

# Promoting the Engaging Programs of the Pemuda Indonesia Mosque as a Religious Destination

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## Abstract

*This research aims to analyse the impact of promotions on the effectiveness of engaging programs organised by the Indonesian Youth Mosque. In this context, effective promotion can be a key factor in increasing community participation, especially among youth, in various religious and social activities. The Indonesian Youth Mosque acts as an activity centre that not only focuses on spiritual aspects but also on empowering youth through relevant and innovative programs. This research uses a descriptive qualitative approach method with in-depth interviews, participatory observation and documentation as data collection techniques. The research results show that a promotion that is right on target and supported by social media is able to attract the interest of young people to be actively involved in mosque activities. These findings provide important implications for mosque managers in designing more effective promotional strategies.*

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## Introduction

Mosques have a very important role in the lives of Muslims, not only as a place of worship, but also as a centre for social activities, education, and community empowerment. In the modern context, mosques need to adapt to social and technological changes to remain relevant, especially in attracting the interest of the younger generation. Masjid Pemuda Indonesia, as one example, strives to become a centre for youth empowerment through innovative programs that can attract their attention and participation (Wahyudi dkk., 2023).

In today's digital age, young people have many choices of activities they can participate in, so mosques must face a big challenge in promoting their programs. Effective promotion is key to creating awareness and attracting young people to be actively involved in

mosque activities. Through the use of social media and the right communication strategies, mosques can reach a wider audience and build deeper engagement (Dani & Mukti, 2023).

This study aims to analyse the implementation of promotions and attractive programs at Masjid Pemuda Indonesia. With a qualitative approach, this study will explore how promotional strategies are implemented, the types of programs held, and the impact of these activities on youth participation. The results of this study are expected to provide insight for mosque managers in designing programs that are more relevant and attractive to the younger generation.

In addition, mosque managers need to understand the characteristics and preferences of young people so that the programs offered can meet their needs. Youth involvement in religious activities does not only depend on the spiritual aspect, but also on the relevance and added value offered by the programs. By designing creative activities that are in line with the interests of young people, mosques can function as agents of change in society.

Through this research, it is expected to find recommendations that can be applied by other mosques in an effort to optimise their role as centres for youth and community empowerment. Thus, the mosque will not only function as a place of worship but also as a dynamic space for self-development and social involvement, which is able to answer the challenges of the times and meet the expectations of the younger generation.

Religious tourism is one of the tourism sectors that has seen a lot of growth in Indonesia over the past few years. Mosques are now not just places to pray, but have also turned into spots for spiritual, social, and educational experiences for everyone (Adinugraha & Shulthoni, 2024). The success of a religious tourism destination really depends on institutional management, service quality, supporting facilities, and the continuity of funding owned by the destination's managers (Saputra & Nafi', 2025).

In the context of religious tourism focusing on mosques, managing social funds and developing economic business units are crucial aspects in maintaining services for worshippers and visitors. The Pemuda Indonesia Mosque in Surabaya has a distinctive feature that shows a combination of social roles through the Baitul Maal Management and economic roles through the Mosque Prosperity Business Entity (Safitri dkk., 2024).

The combination of these two elements can be seen as a form of managing religious tourism destinations that supports the continuity of spiritual, social, and economic services for the community. (Saputra & Nafi', 2025).

## Literature Review

### A. Promotion

According to Muallief Umar, a non-profit organisation is defined as a type of organisation that is established with the aim of not seeking profit.(Umar, 2019) As a non-profit organisation, it focuses on activities that aim to help meet the needs of the community, such as education, health, and other social issues. According to Arum Wahyuni, promotion is something that is very much needed by an organisation to attract the attention of the congregation. The main thing in promotion is to create an effective, persuasive message to attract the attention of the congregation, and the process of communicating useful information about an organisation or program to influence potential buyers (Arum Wahyuni Purbohastuti, 2017). While the purpose of promotion is to help achieve marketing goals and broader organisational goals. Organisations can base their promotional programs on one or more of the following goals: providing information, increasing sales, stabilising sales, positioning products, and forming product images.

