

## **Implementation of the Da'wah Management Function in the Marriage Guidance Program at the Religious Affairs Office (KUA) of Simpang Kiri District, Subulussalam City**

<sup>1</sup>Rohmi Ramadhan, <sup>2</sup>Winda Kustiawan

<sup>1,2</sup> Universitas Islam Negeri Sumatera Utara

### **Abstract**

Marriage guidance is a social service process in the form of providing knowledge to prospective husband and wife before marriage, so that they become a prosperous family and can contribute effectively to the development of the nation, religion and state. The marriage guidance is encouraged and implemented by the Religious Affairs Office throughout Indonesia, especially by the KUA Simpang Kiri, Subulussalam City. This study aims to understand the implementation of the function of da'wah management in the marriage guidance program at the Religious Affairs Office (KUA) of Simpang Kiri District, Subulussalam City. This research is a qualitative research. Qualitative research is research that obtains descriptive data in written or spoken words through individuals and behavior that can be studied not in numbers or statistical processing. The data collection techniques used by the author are: observation, interviews, and documentation. The results of the study indicate that in Simpang Kiri, Subulussalam City, it plays an active role in providing pre-marital guidance services to the community, starting from the registration stage to the marriage contract process and post-marriage. This is done with the aim of being able to help each prospective bride and groom in preventing problems in the future. The implementation of the da'wah management function in the marriage guidance program at the KUA Simpang Kiri District is: First, regarding the planning in the marriage guidance program which as a whole has been in accordance with the theory and rules that have been set. Second, the success of the implementation of the organization which is marked by the application of the principle of organization. Third, the implementation of marriage guidance that runs according to plan, and pays attention to the steps of mobilization, although there are still obstacles during the implementation. Fourth, control, supervision and evaluation of da'wah are carried out so that the guidance program always runs as it should to achieve its goals

**Keywords:** *Da'wah Management, Marriage Guidance.*

Copyright (c) 2022 Rohmi Ramadhan

---

✉ Corresponding author :

Email Address : [rohmi0104212084@uinsu.ac.id](mailto:rohmi0104212084@uinsu.ac.id)

### **PENDAHULUAN**

Management can be understood as an approach or principle involving planning, structuring, moving activities, and overseeing in an organization. From a terminological standpoint, management is the process of managing, controlling, and

coordinating the members of an organization to achieve established goals. According to Robert Kritiner, management is the way to dynamically utilize the workforce to meet organizational objectives in an ever-changing environment. The essence of this process is the effective and efficient use of human resources. (Nobelita Susanti, 2024).

In practice, management focuses on the continuous identification and handling of environmental issues. The success of achieving goals is greatly determined by the increase in work effectiveness and efficiency. The definition of management efficiency itself is the ability to minimize the use of resources in achieving organizational targets, also known as the principle of 'doing things right' (Haris Nurdiansyah, 2019).

Services from an institution or public service actually touch on almost all dimensions of life, including health services, education, and other fields related to national life. The government has the responsibility to carry out service functions through various agencies, one of which is the Office of Religious Affairs (KUA) that provides religious services. In addition, the government is also tasked with providing various public services needed by the community.

KUA is one of the government agencies that provides religious services in the Simpang Kiri District, Subulussalam City. KUA is the frontline unit of the Ministry of Religion that carries out some functions of the Ministry of Religion of the Republic of Indonesia at the district and city level in Islamic affairs. In terms of religious services, KUA holds an important position for the Ministry of Religion (Husaini, 2019).

The community requires administrative services, especially in terms of marriage registration. Therefore, every event involving citizens, such as marriage, death, and birth, must be documented. Marriage registration becomes the main strategy to ensure that marriage administration runs smoothly and to prevent illegal marriages. With registration, marriage gains legal certainty through a marriage certificate that can serve as official evidence.

As a representative of the Ministry of Religious Affairs, the Office of Religious Affairs (KUA) has various vital roles in religious services. These roles include: 1) Administration of registration, validation, and recording of marriage and divorce; 2) Issuance of waqf declaration certificates; 3) Development of harmonious families; 4) Mosque development; 5) Guidance on Islamic law; 6) Supervision of halal food; 7) Zakat management; 8) Waqf management; and 9) Organization of hajj guidance sessions. Among all these roles, marriage administration is currently the most dominant function performed by KUA.

