



DA'WAH MANAGEMENT MYBINJAI IN PROTECTING THE YOUNG GENERATION FROM PROMISCUITY

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Abstract

This study examines the da'wah management carried out by the Islamic youth organization MyBinjai in its efforts to protect the youth of Binjai City from the widespread issue of free association in the digital era. The primary aim of the research is to understand the strategies, organizational structure, and character and spiritual development methods implemented to support the moral growth of high school students in the region. The study employs a qualitative approach with data collection techniques including in-depth interviews, field observations, and document analysis of MyBinjai's activities. The findings reveal that MyBinjai applies a systematic and structured da'wah management through specialized departments that oversee ongoing religious mentoring programs and also develop students' soft skills to ensure holistic guidance. The organization has succeeded in creating a significant positive impact by enhancing the religious and moral atmosphere among students, gaining support from schools and parents. Despite facing challenges such as limited resources and the need to adapt da'wah methods to the characteristics of the digital generation, MyBinjai continuously innovates to maintain the relevance and effectiveness of its programs. This study underscores the importance of adaptive and well-planned da'wah management in fostering a spiritually and morally strong young generation amid the rapid changes of the times.

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A. INTRODUCTION

The younger generation is a national asset that will become the future leaders and determine the direction of this country. In their growth process, they are in a phase of self-discovery that is vulnerable to various influences, both positive and negative. The increasingly complex challenges of the times, especially with technological advances and information openness, have opened up many opportunities, but also opened the door to the entry of cultures that conflict with religious and moral values. One of the tangible effects of this condition is the rampant spread of promiscuity among teenagers, even in areas that were previously known to be religious (Tari & Tafonao, 2019).

Promiscuity is not just a matter of behavior, but a problem that reflects a crisis of identity and a weak filter of spiritual and social values. Teenagers who do not have a strong religious foundation and moral understanding tend to easily fall into deviant behavior, such as promiscuity, drug abuse, and involvement in activities that destroy their future. This is a serious concern for various parties, including the government, educators, parents, and religious leaders (Nurhasanah, 2019).

Amid these challenges, the role of da'wah institutions has become highly strategic in providing enlightenment, guidance, and spiritual protection to the younger generation. Da'wah institutions are not only tasked with conveying religious teachings, but also serve as companions and mentors for young people in facing the dynamics of life they experience. In this context, da'wah must be able to respond to social realities with an approach that is communicative, adaptive, and touches the emotional and intellectual sides of young people (Sagala & Rusmanto, 2023).

The city of Binjai, as one of the cities in North Sumatra Province, has experienced significant social dynamics, including in terms of the social interactions of its younger generation. The city, which was once known for its strong religious and family atmosphere, is now facing a major challenge in the form of moral degradation among teenagers. The spread of free information through social media and the lack of social control have caused traditional values that uphold manners and politeness to begin to shift.

In response to this phenomenon, one organization that is highly concerned with the development of the younger generation in Binjai City is MyBinjai. MyBinjai is a da'wah community that actively organizes various Islamic activities targeting teenagers and young adults as the main objects of its da'wah. This community strives to instill Islamic values that are *rahmatan lil 'alamin* (a blessing for all creation) through an approach that is in line with the characteristics of the millennial and Gen Z generations.

The da'wah strategy implemented by MyBinjai reflects structured da'wah management, both in terms of program planning, da'wah communication approaches, and impact evaluation. In its activities, MyBinjai utilizes various digital media, Islamic events, religious mentoring, and collaborations with community leaders and schools. This demonstrates that da'wah must be managed professionally in order to have a tangible impact on the character formation of the younger generation (Firmasnyah et al., 2020).

In general, da'wah management can be understood as the process of managing all da'wah activities, from planning and implementation to evaluation, with the aim of achieving da'wah objectives effectively and efficiently. Da'wah management emphasizes the importance of systematic methods and approaches in responding to contemporary da'wah needs, especially in the face of rapid and complex social changes. In this context, da'wah to the younger generation cannot be done conventionally, but must use creative and contextual approaches.