Promotion in a non-profit organisation is an effort to increase awareness and support for the mission, programs, and services offered by the organisation. In this context, promotion is not only focused on selling products or services, but rather on communicating the value and social impact generated by the organisation. Promotion strategies can include social media campaigns, digital advertising, partnerships with other organisations, and publications that attract public attention to support or contribute to the organisation's goals. Promotion in the non-profit sector is essential to attract potential donors, volunteers, and partners. In this case, effective promotion must be able to tell an inspiring and touching story, so that people feel compelled to participate. For example, organisations can use testimonials from beneficiaries or report important achievements to show the real impact of the support provided. A personal and emotional approach is often more successful in attracting public attention and creating long-term relationships with supporters.

Good promotion in non-profit organisations also aims to build reputation and trust, which can be achieved through transparency in financial management, regular reporting on the use of funds, and accountability in every program run (Wahyudi dkk., 2024). Thus, promotion not only serves to attract temporary attention but also to strengthen the credibility of the organisation, so that it can continue to develop and achieve its social goals in the long term.

According to Dinda Sekar Puspitarini and Reni Nuraeni, digital promotion is a marketing strategy that utilises various online platforms and channels to reach target

audiences (Puspitarini & Nuraeni, 2019). With the development of technology and the internet, digital promotion has become one of the most effective methods to introduce products, services, or campaigns. Social media, paid advertising, email marketing, and search engine optimisation (SEO) are some examples of popular digital promotion tactics. The advantages of digital promotion are its ability to reach a wider audience at a relatively lower cost compared to traditional methods, and it allows companies or organisations to measure the success of the campaign in real-time. In addition, digital promotion provides flexibility in adjusting messages or advertisements according to consumer preferences and behaviour (Mulyana, 2019). Technologies such as analytics and behavioural data help in targeting audiences more precisely and personally, which can increase the effectiveness of campaigns. With good segmentation, promotional content can be more relevant to consumers, so the chances of increasing conversions are higher. The development of digital platforms also allows the integration of various marketing channels, such as social media with email or websites, thus creating a more comprehensive and consistent experience for users.

## **B. Engaging Programs**

Non-profit organisations often offer a variety of interesting programs that aim to have a positive impact on society. These programs generally focus on social, educational, health, environmental, and humanitarian issues. One example of an engaging program is community empowerment through job skills training. This program aims to increase the capacity of individuals, especially those from vulnerable groups, to have skills that are relevant to the job market so that they can improve their standard of living (NMoh.Ilham, Imam Mukhlis, 2023).

In the field of education, many non-profit organisations run scholarship programs or free learning classes. These programs are aimed at children or young people who are financially disadvantaged, so that they still have access to quality education (Fira dkk., 2020). The organisation often collaborates with schools, universities, and other educational institutions to create broader learning opportunities for those in need.

These humanitarian aid programs are often carried out in emergencies, such as natural disasters, conflicts, or food crises. Through these programs, non-profit organisations can provide direct assistance to those most in need, as well as build social solidarity within the community.

An engaging program is an activity or initiative designed to attract the interest and participation of individuals or groups to provide positive benefits or impacts, either directly or indirectly. This program usually has elements of novelty, relevance to community needs, and offers solutions to certain problems, so that it can attract the attention of many people

(Munanjar & Azzahra, 2024). In the context of non-profit organisations, engaging programs often focus on social, environmental, educational, health, or humanitarian issues that are important to the development of society. In addition, engaging programs are usually designed with a creative and innovative approach to make them easily accessible to the target audience. For example, a program can be categorised as engaging if it provides an interactive experience, such as skills training, environmental campaigns, or social activities that involve community collaboration. The goal is for the program to not only be successful in its implementation but also to have a lasting impact on participants and the wider community.