This role is in accordance with the mandate of Law No. 1 of 1974 Article 2 and reinforced by Presidential Instruction No. 1 of 1991 regarding the Compilation of Islamic Law Articles 5, 6, and 7. This regulation is then clarified through a ministerial regulation that details the administration of marriage, emphasizing the important position of KUA at the sub-district level in the recording of marriages (S Suhaemi, 2019).

According to the provisions of Law No. 1 of 1974 concerning Marriage, Chapter II Article 7, it is stated that: (1) Men must be at least 19 years old and women must be at least 16 years old to be able to marry. (2) If there is a violation of these rules, a dispensation can be submitted to the court or authorized official at the request of the man or woman (Muhammad, 2017). Humans essentially cannot live alone without the support of others. From birth, humans have an instinct to live socially and interact with others. This instinct creates a desire to live orderly and in harmony. A harmonious and intact family is the hope of every married couple.

To achieve a harmonious family, good cooperation from all family members is needed (Nurfauziah, 2017). This cooperation must begin once the couple is married, as without good communication and cooperation, marriages are vulnerable to issues such as disputes, which could even lead to divorce resulting in family breakdowns or 'broken homes'.

Marriage is fundamentally expected to last a lifetime in accordance with Islamic teachings. However, divorce is permitted as a last resort to maintain household harmony when there is no other option available. Divorce is considered the best solution in certain situations. Thus, divorce is a halal choice in addressing irreconcilable disputes within the household.

The Qur'an explains various situations in the relationship between husband and wife that indicate a rift that may lead to divorce. The main cause of this rift is the disobedience to Allah SWT's provisions regarding the rights and obligations of husband and wife that must be fulfilled together (Suhaemi, S. 2019). The KUA (Office of Religious Affairs) in Simpang Kiri Subulussalam City has made efforts to provide the best services by utilizing existing resources and facilities. However, various factors such as the uneven level of education among KUA staff, inadequate facilities and infrastructure, and the community's limited understanding of marriage administration and the SIMKAH system have led to the KUA's role in the district not being maximized.

In a preaching organization, good management becomes a primary necessity for achieving the organization's goals in a directed and dynamic manner. Management plays a crucial role in various areas of life, including in institutions and preaching organizations. The success of an organization in achieving social, economic, and political goals greatly depends on the competence of the organization's managers. Without effective and efficient management, the sustainability of the organization cannot be guaranteed. Therefore, management becomes an important process that drives the organization (Ida, C, 2021).

Because the services of the KUA are not yet optimal, it is necessary to take steps to ensure that the service processes are in accordance with the specified objectives. The KUA must prioritize task arrangement, distribution of authority, and a clear division of work. The implementation of appropriate da'wah management in this institution is essential to improve service effectiveness, so that every individual and group can carry out their responsibilities well. In order to enhance capabilities

and motivate employees to work effectively, efficiently, and productively in order to achieve good results in marriage services at the KUA of Simpang Kiri Subdistrict, Subulussalam City, this encourages researchers to investigate how the implementation of da'wah management functions in the marriage guidance program at the Office of Religious Affairs (KUA) of Simpang Kiri Subdistrict, Subulussalam City.

## METODOLOGI

The applied research is of the qualitative descriptive type. According to Nasution, qualitative research includes interactions and observations of individuals in their environment in order to understand their perspectives on the surrounding environment in greater depth. The aim of this research is to explain and summarize various situations and diverse phenomena (Ajat Rukajat, 2018).

In this context, the research seeks to describe the social reality at the Office of Religious Affairs in the Simpang Kiri District of Subulussalam City, which includes characteristics, traits, patterns, signs, and perspectives regarding the conditions and phenomena that arise. Based on this statement, the researcher is able to identify that the type of research is qualitative descriptive. This type of research is chosen as it is deemed appropriate for examining the issue of the implementation of da'wah management functions to improve marriage services at the Office of Religious Affairs in Simpang Kiri District, Subulussalam City.

Primary data is data obtained directly from the main source through observation techniques or interviews with informants (Emzir, 2016). In this research, primary data was obtained from Mr. Rusyda as the Head of KUA, Mr. Apri Yudiansyah Siregar as the Marriage Officer, and Mr. Asmadin as the Counselor who served as sources in data collection related to the application of management functions to improve marriage services at the KUA of Simpang Kiri District, Subulussalam City.

