their divorce will have a significant social impact.”

In addition to holding the suscatin program, the Ministry of Religion in the city of Bandung also held the Pusaka program (Sakinah Family Counseling Center) which aims to help build married families so they can face the stages of marriage well as well as help build a harmonious family. heirloomSakinah focuses on helping married couples stay strong in going through the stages of marriage. Through these programs, it is hoped that positive changes will occur in reducing the divorce rate and forming a strong and harmonious family.

Bride and groom courses (suscatin) provide knowledge, understanding, skills, and awareness to couples getting married. This aims to reduce the divorce rate in the city of Bandung, as well as to create a family that is sakinah, mawaddah, warohmah. Suscatin is a way of guiding the bride and groom to maintain household peace, according to the findings from observations and interviews conducted by

researchers at the Ministry of Religion in Bandung City. "We provide an understanding that after having a family, we must maintain household harmony and love one another," as said by Mrs. Nirna (Islamic religious counselor in Bandung) "Don't let us forget it and end up in an unfavorable situation such as divorce."

According to the Islamic Religious Counselor at the Ministry of Religion of the City of Bandung, Suscatin is also a place for marriage meetings:

"We welcome people who want to ask questions about marriage and divorce, such as asking about the laws in the family." We will try to provide solutions and understanding to the couples who come so they can resolve household disputes before the problem drags on and gets prolonged."

As said by Mrs. Nirna (an Islamic religious instructor in the city of Bandung), according to her observations of the responses from the success of several suscatin participants:

"The subject of husband and wife obligations is often raised in the Suscatin program, and this is very much in line with the reality of the family we live in, so it is very valuable for unmarried couples."

Suscatin is also useful for data collection at KUA so that they can understand the condition and readiness of the bride and groom, as well as a benchmark in providing further material. as disclosed by Bandung City Islamic Religion Counselor. The existence of the Suscatin program makes it easy to determine activities or actions that can be followed in providing materials and data collection to the bride and groom. Then as conveyed by religious counselors in the city of Bandung;

"Not only through the Suscatin program, in an effort to reduce the divorce rate in the city of Bandung, we welcome couples who want to consult about family problems or divorce, by providing

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understanding to couples through guidance and counseling to couples who are about to divorce in the form of consequences and impacts that will result from the divorce. Also religious views on divorce."

This communication strategy through counseling or mentoring is also an attempt by extension workers to overcome the problem of divorce. If possible Islamic religious counselors suggest, stop divorce. Most people file for divorce in the Religious Courts when problems with their families cannot be resolved. Islamic religious instructors usually provide advice on religious views, marriage, husband and wife obligations, the impact of divorce, and the impact on children for those who already have children. The majority of couples who divorce are those who already have children. In essence, the effect on children is what is emphasized on them. because child development is undoubtedly affected by the divorce of a couple. The little one really needs parental love. The likelihood of divorce is reduced if parents can guide their child through mediation before the divorce occurs if they can no longer love one another.

Islamic religious instructors in the city of Bandung also give lectures and sermons to every mosque, majlis ta'lim, or through seminars to educate the general public about sakinah family values in addition to participating in programs, counseling, and mentoring in an effort to reduce divorce. By giving this lecture, extension workers can invite the public to learn about religious principles that support family harmony, love and affection. This is in line with the theory that the researchers mentioned above, namely the theory of social construction put forward by Peter Berger and Thomas Luckman: This theory talks about how humans build their understanding of social reality through the process of socialization. Berger and Luckman say that social reality cannot be considered as natural or innate, but must be built and understood through a process of social interaction and learning.

Obstacles of Islamic Counselors in Implementing Islamic Counselor Communication Strategies in Reducing Divorce Rates in the City of Bandung.

Based on the results of interviews, researchers know that the implementation of Suscatin is important and has been very effective as a strategy to reduce divorce rates, although usually it is only done once in a lifetime, namely before the sacred marriage contract procession. Based on the results of the interviews with Islamic extension workers in the city of Bandung, they said that they faced several communication barriers in the sakinah family program. Mobility and accessibility are communication barriers for religious extension workers in the City of Bandung in conveying communication to reduce divorce. Bandung is a bustling city, densely populated and has a lot of traffic. This can limit the movement of program participants and Islamic religious instructors. Facilitating access to program venues or scheduling appropriate times can improve participant communication and engagement.