### **C. Masjid Pemuda Indonesia**

Historically, mosques have been the centre of religious, educational, and social activities in Islamic societies. The function of mosques is not only limited to places of worship, but also includes fostering the community, a centre for the development of science, and a place for the community to gather for various social activities (Zakariya & Mauzen, 2024). Mosques serve as a forum to strengthen social and spiritual ties among Muslims and become a symbol of the unity of the Muslim community. In Indonesia, the role of mosques has evolved according to the needs of local communities, including youth, who have their own social dynamics and challenges. Youth, as the next generation, have an important role in the sustainability of religion and social values in the future. Youth involvement in religious activities is often influenced by the relevance of the programs offered and the promotion methods carried out by religious institutions. This is where mosque managers need to understand the characteristics and preferences of youth in designing attractive programs.

In the midst of technological advances and digital culture, young people tend to be more interested in activities that are innovative, interactive and technology-based. Mosques that are able to utilise social media and digital platforms to promote activities tend to be more successful in attracting the interest of young people. Masjid Pemuda Indonesia, located on Jalan Kalikepiting No. 1111, 2 Surabaya, is one example of a mosque that actively accommodates these needs. The managers of the mosque also use digital technology to increase congregation participation in religious activities, such as providing an online platform to record events, raise funds, or distribute religious information (Tami dkk., 2024). By taking advantage of this opportunity, mosque administrators are able to be more effective in socialising religious and preaching programs on digital media.

Masjid Pemuda Indonesia is one of the mosques that focuses on youth empowerment through various engaging and innovative programs. This mosque realises the importance of involving youth in religious and social activities as part of the mission of sustainable

community development. According to reports from the mosque management, various programs such as Islamic studies, skills training, and social activities have been specifically designed for young people, with the hope that they can become agents of change in society.

#### **D. Religious Tourism Destination Management**

Managing religious tourism destinations is the process of organising destination resources aimed at providing quality religious experiences for visitors (Saputra & Nafi', 2025). Management of religious tourist sites includes aspects such as institutions, services, facilities, promotions, and empowering the communities around them (Safitri dkk., 2024). A well-managed mosque has great potential to grow as a sustainable religious tourism destination (Adinugraha & Shulthoni, 2024). The sustainability of religious tourism destinations requires consistent financial support so that various programs serving the community can continue effectively (Safitri dkk., 2024). Therefore, combining the management of religious social funds with business units can be a crucial strategy in managing religious tourism destinations that focus on mosques.(Saputra & Nafi', 2025).

#### **Research Methods**

This study uses a qualitative approach with a descriptive type with the aim of describing and explaining the phenomena related to the implementation of promotions and attractive programs at Masjid Pemuda Indonesia in Surabaya. The descriptive method was chosen because it allows researchers to obtain a detailed and comprehensive picture of the promotional strategies implemented, the types of programs held, and the responses of the youth who are the main targets of the mosque. The approach used in this study is descriptive qualitative. This approach focuses on collecting narrative and interpretive data, with the aim of describing the phenomenon in depth based on the perspective of the subjects studied. The descriptive paradigm allows researchers to explore how promotions are carried out and how these attractive programs are responded to by youth at Masjid Pemuda Indonesia. In the data collection process, we used interviews where interviews were conducted with mosque administrators and several youth who participated in the mosque program were interviewed. This interview aims to explore information about how promotional strategies are implemented, the types of programs held, and the perceptions of the effectiveness of the program.

#### **Result and Discussion**

This report provides an in-depth description of how this mosque implements various engaging programs and promotions to attract the attention of the community, especially the younger generation. This mosque was founded in 2015, starting from a novel entitled "Rela", which tells the story of a mosque and prayer, which then developed into an institution that focuses on community empowerment. One of the first flagship programs of the Masjid Pemuda Indonesia was "Sharing Free Spinach," which is a unique initiative to clean up empty land that was previously overgrown with wild plants. This program not only attracted the attention of the community but also created a sense of caring among local residents. By distributing spinach for free, this mosque succeeded in building a positive image and attracting people to visit and participate in mosque activities. Not only that, but in 2019, they also had a dawn recitation program and an Al-Quran education program for various groups.

