



## Da'wah Strategy of Nahdlatul Ulama's Fatayat PAC Management in Strengthening the Role of Women

Muhammad Hamdan Yuwafik and Kuffa Meldana Masty<sup>(a)</sup>

<sup>(a)</sup>Institut Agama Islam Sunan Kalijogo, Malang, Indonesia

Email: [afikhamdan@gmail.com](mailto:afikhamdan@gmail.com), [meldanakuffa@gmail.com](mailto:meldanakuffa@gmail.com)

### A B S T R A C T

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This study examines the da'wah strategy employed by PAC Fatayat NU in Wonodadi District, Blitar Regency, in an effort to empower women. The primary issue is the underrepresentation of women in social, economic, and religious spheres. The focus of this study is to describe the da'wah strategy and its implementation form in empowering women through religious organizations. The method employed is qualitative descriptive analysis, incorporating the theory of da'wah strategy from Abu Al-Fath Al-Bayanuni. Data were obtained through observation, interviews, and documentation. The results of the study revealed three da'wah strategies: a sentimental strategy (recitation of the Qur'an, routine religious studies, istighosah, and IHF community), a rational strategy (work meetings, socialization, and discussion of women's issues), and a sensory strategy (entrepreneurship skills training and social activities). This strategy is effective in increasing the active role of women in society and demonstrates that empowerment-based da'wah can create participatory spaces and foster social transformation.

## Introduction

Currently, da'wah has become a significant concern in society. Da'wah activities are increasingly emerging, especially on social media. These da'wah activities represent an immensely encouraging development, and a specific strategy is needed to ensure that da'wah activities lead to increased understanding of Islamic teachings (Arthia, 2022). Da'wah is a means of inviting, guiding, and encouraging others to acknowledge the will of Allah SWT by pursuing the right and better path. Da'wah is not merely inviting people to embrace Islam, but also an effort to help Muslims become better individuals and more moral (khairul ummah), for the sake of goodness and happiness in this world and the hereafter (Nurkhoifah, 2009).

While da'wah strategies have been designed holistically and empoweringly, in practice, several similarities remain. One such issue is the lack of a shared understanding among administrators regarding more persuasive and humanistic da'wah methods, resulting in activities that focus more on rituals and fail to sufficiently empower (Asri et al., 2023). Limited resources, lack of training, and low active participation of female members hinder the optimal implementation of da'wah programs. Field conditions suggest that many activities remain entrenched in traditional religious routines and fail to fully focus on strengthening women's roles in the social, economic, and religious spheres. This phenomenon highlights a gap between the ideal da'wah strategy and its implementation, necessitating an evaluation and a more adaptive and responsive approach to women's needs at the grassroots level (Nuruzzaman, 2021).

Social facts and phenomena within society can be examined, and social facts reveal the realities of community life that can be objectively assessed and observed. For example, in Lampung, the General Chairperson of the Central Board of Fatayat NU (PP Fatayat NU) participated in an audience to express their aspirations to urge the perpetrator of the murder of a woman in a sack and invited all Fatayat NU members to participate in seeking justice, as the victim was a member of the Fatayat NU cadre in East Lampung (Attar, 2025). Furthermore, the movement within the Central Board of Fatayat NU in Blitar Regency also launched an inclusive program to protect and prevent violence against children and women (Nur, 2025). In an effort to address this issue, LKP3A collaborated with the PC Fatayat NU Malang Regency to assist members in being more responsive

and assist in handling, assisting, and providing psychological support to victims of violence against women and children (Aziz, 2024).

Several previous studies support the researcher's assumptions. This research is motivated by a gap study conducted by Ulfatun Nadila, a major in Islamic Communication and Broadcasting at the State Islamic Institute (IAIN) Metro, in 2022, entitled "Fatayat NU's Da'wah Strategy in Developing Women in the Religious Field." This study examines how the PAC Fatayat NU organization in Batanghari District employs three da'wah strategies to develop women in the religious field (Nadila, 2022). Furthermore, research by Andi Nur Aini in 2024 entitled "Participation of PC Fatayat NU (Nahdatul Ulama) in Women's Empowerment in Parepare City" about the steps of the PC Fatayat NU organization in efforts to empower women in Parepare City is carried out through routine programs all aimed at empowering women (Aini, 2024). Furthermore, Ambar Afiah's research in 2021, entitled "Nahdlatul Ulama's Da'wah Strategy in Community Development in Kresno Widodo Village, Tegineneng District, Pesawaran Regency", discusses the NU Branch Management implementing an effective da'wah strategy by getting closer to the community (Afifah, 2022). Previous research shows that da'wah strategies have a positive impact on increasing women's awareness and independence.