Problems that occur in the field show that many teenagers in Binjai City are beginning to exhibit behavior that deviates from religious norms. Staying out late at night, promiscuous dating, and a lack of positive activities are common symptoms. In some cases, teenagers have even been found to be involved in criminal activities as a result of bad company. This fact shows that the role of da'wah has not fully touched their lives, or perhaps the da'wah approach used is not entirely relevant to their world (Aisyah, 2024).

This phenomenon certainly requires special attention. If left unchecked, it will give rise to a generation that is spiritually and morally weak. This is where the importance of strengthening da'wah management targeting teenagers lies, so that it not only conveys Islamic teachings, but also shapes their mindset, personality, and

Islamic lifestyle in their daily lives. MyBinjai is one of the answers to this need, but the effectiveness of its role still needs to be studied in depth.

Several previous studies have discussed the role of da'wah in the moral development of the younger generation, but they are generally still general in nature and have not specifically examined the aspect of da'wah management in specific communities. Research by (Kasingku & Sanger, 2023) only emphasizes da'wah methods in nurturing teenagers, without mentioning its management and organizational strategies. Another study by (Rofii et al., 2021) reviewed the influence of religious lectures on adolescent behavior, but did not explain the role of dakwah institutions as institutions of continuous guidance. Meanwhile, research by (Fiddin et al., 2021) only captured the effectiveness of digital dakwah activities, without linking them to the phenomenon of promiscuity.

Based on the above explanation, there appears to be a gap in research that can be used as a basis for further study of how MyBinjai's da'wah management is implemented in protecting the younger generation from promiscuity in the city of Binjai. This study is important because it can provide a comprehensive picture of structured da'wah strategies and their impact on adolescent behavior in the local context. In addition, this study can also serve as a model for other regions in managing community-based da'wah.

This study aims to describe and analyze how MyBinjai's da'wah management is carried out in an effort to counter free mixing among the younger generation in Binjai City. The research focuses on four main aspects, namely da'wah program planning, activity organization, program implementation, and evaluation and follow-up. With this approach, it is hoped that an effective, contextual, and applicable da'wah management model will be found.

The expected outcome of this study is a comprehensive overview of MyBinjai's da'wah management practices in addressing the moral challenges faced by the younger generation. This research is also expected to contribute theoretically to the development of da'wah management studies, as well as practically to da'wah institutions in formulating da'wah strategies that are more responsive to the needs of the times. Thus, da'wah will not only be a ritual activity, but will truly be present as a solution to social problems, especially in protecting the nation's future generations from moral destruction.

B. METHODS

This study uses a qualitative approach with a descriptive study type. A qualitative approach was chosen because it is suitable for exploring in depth the da'wah management process carried out by the MyBinjai community in protecting the younger generation from the influence of promiscuity (Sugiyono, 2021). This study does not aim to measure quantitatively, but rather to comprehensively understand how da'wah strategies are implemented, how interactions between dai and da'wah objects occur, and how teenagers respond to the programs implemented.

Data collection was carried out using three main techniques, namely observation, interviews, and documentation. Observation was carried out by directly participating in and observing the da'wah activities organized by MyBinjai, both online and offline. Through this observation, the researcher was able to see the dynamics of the activities, the methods of delivering da'wah, and the participation of teenagers in each program. In-depth interviews were conducted with a number of key informants, such as MyBinjai administrators, young dai, and the youth who were the targets of the program. These interviews aimed to obtain information about the planning, implementation, and evaluation strategies of dakwah in a more personal and reflective manner (Rukminingsih, 2020).

In addition, documentation was used as a complementary data source to reinforce the results of observations and interviews. The documents collected included program archives, da'wah activity schedules, lecture materials, activity reports, and social media posts related to MyBinjai's da'wah activities. All collected data were analyzed thematically by identifying patterns and important meanings related to da'wah management in countering promiscuity among teenagers. With this approach, it is hoped that the study will provide a comprehensive, in-depth, and contextual picture of MyBinjai's da'wah practices in Binjai City.

