

Kekuatan kultural dan sosial dalam mengupayakan eksistensi bisnis media dakwah: studi keberlangsungan bisnis manajemen qolbu (MQ) pasca degradasi reputasi AA Gym = The cultural and social strength in promoting presence of media propagation business : study of survival in management qolbu (MQ) post degradation AA Gym's reputation

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Abstrak

[ABSTRAK

Penelitian ini berangkat dengan tujuan untuk mengidentifikasi upaya-upaya unit bisnis MQ dalam mempertahankan kegiatan bisnisnya pasca degradasi reputasi Aa Gym. Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan konsep-konsep kapital Pierre Bourdieu untuk mengulas strategi eksistensi unit bisnis. Dalam konteks penelitian ini, aspek utama yang dinilai berkontribusi di dalam mendorong eksistensi unit bisnis MQ pasca degradasi reputasi Aa Gym adalah jenis aktivitas usaha mereka yang lekat dengan nilai-nilai dan konten spiritualitas. Selain itu, aspek bentuk organisasi bisnis bidang media mendorong pihak MQ untuk mempertahankan keberadaannya demi misi dakwah secara pribadi dari Aa Gym maupun kelompok dari pihak Pondok Pesantren Daarut Tauhiid.

Hasil dari penelitian ini menunjukkan bahwa eksistensi unit bisnis MQ bidang media dakwah merupakan kontribusi nilai-nilai spiritual yang ditonjolkan dalam produk maupun yang ditanamkan kepada para santri karya MQ. Produk-produk yang sarat nilai spiritual menjadi produk yang menarik konsumen untuk tetap setia kepada unit bisnis MQ. Hal ini menjadi salah satu nilai lebih dari produk MQ dibanding dengan produk lain yang sejenis. Selain itu, nilai spiritualitas yang diusung juga nampak berbeda dengan produk lainnya, misalnya produk-produk yang dihasilkan harus berpatokan pada 5MU. Sedangkan, internalisasi misi dakwah sebagai konsekuensi nilai-nilai keagamaan yang berkembang dari Ponpes DT menjadi kekuatan santri karya untuk berkomitmen (ikatan sosial) dalam memperjuangkan keberlangsungan unit bisnis MQ bidang media.

ABSTRAK

This study set out with the aim to identify the business unit's efforts in maintaining its business activities MQ after degradation Aa Gym's reputation.

This study used a qualitative approach using concepts of Pierre Bourdieu's capital to review the existence of the business unit strategy. In the context of this study, which assessed key aspects contribute in encouraging the existence of a business unit of MQ after the degradation of Aa Gym's reputation is the type of their

business activities are closely related to the content of spirituality values. In addition, aspects of form of business organization encourages the media to maintain its existence MQ mission after mission of Aa Gym as personally or Daarut Tauhiid as a group interest.

The results of this study indicate that the existence business MQ? media dakwah is a contribution to the spiritual values highlighted in the product and the internalization in their the santri karya. Products that are full of spiritual values into products that attract consumers to remain loyal to MQ?s business. This has become one of the more than MQ product compared with other similar products. In addition, the value of spirituality that carried also seem to differ from other products, such products should be produced based on the 5MU. Meanwhile, the mission of preaching as a consequence of internalization of religious values that evolved from Ponpes DT to force students to commit to the work (social bonds) in the fight for the sustainability of a business unit of MQ in media?s field., This study set out with the aim to identify the business unit's efforts in maintaining its business activities MQ after degradation Aa Gym's reputation. This study used a qualitative approach using concepts of Pierre Bourdieu's capital to review the existence of the business unit strategy. In the context of this study, which assessed key aspects contribute in encouraging the existence of a business unit of MQ after the degradation of Aa Gym's reputation is the type of their business activities are closely related to the content of spirituality values. In addition, aspects of form of business organization encourages the media to maintain its existence MQ mission after mission of Aa Gym as personally or Daarut Tauhiid as a group interest.

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