

ABSTRACT

Ikatan Da'i Area Lokalisasi-MUI East Java (called IDIAL-MUI Jatim) as one of the da'wah organization that is mandated to operationalize the target of East Java provincial government and MUI East Java, to realize clean areas of immoral, by closing localization-prostitutions throughout East Java province. One of the goals of IDIAL-MUI East Java is Dolly's localization-prostitution, as one of the famous localization-prostitution in Southeast Asia. With stakeholder's management by IDIAL-MUI East Java to the various elements, Dolly's localization-prostitution can be ended peacefully, without causing bloody conflict. Stakeholder's management undertaken, not only to realize the program of closing localization-prostitution, but also in order to realize post-dakwah programs of localization-prostitution. The program that was focussed after the closing of Dolly's localization-prostitution was a program of self-reliance and moral-religious coaching. Specific in the program of moral-religious development, IDIAL-MUI Jatim took PERMATA as stakeholders who are directly involved in da'wah in Dolly. This research is about to describe the process of stakeholder management conducted by IDIAL-MUI of Java to Persatuan Masjid-Musholla Putat Jaya (called PERMATA) in the program of moral-religious development after closing of Dolly localization.

The theory that used in this research is management theory of stakeholders by Freeman and Ann Bucholz. The stakeholder's management theory outlines three managerial stages there are stakeholder strategy formulation, stakeholder strategy implementation and stakeholder control.

The method that used in this research is descriptive-qualitative. With structured interview and participant observation technique, we exploring about managerial process of IDIAL-MUI East Java in formulating, implementing and controlling its stakeholders in achieving post-closing program objectives of localization-prostitution. The unit-analytical focuses on stakeholder's management by IDIAL-MUI of East Java to PERMATA as their stakeholder who involved in various moral-religious development programs after closing Dolly localization-prostitution. With analysis techniques Bogdan and Biklen's model, we compare the theory of stakeholder management (as tesa) with the reality of stakeholder's management by IDIAL-MUI East Java (as antitesa), then we found a new synthesis of stakeholder's management in da'wah institution.

This research concludes that IDIAL-MUI Jatim performs all steps of stakeholder's management process start from formulation, implementation and controlling to PERMATA's stakeholder.

Keywords: stakeholder, stakeholder management, IDIAL-MUI East Java, PERMATA, Dolly

ABSTRAK

Ikatan Da'i Area Lokalisasi-MUI Jawa Timur (selanjutnya disebut IDIAL-MUI Jatim atau IDIAL) sebagai salah satu organisasi dakwah yang diamanahi untuk mengoperasionalkan target dari pemerintah provinsi Jawa Timur dan MUI Jawa Timur, yakni mewujudkan daerah yang bersih dari asusila, dengan cara melakukan penutupan lokalisasi di seluruh Jawa Timur. Salah satu sasaran kerja IDIAL adalah lokalisasi Dolly, sebagai salah satu lokalisasi tersohor bahkan konon se-Asia Tenggara. Dengan manajemen *stakeholder* yang dilakukan oleh IDIAL ke berbagai pihak, pada akhirnya lokalisasi Dolly dapat ditutup dengan penuh kemashlahatan, tanpa menimbulkan pertikaian berdarah. Terdapat dua program utama IDIAL yang difokuskan pasca penutupan lokalisasi Dolly, yakni Program bina kemandirian dan bina moral-keagamaan. Spesifik di program bina moral-keagamaan, IDIAL menggandeng Persatuan Masjid-Musholla Putat Jaya (selanjutnya disebut PERMATA) sebagai *stakeholder* yang dilibatkan langsung dalam dakwah di Dolly. Penelitian ini hendak menggambarkan tentang proses manajemen *stakeholder* yang dilakukan IDIAL terhadap PERMATA dalam program bina moral-keagamaan pasca penutupan lokalisasi Dolly.

Teori yang digunakan dalam penelitian ini menggunakan teori manajemen *stakeholder Freeman* dan *Ann Bucholz*. Teori tersebut menguraikan tiga tahapan manajerial yaitu formulasi strategi *stakeholder*, implementasi strategi *stakeholder* dan pengendalian *stakeholder*.

Metode penelitian yang digunakan adalah kualitatif deskriptif. Dengan teknik *structured interview* dan *participant observation*, penulis melakukan eksplorasi lebih mendalam terkait proses manajerial IDIAL dalam melakukan perumusan, implementasi serta pengendalian terhadap *stakeholdernya*. Unit analisis berfokus pada manajemen *stakeholder* yang dilakukan IDIAL terhadap *stakeholder* PERMATA yang dilibatkan dalam berbagai program bina moral-keagamaan *pasca* penutupan lokalisasi Dolly. Dengan teknik analisis data model Bogdan dan Biklen, penulis membandingkan antara teori manajemen *stakeholder* (sebagai *tesa*) dengan realitas manajemen *stakeholder* yang dilakukan oleh IDIAL (sebagai *antitesa*), sehingga melahirkan suatu *sintesa* baru tentang manajemen *stakeholder* di lembaga dakwah.

Penelitian ini berkesimpulan bahwa IDIAL melakukan keseluruhan tahapan proses manajemen *stakeholder* mulai dari tahapan perumusan, implementasi serta pengendalian terhadap *stakeholder* PERMATA.

Kata kunci : *stakeholder*, Manajemen *stakeholder*, IDIAL-MUI Jatim, IDIAL, PERMATA, Dolly