Secondary data functions as a complement to primary data and is obtained from documents, communities, and literature studies that include articles and books by experts. This data also refers to the results of previous research relevant to the topic, whether published or unpublished, in the form of books or scientific journals (Askari Zakariah, 2020).

Observation is the step of direct observation conducted by researchers at the research site. Observation can be defined as an organized activity focused on observing and recording a sequence of behaviors or processes of a system that has a specific purpose, as well as to understand the reasons behind those behaviors (Askari Zakariah, 2020). This method is used by recording and directly observing the behaviors of the KUA staff that are relevant to the main issues in the field.

The observation method is used to collect data and information at the KUA of Simpang Kiri Subulussalam City, specifically related to the implementation of the

management functions of da'wah in the marriage guidance program as a complement to the research data. Interviews are a data collection technique conducted directly with respondents through face-to-face oral communication to obtain information, explanations, and ideas (Bagong Suyanto, 2025). In this interview, the researcher explores data by posing direct questions to the Head of KUA and KUA staff. The information obtained relates to how the management functions of da'wah are implemented in the marriage guidance program at the KUA of Simpang Kiri Subulussalam City.

The documentation method is a way of collecting data by recording and gathering information that is already available. Researchers use this technique to seek and collect various data in the form of texts, documents, archives, photos, and audio related to the implementation of management functions in the da'wah within the marriage guidance program at the KUA (Leon Andretti, 2021).

## **HASIL DAN PEMBAHASAN**

### **Hasil**

#### **Analysis of the Implementation of Da'wah Management Functions in the Marriage Guidance Program at the Office of Religious Affairs (KUA) of Simpang Kiri District, Subulussalam City**

Analysis of the Stages of the Marriage Guidance Program at the Religious Affairs Office (KUA) of Simpang Kiri Subulussalam City. The marriage program is one of the ways the Religious Affairs Office assists the community who are about to get married, especially the Muslim community in each sub-district. Based on an interview with Mr. Rusyda S.Ag as the Head of KUA, he explained the importance of the marriage guidance program at the KUA of Simpang Kiri Subulussalam City, namely:

“According to me, this marriage guidance program is indeed necessary to be implemented because it serves as initial information for prospective brides and grooms who intend to get married, so that when they have already performed the marriage or the *ijab qabul*, they both understand the duties and functions or rights and obligations as husband and wife, so it is hoped that the family that marries will become a family that is *sakinah mawaddah warrahmah*.”

Next, Mr. Rusyda, S.Ag as the Head of the KUA explained the stages of the marriage guidance program at the KUA of the Simpang Kiri sub-district in Subulussalam city, namely: According to Mr. Rusyda as the Head of KUA, 'For brides and grooms, if they intend to marry, they must first register their intention to marry along with various administrative requirements that must be fulfilled, including a letter of introduction from the village, as well as information about their background, parental roles, consent, and so on. This is for the prospective bride and groom to compile in one file, which will then be submitted to the KUA office for verification.'

If the documents are in accordance with the regulations, we will include them in the data of prospective brides and grooms who will get married. Then we will schedule the time for conducting their marriage guidance because, in Simpang Kiri district, the average marriage age is between 20 and 30 couples each month. Therefore, these are the people we will guide and provide understanding to, and this is something we usually do 3 to 4 times a month according to the registration of prospective brides and grooms who wish to marry. Each session involves at least 3 to 7 pairs of prospective brides and grooms, depending on who registers.

The stages of the implementation of the marriage guidance program at the KUA of Simpang Kiri Subulussalam City are based on the results of the interview conducted with Mr. Rusyda as the Head of KUA, and these stages consist of:

1. Notice of Intent to Marry

The bride and groom must register their marriage at the KUA by completing the marriage documents and paying the registration fee. After that, they are required to attend a premarital course and receive guidance from the KUA officer. Additionally, the bride and groom must undergo a health check, and the bride is required to receive a tetanus toxoid vaccine.

2. Marriage Examination

The prospective bride and groom undergo a marriage examination with the marriage guardian under the supervision of the marriage registrar. This examination is recorded in the marriage examination list, which must be read and filled out by the prospective spouses. The document is then signed by the marriage registrar and kept in the marriage record book, after which the marriage is announced.