Nahdlatul Ulama is committed to guiding and encouraging Muslims to live their lives in accordance with the Islamic values inherited from the Prophet Muhammad (peace be upon him), his companions, and subsequent generations, such as the successors and scholars who have served as role models from subsequent centuries to the present (Eliza, 2023). The Fatayat NU (NU branch of the Fatayat) actively participates in social, educational, and da'wah activities, with a focus on women's issues. Women's equality has played a crucial role in enhancing their dignity and worth. Therefore, women must empower themselves in all aspects of life. Strengthening women's roles can be achieved through the application of innovative technology, protection for female workers, skills development, and strengthening supportive regulations (Haromain, 2023).

The selection of Wonodadi District as the research location was based on the consideration that this area has a strong Nahdlatul Ulama organizational base, including the presence of the Fatayat NU chapter (PAC), which is active in religious and social activities. Wonodadi is a semi-rural area characterized by a

community still deeply rooted in local religious and cultural values, making it a strategic area for implementing community-based da'wah. Research on da'wah strategies for empowering women is crucial because da'wah serves not only as a conveyor of religious values but also holds significant potential as a means of social empowerment, particularly for women at the grassroots level. Few studies have specifically explored how da'wah strategies at the PAC level are implemented practically and sustainably. This research aims to develop a da'wah strategy model that is effective, contextual, and responsive to the needs of women, particularly in rural areas such as Wonodadi District. Thus, this research contributes not only to the development of da'wah science and empowerment studies but also to the tangible improvement of women's quality of life.

## Method

This research employed a qualitative approach with a descriptive qualitative approach (Danim et al., 2002). The goal was to gain a deeper understanding of the da'wah strategies implemented by the Fatayat Nahdlatul Ulama (NU) leadership in strengthening women's roles in Wonodadi District, Blitar Regency. The researchers collected data through participant observation, in-depth interviews with Fatayat NU leadership and members, and documentation of da'wah activities. The research focused on the da'wah strategies employed, the content of the messages conveyed, and the community's response to these activities. The data obtained were then analyzed inductively to identify patterns, meanings, and effective da'wah communication strategies within the local context of Nahdliyin women.

The theoretical approach employed in this research is the Da'wah Strategy theory, developed by Abu Al-Fath Al-Bayanuni, which categorizes da'wah strategies into three main forms: sentimental, rational, and sensory strategies. This theory is used to examine how the Fatayat NU da'wah strategy in Wonodadi, Blitar, adapts to the characteristics of its female audience, including their emotional aspects, logical thinking, and sensory experiences. This theory is considered relevant because it holistically explains strategic approaches to delivering da'wah messages contextually and communicatively.

In the context of strengthening women's roles, the sentimental strategy encompasses emotional approaches, such as religious counseling that addresses women's inner and spiritual aspects, as well as religious study groups and spiritual

guidance. The rational strategy is evident in religious discussions, training, and Islamic education activities that emphasize a logical understanding of Islamic teachings and women's issues. Meanwhile, the sensory strategy is implemented through direct practices, including skills training, reproductive health counseling, and experience-based socio-religious activities. These three strategies help researchers assess the effectiveness of Fatayat NU's da'wah methods in empowering and strengthening women's positions within the Nahdliyin (NU) community in Wonodadi, Blitar.

## Results and Discussion

The da'wah strategy implemented by the Nahdlatul Ulama (NU) Fatayat PAC management in Wonodadi District focuses on strengthening the role of women through a holistic and contextual approach. Women play a strategic role in community development, both in the domestic and public spheres. Strengthening women's roles is a key factor in realizing a just and sustainable social order. In a religious context, da'wah functions not only to spread Islamic teachings but also as a means of social transformation, including increasing the active role of women. To this end, the Nahdlatul Ulama Fatayat PAC, a religious organization based in Wonodadi District, presents a da'wah strategy aimed at supporting and empowering women in a sustainable manner.

Based on the research data collection, data reduction, data presentation, and the final stage of data verification and conclusion were carried out. The data from the conclusion drawn has been triangulated using sources and data collection techniques to test the credibility of the data. The role of the Fatayat NU PAC management in Wonodadi District in developing da'wah strategies is crucial for both cadres and the community, especially women in Wonodadi District. The da'wah strategies implemented by the Fatayat NU PAC management in Wonodadi District in Strengthening Women's Roles align with the theory proposed by Dr. Abu Al-Fath Al-Bayanuni. These da'wah strategies, obtained through observation data, interviews, and documentation with the management, include:

### a. Sentimental Strategy (*al-manhaj al-'athifi*)

The da'wah strategy employed by the Fatayat NU PAC management in Wonodadi District to empower women uses a persuasive and humanistic

approach. This means that management conveys religious teachings or empowerment messages by implementing more personal strategies that resonate with the hearts of cadres and the community. One way to achieve this is by fostering strong emotional connections so that women feel valued, heard, and comfortable within the organizational environment. This approach aims to make the message of da'wah easier to understand and accept, so that women targeted by the activity can be more actively involved and motivated to develop.