In the data analysis process, the researcher used data reduction, data presentation, and conclusion drawing techniques. Data reduction was carried out by sorting relevant information from observations, interviews, and documentation, then categorizing it according to the research focus (Sugiyono, 2013). Furthermore, the reduced data was presented in the form of descriptive narratives to facilitate understanding of the da'wah management process carried out by MyBinjai. The

final stage was drawing conclusions, which was done inductively based on field findings that had been analyzed in depth. Data validity is maintained through source and method triangulation techniques to ensure that the research results are accurate and reliable as a true picture of the phenomenon being studied.

C. RESULTS AND DISCUSSION

Based on the results of in-depth interviews with the Head of MyBinjai, a very clear picture emerged of how this organization manages its da'wah (proselytizing) efforts in an attempt to protect the younger generation from promiscuity in the city of Binjai. The head explained that MyBinjai is not just an ordinary youth community, but rather an educational da'wah movement with a strong vision to continuously nurture the character and spirituality of high school and vocational school students. "We want to create a safe space for young people so that they can learn religion in a fun way without feeling pressured, while also guiding them to protect themselves from the negative influences of promiscuity," he said with confidence. From the interview, it is clear that MyBinjai's da'wah management is carried out with a structured, adaptive approach that is oriented towards building strong character.

The chairman also emphasized that MyBinjai's success in carrying out its mission is inseparable from its strong organizational system and clear division of tasks between departments. "We divide our team into several departments, such as PSDMS, which focuses on human resource development, the mentoring division, which is at the forefront of guidance, and BAKRI, which hones the talents and creativity of students," he explained.

This managerial approach enables MyBinjai to effectively run da'wah programs in various schools, with the main goal of protecting students from the temptations of promiscuity, which is currently a growing concern. The chairman also added that managing an independent organization without relying on government funding requires creativity and a spirit of mutual cooperation from all administrators and members.

MyBinjai is an Islamic youth organization that focuses on Islamic spiritual guidance (Rohis) at the high school/vocational school level through structured and ongoing religious mentoring activities. The organization originated from a long

journey that began in 2007 under the name MyClub (Muslim Youth Club of Binjai), later changed its name to MySumut in 2018, and finally established its independent identity as MyBinjai in 2021. The organization is managed by five individuals with civil servant backgrounds and operates independently without official sponsorship from government agencies, relying instead on private donors and concerned alumni. Through this self-managed approach, MyBinjai has demonstrated that the spirit and commitment to da'wah can thrive without relying on substantial financial support.

The organizational structure of MyBinjai is divided into several departments such as PSDMS (Strategic Human Resource Development), Public Relations, and BAKRI (Talent and Creativity). Within PSDMS, there are even special divisions such as Cadre Development, Islamic Mentoring, and Women's Affairs, which manage core activities in the form of character and spiritual guidance for students. The main activity carried out is weekly mentoring in schools, using a well-structured curriculum for the first and second years. The chairperson added, "We have created a structured mentoring program so that students can follow each stage clearly, ensuring that character building is not merely ceremonial, but truly impactful."

In addition, MyBinjai also actively organizes soft skills training activities such as graphic design, writing, and major annual events such as MyFest (Muslim Festival) which involves inspirational talk shows and Islamic-themed competitions. These efforts are made to enrich the students' experiences and develop their potential comprehensively. The interviews also revealed that this organization has received positive responses from schools and parents because it has successfully nurtured students who have become role models, whether as student council presidents, Olympiad participants, or character ambassadors in their respective schools. "Parents feel relieved and proud because their children are protected from bad influences and are increasingly demonstrating good character and achievements," said the Chair of the Management. This is clear evidence that MyBinjai's dakwah management is not merely a formality, but truly brings about positive change that is directly felt by various parties.

In addition, the presence of MyBinjai has had a significant impact on the religious and moral atmosphere of students in Binjai City. The mentors, most of whom are alumni of the Islamic student association and former MyBinjai

administrators, serve as role models in guiding students to stay on the path of righteousness and avoid promiscuity, which is rampant in this digital age. Through a personal approach and continuous mentoring activities, the mentors strive to counter the negative influence of promiscuity by accustoming students to live within the boundaries of Sharia law, such as maintaining appropriate interaction between the sexes, social media etiquette, and forming a healthy and Islamic social environment. The head of the board emphasized, "We are aware that the current generation is very close to technology and information, so our approach to da'wah must also be relevant and not outdated."

