

ABSTRACT

Keywords: Da'wah Mau'idzah Hasanah KH. Bahruddin Abdullah, Islamic Studies.

This study aims to investigate the effectiveness of the Mau'idzah Hasanah da'wah delivered by KH. Bahruddin Abdullah through Islamic studies at the Husnul Khatimah Grand Mosque in Kotabaru District. This research tries to explore the factors that influence the success of Mau'idzah Hasanah's da'wah and its impact on the local community.

This research was conducted based on increasing public interest and participation in Islamic studies delivered by KH. Bahruddin Abdullah. Previous research has shown an increase in the number of recitation participants after using the Mau'idzah Hasanah da'wah approach.

The benefit of this research is to provide deeper insight into the effectiveness of Mau'idzah Hasanah's da'wah as a means of communication and delivery of religious messages. The results of this study are expected to provide a better understanding of the influence of Mau'idzah Hasanah's preaching on the local community, including in increasing their participation and involvement in religious activities. It is hoped that the results of this research can serve as a reference for da'wah institutions and the community in utilizing effective da'wah approaches to promote better understanding of religion and increase public morality.