

ABSTRAK

Hasil penelitian menunjukkan bahwa Masjid Agung Al Falah Jambi memiliki potensi signifikan dalam pemberdayaan ekonomi umat, sebagai salah satu masjid terbesar dan bersejarah di Jambi, dengan keunggulan dana infak yang besar, dukungan pemerintah melalui APBD, serta fasilitas yang memadai. Meskipun demikian, terdapat tantangan dalam mengoptimalkan potensi tersebut, seperti kurangnya manajerial dan komunikasi antar pengurus masjid, serta rendahnya partisipasi jamaah. Strategi yang dihasilkan dari analisis SWOT meliputi: 1) Strategi SO (Strength-Opportunities) memanfaatkan media sosial dalam mengekspos daya tarik wisata religi; 2) Strategi WO (Weakness-Opportunities) memberikan pelatihan manajerial kepada pengurus masjid; 3) Strategi ST (Strength-Threat) memperhatikan infrastruktur demi menciptakan lingkungan yang nyaman untuk jamaah; dan 4) Strategi WT (Weakness-Threat) melakukan evaluasi kinerja dan merancang program pemberdayaan yang dapat menjadi diversifikasi pemasukan masjid.

Kata Kunci: Masjid Pemberdaya, Fungsi Masjid, Pemberdayaan Ekonomi Umat

ABSTRACT

The study findings reveal that Masjid Agung Al Falah Jambi holds significant potential for economic empowerment of the community, being one of the largest and most historic mosques in Jambi. Its strengths include substantial donation funds, government support through the regional budget (APBD), and adequate facilities. However, challenges remain in optimizing this potential, such as limited managerial skills and communication among mosque administrators, as well as low participation from congregants. The SWOT analysis resulted in the following strategies: 1) SO (Strength-Opportunities) Strategy: leveraging social media to highlight the mosque's appeal as a religious tourism destination; 2) WO (Weakness-Opportunities) Strategy: providing managerial training for mosque administrators; 3) ST (Strength-Threat) Strategy: improving infrastructure to create a comfortable environment for congregants; and 4) WT (Weakness-Threat) Strategy: conducting performance evaluations and designing empowerment programs to diversify the mosque's sources of income."

Keywords: *Empowering Mosque, Mosque Functions, Economic Empowerment of the Ummah*