3. Announcement of Marriage Intent

After all requirements and conditions are met, the Kadi or Marriage Registrar (PPN) will announce the intention to marry. This announcement is made at the Office of Religious Affairs (KUA) that has jurisdiction over the location of the marriage and the residence of the prospective bride and groom.

4. Marriage Certificate and Its Registrar

The marriage ceremony is held in front of the marriage registrar and documented in the Marriage Certificate book. After the ceremony is completed, both parties receive a copy of the marriage certificate model NA, which is yellow for the husband and green for the wife. The marriage ceremony can take place in a marriage hall or outside of that location. Here is the process of carrying out the ceremony:

- a. Opening
- b. Reading the minutes or re-checking the data of both brides and grooms

- c. The giving of the dowry without a handshake
- d. Delivery of the wedding sermon by the officiant
- e. The pronouncement of the marriage contract by the guardian or the officiant is then responded to by the groom.
- f. After the contract is executed, then recite the prayer.
- g. Signing the marriage book
- h. Closing and handing over the marriage book

### **Analysis of the Implementation of Da'wah Management Functions in the Marriage Guidance Program at the Office of Religious Affairs (KUA) of Simpang Kiri District, Subulussalam City**

Looking at the stages of management functions that include organizing, sorting, executing, and controlling, this concept aligns with the theory presented by M. Munir and Wahyu Ilaihi as crucial elements in management. The Office of Religious Affairs of Simpang Kiri Subulussalam City serves as a working unit that carries out some of the duties of the Ministry of Religious Affairs of the Republic of Indonesia at the district and city levels in the scope of Islam and provides public services for the local community.

Therefore, the researchers describe how to implement management functions to further develop marriage services at KUA, Simpang Kiri District, Subulussalam City, including the following:

1. *1. Planning (Dakwah Planning)*

Planning must be based on facts and assumptions related to the future, as well as the steps that will be taken to achieve the goals. Planning must also be able to answer the questions of who, what, when, where, why, and how future actions will be carried out. In the context of pre-marital counseling at the KUA, da'wah planning is implemented through a series of marriage service flow.

The first step is to prepare the mental and spiritual aspects of the prospective bride and groom, which is a crucial preparation before the marriage takes place. The main goal is for the couple who will build a household to live in harmony and peace. Considering that domestic violence can sometimes arise, this mental preparation aims to equip the prospective couple to maintain family harmony.

The Head of the KUA of Simpang Kiri Subdistrict explained that psychological guidance is carried out by providing materials on how to overcome family problems and strengthen family resilience. In the pursuit of creating a harmonious family, attention to the mental health of family members is very necessary because every family faces different conflicts.

Therefore, the KUA of Simpang Kiri Subdistrict provides guidance materials and offers consultation to help the community deal with their family issues.

After that, the bride and groom must submit a marriage application letter at the local village or sub-district office, then complete and process the marriage application documents (forms N1 to N4) to be submitted to the district KUA. If the marriage is to be conducted outside the sub-district of residence, the groom needs to arrange for a marriage recommendation letter to be taken to the KUA of the destination where the marriage ceremony will take place.

If the marriage is conducted in the same district and the schedule is less than 10 working days, the prospective bride and groom are required to request a marriage dispensation in advance from the sub-district office as a condition for the KUA of the sub-district. If the marriage ceremony takes place outside the KUA office, the prospective bride and groom will be charged a fee of IDR 600,000 and must submit proof of payment to the KUA organizing the marriage ceremony. Conversely, marriages held at the KUA are free of charge. Lastly, the marriage data of the bride and groom and the marriage guardian will be examined at the KUA where the marriage ceremony takes place.

According to Mr. Rusyda S.Ag, Head of the KUA (Office of Religious Affairs) in the Simpang Kiri Subdistrict of Subulussalam City, the planning carried out by the KUA includes several important steps. First, the prospective bride and groom must obtain a marriage introduction letter from their respective village offices. Then, they must bring the document to the KUA office for verification. If the documents are complete, the prospective bride and groom will be given a schedule to attend premarital counseling. After attending the counseling, the next step is to make a payment at the Bank. After the payment, the prospective bride and groom must wait for 10 working days before the wedding ceremony can be held.