Then the difference in education and literacy of the program participants. The level of education and literacy of program participants in the city of Bandung varies. Some participants may have a low level of education or a limited level of literacy. This can make it difficult for extension agents to explain complex information or use more technical material. A communication strategy is needed that is adjusted to the level of education and literacy of the participants.

Advances in technology have also become an obstacle to the communication of Islamic religious instructors. Along with the development of the era, Bandung is known as a center of creativity and technology. According to the results of the interviews that the researchers conducted, this is a challenge for Islamic religious instructors to keep up with the fast advances in communication technology. Islamic religious educators are less able to connect with younger program participants if the instructor is not proficient in using social media or other communication technologies.

Limited resources, such as funds, infrastructure, or supporting materials, are another obstacle in implementing the sakinah family program in Bandung. Limited

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resources limit the capacity of extension workers to provide adequate support to program participants or use more effective communication tactics.

The views of the Religious Advisors and KUA Penghulu of the City of Bandung mentioned above can be related to Eliyahu M. Goldratt's theory. According to the limitation theory, every organization has limitations that prevent it from pursuing high performance. If one difficulty is resolved, the next obstacle can help overcome it.

The Role of Religious Counselors in Overcoming Divorce

Islamic religious instructors in the city of Bandung have an important role in dealing with divorce. Based on the research findings, the communication method of the sakinah family development program used by Islamic religious counselors in the city of Bandung has succeeded in encouraging family peace and stopping the trend of divorce in the city of Bandung.

Participants in the Sakinah Family Development Program can gain insight and information about the value of family harmony thanks to the communication methods used by Islamic religious educators. This can be seen from the increased understanding of program participants on how to handle household problems, understanding the rights and obligations of husband and wife, and fostering positive family relationships. In addition, the negative perceptions of program participants about developing a sakinah family were dispelled thanks to the Islamic religious instructor's communication strategy. Islamic religious educators foster a supportive environment and offer emotional support to program participants so that they feel comfortable discussing family issues.

The decline in the divorce rate in the city of Bandung is another indicator of how good the communication between Islamic religious instructors and participants is. Participants in the sakinah family development program run by Islamic religious educators are more equipped and able to handle household problems in order to avoid divorce. In this context, the communication strategy implemented by Islamic

religious educators in the sakinah family coaching program can be said to be useful and effective in increasing family peace and reducing the tendency for divorce in the city of Bandung.

The communication strategy carried out by religious extension workers in the city of Bandung has an impact on the divorce rate in the city of Bandung. The use of a good communication strategy will have an impact on the divorce rate as emphasized by Fahrul¹⁴ namely Religious Counselors in preventing divorce rates which include marriage guidance to prospective brides, conducting outreach to the community at the taklim assembly and receiving consultation regarding family problems. The Communication Strategy used by Religious Counselors in helping prevent divorce uses informative and persuasive communication techniques, namely informing religious messages, inviting and influencing thinking and changing people's attitudes and behavior so that they remain harmonious in the family so as to minimize the occurrence of divorce rates

C. Conclusion

Based on the results and discussion, it was concluded that the communication strategy carried out by Islamic religious educators in the city of Bandung was effective and had a significant effect so that it fostered public knowledge not to easily divorce. This can be seen from the acceptance and enthusiasm of the prospective bride and groom in following the strategy implemented by the extension workers and can be seen from the declining number of divorces in the city of Bandung. The communication strategy applied by the Islamic religious instructors in the city of Bandung in the sakinah family development program includes; make work program plans and design modules for the Bride Candidates Course (Suscatin) and counseling. giving lectures, sermons, and seminars at mosques, ta'lim assemblies, as well as community activities. Obstacles to Islamic instructors in implementing the communication strategy of

¹⁴ Shiddiq Fahrul, "STRATEGI KOMUNIKASI PENYULUH AGAMA DALAM MENCEGAH ANGKA PERCERAIAN DI KECAMATAN LUBUK RAJA KABUPATEN OGAN KOMERING ULU" (UIN RADEN INTAN LAMPUNG, 2023).

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Islamic instructors in an effort to reduce the divorce rate in the city of Bandung, namely: differences in education and literacy levels of program participants, accessibility and mobility, lack of resources such as funds and facilities.

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