The main challenge for this organization is to adapt its coaching methods to the characteristics of today's students, who are more adaptable to technology and information. Therefore, mentors continue to improve their capacities so that they can be more relevant in their approach, methods of preaching, and communication. A more modern and interactive approach is being implemented, such as the use of social media, short da'wah videos, and communication applications that are easily accessible to students. "We must continue to learn and innovate so that our da'wah message reaches and is accepted by the youth of today," explained the chairman of the board. This proves that MyBinjai is not just an organization, but an educational da'wah movement that has a positive influence on the young Muslim generation in the city of Binjai.

Looking at MyBinjai's long journey, it is clear that the da'wah management applied pays close attention to spiritual and character development as well as the development of young people's potential. With a continuous mentoring system, students not only gain religious knowledge in theory, but also practice it in their daily lives. The regeneration program also strengthens the regeneration of administrators and mentors so that the continuity of da'wah is maintained. The head of the administration emphasized, "Regeneration is important so that our da'wah values remain alive and develop, not just stopping at the current generation."

In addition, MyBinjai also strives to build good synergy with schools and parents, as key partners in protecting the younger generation. Through regular communication and activity reports, schools and parents can keep track of their children's progress. This strengthens the moral support and motivation of students

in participating in development activities. The chairperson of the management said, “The support of parents and schools is a great source of energy for us to continue to enthusiastically carry out this da'wah.” This synergy is also the key to success in shaping the character of students to be strong and have integrity.

The soft skills training program organized by MyBinjai also provides added value for students. In addition to spiritual guidance, students are given space to develop creativity and skills relevant to the modern world. This is in line with the needs of the younger generation, who need not only spiritual guidance but also practical skills. The head of the board explained, “We want these young people to be ready to face the challenges of the times with faith and competent skills.” The annual MyFest event is the highlight of activities that motivate students to be active and creative within an Islamic framework.

As an independent da'wah organization, MyBinjai must continue to maintain financial stability by relying on private donors and caring alumni. This system requires transparency and accountability to maintain trust. The chairman emphasized, “We are grateful to the donors and alumni who have been the backbone of our da'wah; without them, all of this would be difficult to achieve.” This funding model also teaches students the value of independence and the importance of solidarity in da'wah.

In terms of preaching, MyBinjai mentors apply a warm and empathetic personal approach. Each mentor strives to build close relationships with students so that the message of da'wah is more easily accepted and applied. The head of the board stated, “We are not only transferring knowledge, but also building relationships that make students feel valued and supported.” This approach is the key to successful guidance in preventing students from falling into the trap of promiscuity.

Through weekly mentoring activities, students are given the opportunity to discuss and ask questions about various issues they face in their teenage lives. This approach makes da'wah feel relevant and applicable. The head of the board added, “This activity helps students find answers to their problems without having to look for them from the wrong sources.” Thus, mentoring is not just a lecture, but a dialogue that builds students' spiritual awareness and independence.

In addition to mentoring, the competitions and inspirational talk shows held by MyBinjai also motivate students to demonstrate their achievements and positive self-development. Events such as MyFest provide a platform that brings students together with inspirational figures and gives students the opportunity to showcase their talents. The chairperson explained, "This event is a kind of inspirational festival that reinforces Islamic values while fostering a spirit of achievement." This activity strengthens MyBinjai's role in fortifying the mental and moral character of the younger generation.

MyBinjai administrators also continue to evaluate and develop coaching methods to remain effective and attractive to the current generation. A stagnant approach to preaching risks losing relevance, making innovation a primary need. The chairperson emphasized, "We are always open to criticism and suggestions for continuous improvement." These efforts demonstrate the organization's sincerity in adapting to the dynamics of the times.

Overall, MyBinjai's da'wah management has made a significant contribution to protecting the younger generation from promiscuity in the city of Binjai. Through professional management and a sincere spirit of da'wah, this organization has been able to create an Islamic environment conducive to the development of students. The chairman of the board concluded the interview with the hope that "MyBinjai will continue to be a home for the younger generation to grow and develop in faith, knowledge, and morals." This hope has become the spirit for all board members and members to continue to serve and contribute to the future of the younger generation in Binjai City.