As supporting data, the following is documentation in the form of photos of the location and informants:

Figure 1. Porch at Masjid Pemuda Indonesia



Source: Documentation, 2025.

Figure 2. Observation at Masjid Pemuda Indonesia



Source: Documentation, 2025.

Based on the results of field observations, it was found that the mosque is also active in providing free food services for the community, including travellers and parents whose children are sick. This program shows the mosque's commitment to social services and strengthens the bond between the mosque and the community. By providing facilities such as lodging and food, the mosque attracts more people to come and interact, creating an inclusive and supportive environment. Not only that, the program at the Indonesian Consulate Youth Mosque formed 5 mosque managements, including:

1. Management of Baitullah

This management focuses on mosque programs, including mosque services, mosque operations, mosque buildings, and character education.

2. Management Baitul Quran

The management of this mosque focuses on Al-Quran education, inviting the congregation to do morning and evening dhikr, Koran recitations, a Koran garden for children and teenagers, book study, dawn awareness study, mosque family garden for sisters, self-awareness study, TABS (Tahu Arti Bacaan Sholat) and internal tahsin.

### 3. Management Baitul Maal

This management focuses on the comfort of the congregation and ZISWAF (Zakat, Infaq, Shodaqoh, and Wakaf) in the form of providing WMG (Warung Makan Gratis), noble orphans, free facilities in the mosque (coffee, tea, hot and cold water, free drinks, washing machines, laundry areas, mattresses and pillows), as well as multi-purpose cars and motorbikes for mosque accommodation.

From a religious tourism perspective, the Baitul Maal Management serves as a supporting tool for social services provided to worshippers and visitors. The provision of free meals, social aid, and humanitarian facilities shows that the mosque has carried out a service function, which is one of the important elements in the goals of community-based religious tourism (Safitri dkk., 2024). Ongoing social services can increase visitors' comfort while also strengthening the positive image of the religious tourism destination among the public (Sakinah dkk., 2024).

### 4. Management Baitul Muamalah

This management focuses on the economic sector, including forming and managing a mosque-prospering business entity, managing assets and endowment funds, and running programs to support the community, including economic empowerment.

The schedule that is arranged includes:

1. Daily programs include free food stalls, Quran houses, tilawah and dhikr, humanitarian care stalls, noble guests, mosque family gardens, and free online doctor consultations.
2. Weekly programs include self-awareness study, TABS (Tahu Arti Bacaan Solat ), and dawn awareness study.
3. Monthly programs include noble pearls for orphans and Quran memorisers, outings, noble neighbours, humata, and DIAPEKA.
4. Special programs include educational scholarships, noble neighbours, and MADU (Masjid Peduli).
5. The BUPM (Badan Usaha Pemakmur Masjid) program includes the Mas Jaya fruit shop, Mas Jaya papaya, papaya plantation, Rojo Buono catering, Peci tea, Wakanda snacks, Kamps people's kebab, Kikie donuts, and sub jasa.id.

Figure 3. Presentation of WMG (Warung Makan Gratis)



Source: Documentation, 2025.

The Mosque Prosperity Business Entity (BUPM) shows efforts to strengthen the economy that supports the sustainability of mosque management (Saputra & Nafi', 2025). Business units owned by the mosque can serve as an independent source of income to fund various programs and services for the community and visitors (Safitri dkk., 2024). Economic independence is an important indicator in managing sustainable religious tourism destinations (Saputra & Nafi', 2025). Through BUPM, the Indonesian Youth Mosque has a financing system that supports the continuity of social, educational, and religious services (Safitri dkk., 2024).