The planning stages carried out are procedures that have been established at the KUA Office of Simpang Kiri District in Subulussalam City and must be followed by all prospective brides and grooms who register. Marriage guidance is provided to both prospective brides and grooms with direction from Mr. Asmadin, S.Sos.I, a counselor at the KUA Office of Simpang Kiri District.

According to Mr. Asmadin, S.Sos.I, "Marriage guidance is conducted only once, but if there is a request from the Ministry of Religious Affairs, the prospective bride and groom will be taken to the Ministry. Prospective bride and groom from several sub-districts are usually combined, ranging from one to three sub-districts. Guidance is provided when the prospective bride and groom come for the marriage registration; after the documents are declared

complete and the age requirements are met, the marriage process can continue."

In marriage counseling, the material provided includes learning to recite the Quran, the proper way to perform ablution, mandatory bathing, and the obligations of husbands and wives. All prospective brides and grooms are required to participate in this counseling. Therefore, each prospective bride and groom must come to the KUA to register and receive guidance. The material also covers discussions about a harmonious family and the prevention of domestic violence. The presenters are KUA officials and marriage registrars. Additionally, the prospective brides and grooms are guided on the procedures of prayer and ablution as many still do not understand how to perform prayers correctly.

In that guidance, the bride and groom are reminded that after getting married, they must become better, especially in maintaining their worship such as prayer which should not be neglected.

From the interviews and the theory of da'wah planning according to M. Munir and Wahyu Ilahi, it can be concluded that planning is the main foundation in carrying out an activity. Therefore, planning at the KUA of Simpang Kiri District in Subulussalam City, which includes obtaining a marriage certificate and completing the documents required for marriage counseling, is very important to carry out.

## 2. *Organizing*

After conducting planning, the KUA District of Simpang Kiri in Subulussalam City carried out the next management function, which is organizing. In this organizing function, the system established is an organizational structure. The organizational structure is created to control tasks, allocate work, authority, and responsibilities, and to place individuals with a high level of loyalty aimed at carrying out the activities program of the KUA.

The following are the results of the interview conducted with Mrs. Syamsuarni, S.Pd.I, as the manager of religious affairs, explaining the forms of organization at the KUA of Simpang Kiri District, Subulussalam City, among others as follows:

Regarding the form of organization at the KUA, it is structured in an organizational format, with the division of labor or tasks based on the specialization of each person in charge of every activity at this KUA, which has been organized effectively.

The KUA (Office of Religious Affairs) of Simpang Kiri District also has many parts, with each employee having their respective roles. The main duties of the KUA include marriage services through SIMKAH WEB, printing

marriage books, and registering marriages. Additionally, there is the role of the KUA to provide explanations to the public regarding marriage, managing the publication of Waiver Deeds, mosque management, and there is also religious counseling.

In the book by Wahyu Ilaihi entitled *Management of Dawah*, it states that the organization of dawah can be formulated as a series of activities to arrange an event that serves as a container for dawah efforts by dividing and grouping organizational units. The aspects related to the organization of dawah at the KUA Subdistrict Simpang Kiri in the city of Subulussalam are in line with the theories presented by Wahyu Ilaihi in his book entitled *Management of Dawah*.

From the results of the interview above and several statements from Wahyu Ilaihi in his book titled '*Management of Da'wah*', it can be concluded that organizing da'wah is one of the most important aspects in an organization because to achieve good results, it requires people who are indeed experts in their respective fields.

### 3. *Actuating*

Implementation is the next stage after planning and organizing. A leader is someone who has the responsibility to effectively motivate their subordinates. Implementation is designed to mobilize all employees to work and take responsibility so that the predetermined goals can be achieved.

Furthermore, the implementation of the functions carried out at the KUA (Office of Religious Affairs) of Simpang Kiri Subulussalam City is based on interviews with the informant Mr. Apri Yudiansyah Siregar, S.H, as the KUA officiant of Simpang Kiri Subulussalam City, who stated that: 'Marriage counseling is conducted for 2-3 hours. During the marriage counseling, the prospective bride and groom receive various knowledge related to husband and wife relationships, parenting, minimizing domestic conflicts, as well as guidance to build a household that is peaceful, loving, and compassionate.'