The Sentimental Strategy (*al-manhaj al-athifi*) focuses on the emotional aspects of the heart, moving the feelings and inner selves of da'wah partners (Al Bayanuni, 2021). The characteristic of the sentimental strategy is the use of gentle language and the choice of heartfelt words. This makes da'wah easily accepted by da'wah partners, creating a lasting impact and impression of the da'wah. Through this approach, the management of the PAC Fatayat NU Wonodadi delivers da'wah messages gently, displays politeness, provides thoughtful advice, and meets the needs of all members in the da'wah. This is reflected in the implementation of a more personal and heartfelt approach among cadres, which involves building strong emotional connections. This approach aims to create a welcoming atmosphere that makes members feel at home and open. Da'wah messages are more easily understood and accepted by members and the community.

#### **b. Rational Strategy (*al-manhaj al-'aqli*)**

The management of the PAC Fatayat NU in Wonodadi District focuses not only on religion, but also on women's issues, incorporating these concerns into their da'wah strategy through discussions and exchanges during planning of every da'wah activity, work meetings, and outreach efforts. This strategy is implemented as an effort to foster critical awareness, encouraging continuous thinking, reflection, and learning from everything, such as through joint meetings and discussions, drafting work plans, follow-up coordination, and subsequent joint implementation and evaluation. This is why the PAC Fatayat NU management in Wonodadi District has a cooperative and collaborative communication pattern with its cadres.

There is also significant harmony in the da'wah strategy of the PAC



Fatayat NU in Wonodadi District, particularly in the use of a rational approach. This Rational Strategy (*al-manhaj al-'aqli*) involves various methods that emphasize the importance of reason, logic, and critical thinking skills in conveying the da'wah message. This approach not only encourages members or cadres to passively receive messages, but also encourages them to reflect on the values conveyed, re-examine their religious understanding in a contextual context, and continuously improve their capacity through a continuous learning process (Al Bayanuni, 2021). The PAC Fatayat NU organization in Wonodadi District implements this rational approach by incorporating women's issues, particularly in the social, economic, and religious education sectors.

### **c. Sensory Strategy (*al-manhaj al-hissi*)**

The PAC Fatayat NU in Wonodadi District empowers women in the educational aspect, focusing on improving their knowledge, social skills, and rights. In the economic sector, this is developed through skills training and small business management. In the social sector, this strategy is implemented through various community activities. Meanwhile, in the health sector, it provides important education about women's bodies, maternal and child health, and the prevention of violence against early marriage. All of this is carried out as part of da'wah (preaching) that strengthens faith while also touching all aspects of life. This approach aligns with the sensory strategy, defined as a system of da'wah that focuses on utilizing the five senses, experimentation, and experience, such as religious practice, role modeling, and adherence to observational findings. The methods employed include religious practice and role modeling, which provide direct experience to the target of da'wah (Al Bayanuni, 2021).

### **Implementation in Empowering Women**

The da'wah strategy designed by the Fatayat Nahdlatul Ulama (NU) Sub-Branch Leadership (PAC) in Wonodadi District has been consistently implemented to enhance the role of women in all activities. This is evident in the development of programs that prioritize Islamic values, strengthen the role

of women, and strengthen the moral and spiritual well-being of members. Each routine agenda always contains a da'wah message tailored to the needs of the surrounding community. With this approach, da'wah is not only taught in lectures but also embodied in concrete actions that impact daily life. Based on research findings through observation, interviews, and documentation, various forms of da'wah strategies have been implemented by the Fatayat NU PAC management in Wonodadi District, which have been implemented among its cadres to empower women in Wonodadi District, including:

**a. Sentimental Strategy (al-manhaj al-'athifi)**

The Fatayat NU Sub-Branch Leadership (PAC) in Wonodadi District has successfully implemented a systematic da'wah strategy, designed by its management, to empower women. Its da'wah strategy aligns with the sentimental approach, which is manifested in routine activities such as:

**1. Regular Koranic Recitation**

Regular Koranic Recitation is one of the da'wah strategies implemented by the Fatayat NU PAC management to strengthen the religious understanding of members and the surrounding community. These activities are held periodically, featuring religious teachers or religious figures who discuss Islamic themes relevant to the role of women. In addition to serving as a means of spiritual learning, regular Koranic Recitation also serves as a forum for fostering friendship and strengthening the bonds of brotherhood among members of the Fatayat NU PAC in Wonodadi District.

