

## **ABSTRAK**

**Risa Lailatul Maqviroh, 2025. Efektivitas Sistem Rekrutmen Terhadap Peningkatan Minat Pemuda Dalam Organisasi Kepemudaan Keagamaan. Skripsi. Pembimbing I : Prof.Dr.Dra.Hj. Dwi Ima H., M.Hum., Pembimbing II : Laily Purnawati, S.IP., M.Si.**

Penelitian ini bertujuan untuk menganalisis efektivitas sistem rekrutmen dalam meningkatkan minat pemuda untuk bergabung dalam organisasi kepemudaan keagamaan, khususnya di Pimpinan Anak Cabang (PAC) Ikatan Pelajar Nahdlatul Ulama (IPNU) dan Ikatan Pelajar Putri Nahdlatul Ulama (IPPNU) Kecamatan Durenan, Kabupaten Trenggalek. Latar belakang penelitian ini adalah fenomena menurunnya partisipasi generasi muda dalam organisasi keagamaan yang disebabkan oleh berbagai faktor, seperti dominasi media sosial, perubahan gaya hidup, serta persepsi negatif terhadap organisasi yang dianggap kaku dan tidak relevan dengan kebutuhan generasi masa kini. Tetapi disamping fenomena tersebut organisasi PAC IPNU-IPPNU yang berada di Pimpinan Anak Cabang Durenan ternyata anggota di dalam organisasinya cukup banyak ditengah minimnya minat pemuda untuk bergabung ke dalam organisasi yang umum terjadi. Oleh karena itu, tentu organisasi ini mempunyai cara tersendiri dalam keberlangsungan pengembangan organisasi melalui sistem anggota rekrutmen yang efektif agar organisasi tetap eksis dan diminati oleh pemuda.

Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi terhadap pengurus dan anggota aktif PAC IPNU-IPPNU Durenan. Hasil penelitian menunjukkan bahwa sistem rekrutmen yang diterapkan telah mengadopsi pendekatan adaptif dan partisipatif, yakni dengan melibatkan media sosial, metode tatap muka (face-to-face), pendekatan kultural, dan kegiatan kolaboratif yang sesuai dengan minat pemuda masa kini. Selain itu, keberhasilan sistem rekrutmen juga dipengaruhi oleh kualitas kepemimpinan, kesesuaian program kerja dengan kebutuhan pemuda, serta strategi komunikasi organisasi yang terbuka dan bersahabat.

Kesimpulan dari penelitian ini adalah bahwa efektivitas sistem rekrutmen sangat berpengaruh terhadap peningkatan minat pemuda dalam organisasi keagamaan. Apabila organisasi mampu merancang strategi rekrutmen yang dinamis dan inklusif, maka potensi regenerasi kader dapat terjaga dengan baik. Penelitian ini diharapkan dapat memberikan kontribusi teoretis maupun praktis bagi pengembangan organisasi kepemudaan keagamaan di era digital.

**Kata Kunci:** Efektivitas, Sistem Rekrutmen, Minat Pemuda, Organisasi Keagamaan

## **ABSTRACTION**

**Risa Lailatul Maqviroh, 2025. *The Effectiveness of the Recruitment System in Increasing Youth Interest in Religious Youth Organizations (A Case Study at PAC IPNU – IPPNU Durenan, Trenggalek)*. Undergraduate Thesis. Faculty of Social and Political Sciences, Tulungagung University. Supervisor I: Prof. Dr. Dra. Hj. Dwi Ima H., M.Hum. Supervisor II: Laily Purnawati, S.IP., M.Si.**

*The background of this research is that many youths are interested in joining religious youth organizations with the recruitment system applied by PAC IPNU- IPPNU Durenan. This research aims to analyze the effectiveness of the recruitment system in increasing youth interest in joining religious youth organizations, particularly within the Branch Leadership (PAC) of the Nahdlatul Ulama Student Association (IPNU) and the Nahdlatul Ulama Female Student Association (IPPNU) in Durenan District, Trenggalek Regency. The background of the study is the growing concern over declining youth participation in religious organizations, influenced by factors such as digital lifestyle dominance, social media distractions, and the perception that religious organizations are rigid and outdated. Therefore, an effective recruitment strategy is essential to maintain the organization's relevance and attractiveness among today's youth. However, alongside this phenomenon, the PAC IPNU- IPPNU organization located in the Durenan Youth Leadership has a considerable number of members despite the low interest of young people in joining organizationz, which is commonly observed. Therefore, it is certain that this organization has its own ways of sustaining organizational development through an effective member recruitment system so that the organization remains relevant and appealing to young people.*

*This research employs a qualitative approach using a case study method. Data were obtained through observation, in-depth interviews, and documentation with organizational leaders and active members of PAC IPNU-IPPNU Durenan. The results indicate that the recruitment system adopted a participatory and adaptive approach. This includes the use of social media, face-to-face recruitment strategies, cultural activities, and collaborative youth-friendly programs. The system's success is also influenced by leadership quality, the alignment of organizational programs with youth needs, and effective, friendly communication strategies within the organization.*

*The study concludes that the effectiveness of the recruitment system significantly contributes to increasing youth engagement in religious youth organizations. If an organization can develop a dynamic and inclusive recruitment model, the sustainability of cadre regeneration can be ensured. This study is expected to provide both theoretical and practical insights for the development of religious youth organizations in the digital era.*

**Keywords:** *Effectiveness, Recruitment System, Youth Interest, Religious Organization.*