Marriage counseling must be undertaken by prospective brides and grooms because this pre-marital guidance is one of the mandatory steps taken to provide knowledge in building a harmonious family for the future of newlyweds. Divorce is often caused by financial problems, domestic violence, lack of communication between partners, infidelity, and incompatibility in relationships.

Through premarital counseling, prospective brides and grooms will be equipped with an understanding of family psychology as well as materials such as fiqh of marriage, reproductive health, daily prayers, and the obligations of husband and wife. This premarital counseling also organizes a participatory method, which means that the community participating in this

program can directly engage. Thus, they do not only listen to lectures but can also discuss, fostering communication skills.

In the book by Hamriani titled 'Dakwah Management' it is stated that the movement of dakwah is the core of dakwah management, because in this process all dakwah activities are carried out. In this dakwah movement, the leadership mobilizes all elements of the organization to carry out all the planned dakwah activities (Tahir,2018).

The related aspect in this case is that the KUA (Office of Religious Affairs) of Simpang Kiri District, Subulussalam City has carried out a da'wah movement in accordance with the theory from the book by Hamriani titled 'Da'wah Management'. The conclusion that can be drawn from the interview results and the theory from Hamriani's book is that the da'wah movement is an important aspect for driving the wheel of the organization so that the existing planning and organization can be implemented effectively.

#### 4. *Controlling*

Supervision/control is the final stage in the function of missionary management. Supervision is a form of effort where it is carried out by providing directions to employees with the aim of ensuring that employees perform their duties and responsibilities well. With this supervision, there will be assessments, corrections, and evaluations. As stated by the informant Sunnah Hadisah as a bride-to-be, she said that:

“After providing the material to the prospective bride and groom, the resource person then held a question-and-answer session and discussed with the prospective bride and groom to test their understanding. Another statement was made by the informant Desta as a prospective groom, saying: “The material provided by the resource person is very beneficial for us as it can serve as a reference for the future. This can help us understand how to build a harmonious and loving family”.

The presenter was also very engaging and had a unique charm, making me as a listener not feel bored during the premarital guidance, with games interspersed throughout the material that kept the listeners from getting sleepy.” Based on the interview results above and the theory stated by James F. Stoner and R. Edward Freeman, it can be concluded that supervision is one of the most important aspects in an activity because it can serve as a benchmark for the success or failure of an activity.

### **Analysis of Opportunities and Challenges in Implementing the Management Function of Da'wah in the Marriage Guidance Program at the Office of Religious Affairs (KUA) of Simpang Kiri District, Subulussalam City**

## Opportunities for Implementing the Functions of Da'wah Management in Marriage Guidance Programs

The opportunity that supports the function of management in the marriage guidance program at the KUA (Office of Religious Affairs) in the Simpang Kiri District of Subulussalam City is collaboration, which involves doing something together in accordance with the responsibilities assigned to achieve a common goal. Based on the interview with Mr. Rusyda, S.Ag, the Head of KUA, he expressed his thoughts on work discipline:

"So the opportunity in marriage guidance in accordance with the regulations mandated by the ministry of religious affairs is mandatory for prospective brides and grooms to attend guidance, so in the guidance, there are speakers who are not from our own organization, there are partners from outside, from the community health center, then BKKBN, and the KUA extension workers from Simpang Kiri Subdistrict. So there are materials that are very necessary to be conveyed, especially from reproductive health."

For example, how to manage a household to be healthy starting from the first pregnancy, for instance, planning a pregnancy for prospective brides and grooms, what nutritional intake must be fulfilled during pregnancy, and also after that, childbirth and postpartum require full attention from both parents. This might be the material presented by our partners from the public health center and the health department so that the prospective brides and grooms will understand the importance of health in family life.

Based on the above interview, it can be determined that the employees of the KUA (Office of Religious Affairs) of Simpang Kiri Subulussalam City are capable of carrying out their duties in accordance with the functions and regulations provided by the institution, both as observed by the researcher in various regions and by other employees, due to the work discipline implemented at the KUA of Simpang Kiri Subulussalam City. Discipline is a fundamental attitude that must be possessed by every employee in an organization to improve performance quality. Every organization or institution needs to have various regulations that must be adhered to and complied with by its members to achieve the required standards.