Based on the results of interviews with the Chair of MyBinjai, it can be concluded that the da'wah management applied by MyBinjai effectively protects the young generation of Binjai City from promiscuity through structured character and spiritual guidance, continuous mentoring, and holistic student potential development. A personalized approach and the adaptation of da'wah methods relevant to the times are the keys to the organization's success in creating a safe and supportive environment for students to grow with strong Islamic values, while also building close synergy with schools and parents as strategic partners in safeguarding the morality of the younger generation.

Based on observations made during the coaching process conducted by MyBinjai, the organization's da'wah management appears to be highly structured and focused on strengthening the character and spirituality of high school students in Binjai City. Consistent weekly mentoring activities in line with a targeted curriculum have created an effective and sustainable spiritual learning environment. In addition, the parallel development of soft skills supports the creation of a young generation that is not only strong in faith, but also has practical skills relevant to the needs of the times. Observations also reveal that MyBinjai has succeeded in building a conducive and healthy environment, which significantly reduces the negative influence of promiscuity among students. However, there are several challenges, such as adjusting the coaching methods to the characteristics of the digital generation and limited resources, which will be the focus of the organization's future improvements.

MyBinjai Da'wah Management in Character and Spiritual Development of the Younger Generation

MyBinjai implements systematic and structured da'wah management, particularly in character and spiritual development for high school/vocational school students in Binjai City. The organization divides its roles through a clear departmental structure, such as PSDMS, which is responsible for human resource development, particularly the Islamic mentoring division, which regularly conducts weekly spiritual guidance. This organized division of tasks demonstrates the application of good management in a da'wah organization, where each section has a specific role to achieve common goals. The curriculum used in mentoring is specifically designed for two years of coaching so that Islamic values can be internalized deeply and gradually, adjusting to the needs and challenges faced by today's youth (M. Mbayang, 2024).

The mentors, most of whom are alumni of the religious club and former administrators, utilize a personal approach and strong emotional bonds with the participants. This approach is very important in da'wah, because building trust and emotional attachment can encourage more permanent behavioral change than da'wah methods that are only lecture-based or normative. With close relationships, mentors can better understand the needs and problems faced by participants, so

that guidance can be carried out more effectively and contextually. This is in line with da'wah theory, which emphasizes the importance of a communicative and interpersonal approach in building individual awareness and change.

In addition, MyBinjai realizes that the character of today's young generation is greatly influenced by the development of digital technology, so the methods of preaching used must be continuously updated to remain relevant and effective. Mentors actively improve their capacity to utilize digital media and information technology as a means of preaching, such as using social media, videos, and other digital platforms. This adaptation is in line with the concept of modern da'wah management, which emphasizes flexibility and innovation in the methods of delivering messages in order to reach the target audience in the most effective and engaging way.

Beyond spiritual guidance, MyBinjai also pays serious attention to the development of students' soft skills through practical skills training such as graphic design and writing. This holistic approach not only shapes religious character but also improves participants' life skills, making them better prepared to face real-world challenges. This strategy is in line with the principle of da'wah that advocates a holistic approach to human development, focusing not only on rituals and faith but also on social, intellectual, and emotional abilities that support a better quality of life (Islami, 2019).

The implementation of systematic and integrated da'wah management as carried out by MyBinjai is also in line with previous studies which show that organized and community-based da'wah management strategies can increase the effectiveness of religious guidance. The research confirms that the success of da'wah greatly depends on careful planning, effective organization of human resources, and an adaptive approach to social and technological developments (Darnoto & Dewi, 2020). Thus, MyBinjai's da'wah management not only carries out traditional da'wah functions but also adopts modern management principles that make da'wah activities more professional and have a broader impact.

The success of MyBinjai's da'wah management cannot be separated from the application of four main aspects of management, namely planning, organizing, actuating, and controlling. In terms of planning, MyBinjai develops da'wah programs with clear visions and objectives, namely to shape a young generation

with Islamic character and effectiveness. The mentoring, training, and study plans are developed based on an analysis of the students' needs and the social conditions of young people in Binjai. The two-year coaching curriculum, which is developed in stages, is the result of a strategic planning process that takes into account the psychological and spiritual aspects of the participants. This planning also includes the preparation of activity schedules, coaching achievement targets, and the allocation of human resources and da'wah materials in line with the organization's long-term goals.

