

**MANAGEMENT OF MOSQUE IN ATTRACTING
PEOPLE: A STUDY AT SABAH STATE MOSQUE
(MASJID NEGERI SABAH)**

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UNIVERSITI SAINS ISLAM MALAYSIA

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SABAH STATE MOSQUE (MASJID NEGERI SABAH)**

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APPROVAL PAGE

I hereby declare that I have supervised and read this research. In my view, it confirms to acceptable standards or scholarly and is fully adequate, in scope and equality as a project paper for the Master of Da'wah and Islamic Leadership.

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I hereby declare that the work in this academic project is my own except for quotation and summaries which have been duly acknowledged.

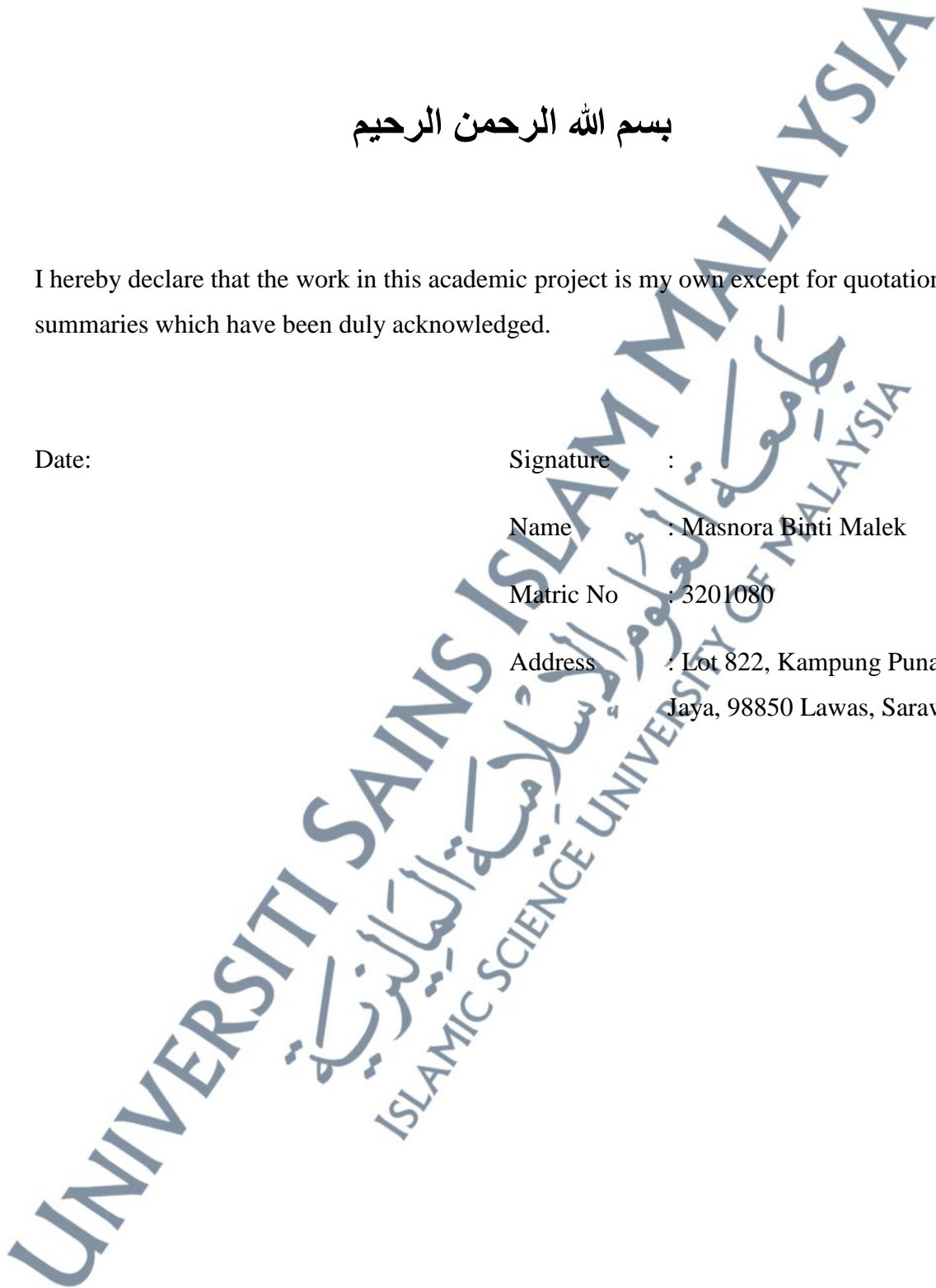
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ABSTRACT

The mosque is an Islamic institution for Muslims. The progress development of the people and the movement of Islam all began with the mosque from the earliest emergence of Islam, the time of the Prophet S.A.W. The mosque has been used as a place to gather, discuss and devise strategies not limit in the field of preaching but also in trade, legislation, and dissemination of knowledge. This study was conducted to aim 1) To know the factors that make visitors to the mosque, 2) To study the effectiveness of management in attracting visitors to the mosque, 3) To study suggestions in improving the quality of mosque management in attracting non-Muslim visitors to the mosque. The method used in this study was qualitative approach to obtain the objectives through the interview sessions. In this study, the results show that there are factors that lead to the increase in visitor population to the mosque which is the strategic of location, facilities, design and decoration of the mosque. It has indirectly influenced the effectiveness of mosque management by measuring the effectiveness of the management through the programs had been conducted and the total of donations collected. Lastly, researcher found suggestions in improving the quality of mosque management in attracting non-Muslim visitors to the mosque which are developing community programs and open a visitor-friendly cafeteria.