The evidence of the implementation of the management function of preaching in the wedding program is based on an interview with a community member regarding the implementation of this preaching method as follows: 'The benefits of this preaching implementation can increase knowledge and understanding in household affairs, turning the unknown into knowledge. It can also be said to be effective, as in household matters, it can lead to a more mature approach in facing problems.'

Based on the explanation above, it can be concluded that the community has felt the impact of the da'wah implementation carried out by the KUA of Simpang Kiri District in Subulussalam City, enabling the community to understand the things

they did not know about being a harmonious family. Moreover, the implementation of these da'wah activities can also be said to be effective because the community is able to manage conflicts within the household well.

### **Challenges of Implementing the Management Function of Da'wah in Marriage Counseling Programs**

Based on the above matters, the Office of Religious Affairs of Simpang Kiri Subulussalam City bears a quite heavy mission and duty, so it is not an exaggeration that the success of the Office of Religious Affairs of Simpang Kiri Subulussalam City in carrying out the duties and responsibilities of the Ministry of Religious Affairs as a whole and the development in the field of religion at the sub-district level. According to the interview with Asmadin, S.Sos.I, a counselor from the Office of Religious Affairs of Simpang Kiri Subulussalam City, he explained:

"In general, there is none, but currently in our ministry, because previously there was guidance from 2 systems, first facilitated by the government and second self-guidance, so the government-facilitated guidance means there is funding from the government such as snacks and transportation money for prospective brides and grooms if there are events attending the guidance and now it has been discontinued by the government possibly due to various financial problems or obstacles. Therefore, currently what we are doing is self-guidance, meaning there are no facilities from the government, we only facilitate so that the guidance is carried out properly even though there is no budget available from the government."

Facilities or infrastructure are physical entities that can be used in daily activities to support various office tasks. These facilities or infrastructure have benefits in the future and their lifespan or usability is relatively permanent. The lack of funding has become a limiting factor in the marriage program at the KUA (Office of Religious Affairs) of Simpang Kiri District in Subulussalam City, with several facilities not meeting the standards, such as the absence of funding for the counseling process in this marriage program. However, the potential challenges do not hinder the activities at the KUA of Simpang Kiri District in Subulussalam City.

Furthermore, Mrs. Syamsuarni, S.Pd.I, as the manager of religious affairs, based on an interview with her, explained: "The obstacles that hinder the implementation of management functions to improve wedding services at KUA can be seen in several facilities provided by KUA that do not meet standards. The counseling room, supervisor's office, and reception area are lacking; there is no prayer room or parking area. Additionally, there are 2 computers in slightly damaged condition, and some tables and shelves are also slightly damaged. The most significant impact on wedding services is indeed the limited number of computers, as the wedding service requires a computer for data input and other purposes."

Then the second difference of opinion among employees is due to the varying levels of education, as not every employee is a graduate. The third is the technical disturbances that frequently occur during the service implementation, especially since most wedding service activities are conducted online, leading to frequent signal issues and occasional computer errors. Therefore, based on the results of the interviews conducted by the researcher, the challenges faced in implementing the management function of preaching in the marriage guidance program at the Simpang Kiri sub-district office in Subulussalam City.

a. The lack of infrastructure or office facilities

Facilities or infrastructure are physical entities that can be utilized in daily activities to support various office tasks. These facilities or infrastructure have benefits for the future and their lifespan or usability is relatively permanent. The lack of these facilities is a hindrance to wedding services at the KUA (Religious Affairs Office) of Simpang Kiri District, Subulussalam City, with several facilities that do not meet standards, such as the absence of a counseling room, a supervisor room, a reception room, and a lack of a prayer room/mosque. Parking areas are also not available, and there are minor damages to the computers.

b. Difference in Perception

Differences in perception occur because every human has different characteristics in expressing their own perceptions. The obstacles related to this are in terms of understanding among the employees in the Simpang Kiri sub-district of Subulussalam City, as they have differences in the levels of education they have completed, ranging from high school graduates to bachelor's degree holders.

c. Technical Disruption

It has become a characteristic and habit of humans where they are often motivated to perform tasks due to technical disruptions. In addition, several systems for conducting marriage services at the KUA in Simpang Kiri Subulussalam City are carried out online. Meanwhile, when viewed from the geographic conditions of Simpang Kiri Subulussalam City, it often faces technical issues such as delayed data reports.