Furthermore, in terms of organization, MyBinjai has established an effective and coordinated management structure through the division of tasks across various departments, such as PSDMS, Public Relations, and Creative Media. Each department has specific responsibilities that complement each other, so that the implementation of da'wah runs more efficiently and purposefully. The organization also includes the formation of a team of competent and experienced mentors, as well as the involvement of alumni to maintain the continuity of the values and spirit of da'wah. In addition, a structured coordination system facilitates communication between members and ensures that every activity runs according to plan. With a clear structure and proportional division of roles, MyBinjai is able to create a collaborative and professional work environment, reflecting the application of modern and effective da'wah management principles.

Overall, MyBinjai's da'wah management, which combines spiritual guidance, soft skill development, and the use of digital technology, is a concrete example of how Islamic youth organizations can make a positive contribution in protecting the younger generation from promiscuity. A holistic approach, personal communication, and adaptation to the times make MyBinjai a relevant and effective model of da'wah management in this digital age, while comprehensively addressing the challenges and needs of today's youth.

MyBinjai's Contribution and Impact on Preventing Promiscuity

MyBinjai serves as a very important strategic vehicle in protecting students from the dangers of promiscuity, which is increasingly prevalent in today's digital age. This organization is not just a gathering place for Muslim teenagers, but also a space for focused and continuous character and spiritual development. Through

various specially designed programs, MyBinjai strives to create a young generation that is strong in faith and mentally resilient against negative influences from their surroundings. In the context of promiscuity, where the influence of social media and freedom of interaction often have a negative impact, MyBinjai acts as a guardian that provides guidance and protection for students.

MyBinjai's existence has received significant support and positive responses from schools and parents. This support is reflected in the schools' involvement in providing space and time for coaching activities, as well as the attention of parents who believe that the MyBinjai program can have a positive influence on their children. Observations show that students who actively participate in MyBinjai activities tend to exhibit noticeable behavioral changes. They are more disciplined, achieve academic and non-academic success, and have mature and responsible personalities. Many of them went on to become student council presidents, Olympic contestants, and character ambassadors at their respective schools, demonstrating the program's success in shaping leadership and positive character.

The positive impact of MyBinjai can also be seen in the change in the religious and moral atmosphere in the school environment, which has become more conducive and supportive of Islamic values. The school environment, which was previously prone to promiscuity, has now begun to transform into a more friendly and safe space for students to grow and develop positively. Consistent religious activities and character building have instilled Islamic values in the daily lives of students, enabling them to stay away from negative behaviors. This proves that structured spiritual guidance can change the school culture for the better (Kasingku & Sanger, 2023).

The role of mentors in MyBinjai is crucial as role models who constantly provide guidance, direction, and intensive supervision to students. The majority of mentors are alumni of the religious club and former MyBinjai administrators who are experienced in youth development. They carry out their duties not only as mentors, but also as friends who are able to build emotional communication with students. This personal approach allows mentors to understand the conditions and challenges faced by students in dealing with the temptations of promiscuity, so that they can provide relevant solutions and motivation and build the confidence of the participants.

In addition to providing spiritual guidance, MyBinjai also strives to build a healthy and Islamic social environment among students. Through various group activities, students are encouraged to interact within the limits of Sharia law, maintain ethics in communication, and use social media positively and responsibly. This effort is very important to counter the negative influences of promiscuity, which is now very easily accessible to the younger generation. By creating a supportive community full of Islamic values, MyBinjai has succeeded in forming a social climate that strengthens the moral and spiritual resilience of students.

Thus, MyBinjai not only carries out traditional da'wah functions, but also makes a real contribution to preventing deviant behavior that has the potential to damage the future of the younger generation. This organization serves as a concrete example of how organized and adaptive da'wah management can produce widespread positive impacts on the social lives of students. Through consistent character and spiritual development, MyBinjai has succeeded in shaping a young generation that is not only intelligent and skilled, but also morally and spiritually strong, ready to face the challenges of the times without falling into promiscuity.