ABSTRAK

Masjid adalah sebuah institusi Islam yang utama bagi setiap orang Islam. Sejak zaman permulaan Islam lagi iaitu pada zaman Rasulullah S.A.W, kemajuan umat dan gerakan Islam semuanya bermula dari masjid. Masjid telah dijadikan sebagai tempat untuk berkumpul, berbincang dan merancang strategi yang tidak terhad kepada bidang dakwah malah perdagangan, perundangan, dan penyebaran ilmu, serta pelbagai lagi. Kajian ini dijalankan adalah bertujuan 1) untuk mengetahui faktor pengunjung datang ke masjid, 2) untuk mengkaji keberkesanan pengurusan dalam menarik minat pengunjung datang ke masjid, 3) untuk mengkaji cadangan bagi meningkatkan kualiti pengurusan masjid dalam menarik minat pengunjung bukan Islam datang ke masjid. Kaedah yang digunakan dalam kajian ini ialah pendekatan kualitatif untuk mendapatkan objektif melalui sesi temu bual dan kajian perpustakaan. Dalam kajian ini, dapatan kajian menunjukkan terdapat faktor yang mendorong kepada pertambahan jumlah pengunjung masjid iaitu lokasi strategik, kemudahan, reka bentuk dan hiasan masjid. Ia secara tidak langsung telah mempengaruhi keberkesanan pengurusan masjid dengan mengukur keberkesanan pengurusan melalui program yang telah dijalankan dan jumlah kutipan derma. Akhir sekali, pengkaji mendapat cadangan dalam meningkatkan kualiti pengurusan masjid dalam menarik pengunjung bukan Islam ke masjid yang sedang membangunkan program kemasyarakatan dan membuka kafeteria mesra pengunjung.

الملخص البحث

(MULAKHAS AL BAHAS)

المسجد مؤسسة إسلامية للمسلمين. تطور الناس وتطور الإسلام بدأ كل شيء بالمسجد منذ ظهور الإسلام في زمن النبي صلى الله عليه وسلم. تم استخدام المسجد كمكان لجمع ومناقشة ووضع استراتيجيات لا تحد في مجال الوعظ ولكن أيضاً في التجارة والتشريع ونشر المعرفة. أجريت هذه الدراسة لهدف (1) لمعرفة العوامل التي تجعل زوار المسجد، (2) لدراسة فعالية الإدارة في جذب زوار المسجد، (3) دراسة الاقتراحات في تحسين نوعية إدارة المساجد في جذب الزوار غير المسلمين إلى المسجد. كانت الطريقة المستخدمة في هذه الدراسة هي المنهج النوعي للحصول على الأهداف من خلال جلسات المقابلة والبحث في المكتبة. أظهرت النتائج في هذه الدراسة أن هناك عوامل تؤدي إلى زيادة عدد زوار المسجد وهو استراتيجية الموقع والمرافق والتصميم والديكور للمسجد. وقد أثر بشكل غير مباشر على فعالية إدارة المساجد من خلال قياس فعالية الإدارة من خلال البرامج التي أجريت ومجموع التبرعات التي تم جمعها. وأخيراً، توصلت الباحثة إلى اقتراحات لتحسين جودة إدارة المساجد في جذب الزوار غير المسلمين للمسجد والتي تعمل على تطوير برامج مجتمعية وفتح كافتيريا صديقة للزوار.

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GLOSSARY

Al- Quran: The first source of Islam.

Aurat: The private parts, those parts of the body that cannot be exposed or should be covered according to Islam.

Da'wah: The practice or policy of conveying the message of Islam to non-Muslims.

Funduq: Lodging

Hamam: Toilet

Ibadah: The obedience, submission, and devotion to Allah along with the ultimate for Allah.

Maqribah: Grave

Maydan: Garden

Mushtashfa: Hospital

Muslim: A follower of the religion of Islam.

Sajada: Place of worship

SAW: Subhanahu wa Taa'la.

Surah: The verse in Al-Quran.

SWT: Solla Allahu alaihi wasalam.

Ummah/ Jemaah: community or nation, followers of Islam within a geographical area.

Yasjudu: Put his forehead down against the God

LIST OF TABLES

Table 4.1: Demographic of Informants