## **SIMPULAN**

The research findings indicate that the implementation of the management functions of preaching in the marriage guidance program at the Religious Affairs Office (KUA) of the Simpang Kiri District of Subulussalam City includes: Planning, which consists of long-term and short-term planning. Organizing, which includes work specialization and departmentalization. Actuating, which involves providing motivation, conducting guidance, and establishing communication, as well as Controlling, which consists of direct supervision and the timeliness of employees.

Therefore, the utilization of management functions can create skilled employees who can provide good service. Furthermore, there is an opportunity that supports the management function of preaching in order to obtain marriage guidance programs at the KUA of Simpang Kiri Subulussalam City, namely cooperation is to do something together in accordance with the responsibilities assigned to achieve a common goal.

And the challenge of implementing the management function of da'wah in the marriage guidance program is the obstacle of facilities or infrastructure. This has future benefits as well as a relatively permanent age or period of usefulness. The lack of funding becomes an inhibiting factor in the marriage program at the KUA of Simpang Kiri District, Subulussalam City, with several facilities that have not met the standards, such as the lack of funds for the guidance process of this marriage program. However, the potential challenges do not hinder the activities at the KUA of Simpang Kiri District, Subulussalam City.

## References :

- Ajat Rukajat, Pendekatan Penelitian Kualitatif (Qualitative Research Approach), (Yogyakarta : CV Budi Utama, 2018). Hal 1
- M. Askari Zakariah, dkk, Metodologi Penelitian Kualitatif, Kualitatif, Action Research And Development (R n D), (Sulawesi Tenggara : Yayasan Pondok Pesantren Al Mawaddah Warrahmah Kolaka, 2020). Hal 43
- Bagong Suyanto & Sutinah, Metode Penelitian Sosial Berbagai Alternatif Pendekatan Edisi Ketiga, (Jakarta : Kencana, 2005). Hal 69
- Leon Andretti Abdillah, dkk, Metode Penelitian dan Analisis Data Comprehensive, (Cirebon : Insania, 2021). Hal 180
- Haris Nurdiansyah & Robbi Saepul Rahman, Pengantar Manajemen, (Yogyakarta : Diandra Kreatif, 2019). Hal 3-4
- Ida, C. (2021). Manajemen Evaluasi Kerja dalam Meningkatkan Kinerja Pegawai Kantor Urusan Agama Kecamatan Sekampung Udik Kabupaten Lampung Timur. *Jurnal Manajemen* , 1(55-59), 15-16
- Haris Nurdiansyah & Robbi Saepul Rahman, Pengantar Manajemen, (Yogyakarta : Diandra Kreatif, 2019). Hal 3-4
- Suhaemi, S. (2019). Pentingnya Motivasi Kerja Dalam Meningkatkan Produktifitas kerja Pegawai pada Kantor Urusan Agama di Kecamatan Bontomarannu, kabupaten Gowa. *Jurnal Manajemen* , 1(568-684), 15-16
- Ahmad, H. (2021). Fungsi Manajemen dakwah dalam Pengelolaan Wakaf di Kecamatan Bontonompo Kabupaten Gowa. *Jurnal Jurusan Manajemen*, 5(15448-55878), 15-16
- Emzir. (2016). Metodologi Penelitian Kualitatif,. Jakarta: Rajawali Pers,.
- Muhammad, Samad Yunus, "Hukum Pernikahan Islam", *Jurnal Istiqra*, Vol. 5. No. 1, 2017.
- Alifah, Nurfauziah, Bimbingan pranikah Bagi Calon Pengantin Dalam Mewujudkan Keluarga Sakinah, *Jurnal Bimbingan Penyuluhan Konseling dan Psikoterapi Islam*, 5 No. 4, 2017.

- Husaini dan Fitria Happy, " Manajemen Kepemimpinan pada Lembaga Pendidikan Islam",  
Jurnal Manajemen, Kepemimpinan dan Supervisi Pendidikan, Vol. 4. No. 1, 2019.
- Tahir, M. (2018). Efektivitas Kursus Calon Pengantin Dalam Menekan Angka Perceraian di  
Wilayah Kerja KUA Kecamatan Batukliang, Jurnal MUSAWA Vol 17, No 1 (2018).  
Musawa Jurnal Studi Gender Dan Islam, 17. No. 1