Challenges Faced by MyBinjai in Da'wah Management

Despite having achieved many accomplishments and made a tangible positive impact on students in Binjai City, MyBinjai has not been immune to significant challenges in managing its outreach. One of the biggest challenges is the changing character of today's youth, which is very different from previous generations. Today's students live in a digital age where technology and information are developing rapidly and are easily accessible. This situation makes them more susceptible to negative influences from various social media and increasingly complex social environments. Therefore, MyBinjai must continue to develop innovative and relevant coaching methods in order to touch the hearts and minds of students, while ensuring that its messages remain effective and relevant.

Additionally, another significant challenge is the limited resources available to MyBinjai. As an independently managed organization without official sponsorship from government agencies or large institutions, MyBinjai relies entirely on private donors and committed alumni. These funding limitations hinder the expansion of guidance programs and the improvement of facilities and training

provided to students and administrators. This situation requires MyBinjai administrators to innovate in fund management and seek alternative sources of sustainable funding without compromising the organization's independence.

In other respects, MyBinjai administrators also face challenges in terms of improving their capacity to adapt to the times and the needs of the younger generation. The world of da'wah now demands more modern communication skills, especially in mastering digital da'wah and more varied program development innovations. Administrators are required to continue learning and adapting in order to optimally use technology in delivering da'wah messages and designing programs that are interesting and in line with the interests and conditions of the students. This is important so that the da'wah delivered is not only relevant in terms of content but also effective in its delivery method.

The next challenge, which is no less important, is how to maintain student engagement and commitment to MyBinjai programs. Amidst busy academic schedules and various other activities that take up time and attention, it is not uncommon for students to find it difficult to consistently participate in mentoring and organizational activities. Some students may feel bored or overwhelmed, causing their motivation to decline. Therefore, MyBinjai administrators strive to create a mentoring environment that is not only serious and religious but also enjoyable and inspiring. By offering interesting, interactive activities that accommodate students' creativity, it is hoped that their participation will remain high and they will feel emotionally connected to the organization (Islami, 2019).

Overall, the challenges faced by MyBinjai are part of the dynamics of managing a da'wah organization in the modern era, which must be addressed with appropriate and adaptive strategies. Despite various obstacles, the enthusiasm of the administrators and participants in carrying out the organization's vision and mission remains strong. MyBinjai continues to strive to improve its da'wah management in order to make the maximum contribution to protecting the young generation of Binjai City from the negative influences of promiscuity. Success in overcoming these challenges will be the key to the sustainability and increase of MyBinjai's positive impact in the future.

From the results of the discussion, it can be concluded that the da'wah management carried out by MyBinjai has made a major contribution in protecting

the younger generation from the influence of promiscuity through a systematic, innovative, and adaptive approach. Despite facing various challenges such as changes in the character of the younger generation, limited resources, and difficulties in maintaining student engagement, MyBinjai continues to strive to improve the quality of its guidance and management. The strong commitment of the administrators and the support of various parties are the main assets for continuing to develop da'wah that is relevant to the needs of the times, so that MyBinjai can continue to be a pioneer in shaping a younger generation with strong character and based on Islamic values in Binjai City.

D. CONCLUSION

Overall, the da'wah management carried out by MyBinjai has proven to be effective in protecting the young generation of Binjai City from the dangers of promiscuity. Through systematic and structured character and spiritual guidance, MyBinjai has succeeded in creating an environment conducive for students to grow and develop into individuals with good morals and integrity. The programs developed not only focus on religious aspects but also accommodate the development of soft skills relevant to the needs of the times. This makes the da'wah delivered more touching and has a real impact on the daily lives of students.

However, this success is not without challenges, ranging from changes in the character of the younger generation, which is greatly influenced by technology, to limited resources and difficulties in maintaining the consistency and motivation of participants in the program. Nevertheless, the enthusiasm and commitment of MyBinjai's administrators to continue innovating and adapting are the main keys to overcoming these obstacles. With the support of various parties, MyBinjai has been able to maintain its existence as a platform for da'wah that not only strengthens faith but also shapes a resilient young generation ready to face the various social dynamics of the modern era.

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