In terms of promotion, Masjid Pemuda Indonesia utilises social media in the form of TikTok and Instagram to disseminate information about the programs they implement and attract young people to participate in contributing to the programs. Masjid Pemuda Indonesia, not only that, but by using this digital platform, it can also attract donors who want to donate some of their wealth to make the programs of Masjid Pemuda Indonesia a success. With this approach, they have succeeded in reaching the younger generation who are more active on digital platforms. Promotion through social media not only increases the visibility of the mosque but also encourages active participation from young people to be involved in mosque activities.

The importance of collaboration with professional volunteers was also highlighted in the interview. The mosque requires all administrators and students to focus fully on managing the mosque, without being distracted by other work. This ensures that the programs run well

and achieve the desired goals. With dedicated administrators, the quality of services and programs offered is increasing.

Overall, the implementation of promotions and engaging programs at Masjid Pemuda Indonesia shows that mosques can function as centres for community empowerment. By combining social services, effective promotions, and youth involvement, the mosque has succeeded in creating a dynamic environment that is responsive to the needs of the community. Through these efforts, Masjid Pemuda Indonesia has become not only a place of worship but also a centre for social activities that can be relied on by the surrounding community.

Figure 4 TikTok account Masjid Pemuda Indonesia @masjid.pemuda.indonesia



Source: Documentation, 2025.

Figure 5. Instagram account Masjid Pemuda Indonesia @masjidpemuda.ind



Source: Documentation, 2025.

### Conclusion

Masjid Pemuda Indonesia runs various promotional programs and strategies that focus on social awareness and community empowerment. Warung Makan Gratis (WMG) is

one of the flagship programs that not only attracts the attention of the general public but also reflects the mosque's vision and mission in providing solutions to social problems. This program is promoted effectively through daily activities that involve the wider community. Other programs, such as the Quran House, dawn recitation, and Quran education for various groups, are also a special attraction, strengthening the position of the mosque as a spiritual and educational centre. On the other hand, Badan Usaha Pemakmur Masjid (BUPM), which manages various businesses, such as plantations, catering, and fruit shops, plays a role in strengthening the economy of the community while promoting the financial independence of the mosque.

With an approach involving compassion and sincerity, the mosque management has succeeded in implementing programs that are not only attractive to the congregation but also have a positive impact on the community as a whole. This is one form of effective promotion, where real social activities become the main attraction for the community to get involved in prospering the mosque. Based on the documentation results, it can be seen that the planned programs can be implemented well, for example, such as the Free Food Stall located next to the mosque, and the mosque porch is also used for the congregation to rest. There is also a food storage warehouse to make the mosque program a success, which is located behind the mosque.

Additionally, the research results show that various social, educational, and service initiatives organised by Masjid Pemuda Indonesia can be seen as elements of religious tourism destination management focused on mosques. The presence of supporting facilities, community services, and sustainable empowerment programs strengthens the mosque's role not only as a place of worship but also as a space for social interaction and a destination for religious visits.

The integration between Baitul Maal management and the Mosque Prosperity Business Entity (BUPM) shows a synergy between social and economic roles in supporting the sustainability of mosque management. Through managing social funds, providing public services, and developing efficient business units, Masjid Pemuda Indonesia has implemented governance practices that support the sustainable development of religious tourism destinations.

## **Research Documentation**

Figure 6. Presentation of a free food stall



Source: Documentation, 2025.

Figure 7. Porch Masjid Pemuda Indonesia



Source: Documentation, 2025.

Figure 8. Storage warehouse



Source: Documentation, 2025.

Figure 9. Side Masjid Pemuda Indonesia



Source: Documentation, 2025.

Figure 10. Area inside Masjid Pemuda Indonesia



Source: Documentation, 2025.

Figure 11. Observation Masjid Pemuda Indonesia



Source: Documentation, 2025.

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