**2. Dibaan**

The PAC Fatayat NU administrators in Wonodadi District filled the dibaan activities with reciting prayers and collective prayers to strengthen spirituality and foster unity among members. This was followed by a brief sermon that discussed Islamic themes relevant to women's lives. The preaching material was also adapted to local social conditions, including relevant contemporary issues, so that the preaching message was more easily understood and applied in everyday life.



3. Yasinan

Yasinan activities are a form of spiritual preaching routinely conducted by the PAC Fatayat NU administrators in the community. Through the recitation of Surah Yasin and collective prayers, they instill values of faith and invite the congregation to draw closer to God. In addition to being a form of worship, Yasinan also strengthens social relationships and provides a space for light discussion on religious and daily life issues.

4. Istighosah

Istighosah is one of the da'wah activities carried out by the Fatayat NU Wonodadi chapter to strengthen the congregation's spirituality and sense of trust in Allah SWT. The congregation prays together and asks for help from Allah, especially when facing life's challenges or social situations that require spiritual support. This activity not only fosters faith but also builds solidarity and social awareness among members of the Fatayat NU Wonodadi chapter and the surrounding community.

5. Fatayat Hafidzoh Association (IHF)

The Fatayat Hafidzoh Association serves as a forum for cadres of Quran memorizers. Through this community, the Fatayat NU Wonodadi chapter organizes activities such as joint recitation and memorization training for members and the community. The existence of the IHF also inspires other women to love and deepen their understanding of the Quran as a guide for life.

The Wonodadi NU Fatayat PAC also implements activities for Islamic holidays such as the Prophet's birthday, the Isra' Mi'raj, and the 1 Muharram parade. These activities create a comfortable, inclusive, and intimate organizational atmosphere. Members feel more at home, motivated, and committed to fulfilling their roles within the organization.

The sentimental strategy is a da'wah method that emphasizes the emotional and affective aspects of the heart. It aims to build closeness between administrators and members. This strategy is implemented through simple, persuasive, humanistic, gentle, and relaxed methods. The sentimental strategy aims to build emotional closeness between Fatayat administrators and members, so that the messages

conveyed are more easily received and understood, and influence the attitudes and behaviors of cadres. This fosters greater empathy among cadres and creates a psychological bond.

### **b. Rational Strategy (al-manhaj al-'aqli)**

The PAC Fatayat NU in Wonodadi District has successfully combined religious values with the spirit of women's empowerment by actively creating spaces for dialogue in activities that empower women holistically. They implement organizational values through various activities, such as:

#### **1. Work Meetings**

Work meetings are an important agenda item held by the PAC Fatayat NU in Wonodadi District to design da'wah programs and strengthen the role of women. During work meetings, management discusses and develops strategic plans that encompass religious and social activities, as well as initiatives to build women's capacity. PAC Fatayat NU in Wonodadi District holds work meetings every three months.

#### **2. Socialization**

Socialization is one of the da'wah activities used by the PAC Fatayat NU in Wonodadi District to convey important information to members and the community. Through these activities, management introduces work programs that address reproductive health, religious education, and women's and family issues. Socialization is conducted directly in religious study forums, religious study groups, and through social media to ensure a broader reach for the message of da'wah and education.

These activities were chosen because they are considered effective in creating a space for discussion with Fatayat cadres, thus enabling the exchange of ideas, shared understanding, and strengthening solidarity among members. Through these forums, the values espoused by the organization can be more easily conveyed, understood, and collectively implemented.

This approach aligns with a rational strategy that emphasizes the importance of reason, logic, and critical thinking skills in conveying da'wah messages. Efforts to foster critical awareness and strengthen the

role of women as a whole are in line with the challenges of the times, making cadre members more active through the exchange of ideas. The organization not only focuses on religious activities but also successfully combines religious values with the spirit of strengthening women's roles.

### **c. Sensory Strategy (al-manhaj al-hissi)**

The PAC Fatayat NU in Wonodadi District implements various types of training as part of its da'wah efforts and to strengthen the role of women. This is realized through training in social, economic, and religious education. In the social sector, the PAC Fatayat NU in Wonodadi District implements activities through collaboration with LAZIZNU, such as:

#### **1. Community Assistance**

The PAC Fatayat NU in Wonodadi District implements aid activities as a form of social concern. This assistance can range from basic food packages for the underprivileged to support for disaster victims. Through these activities, the PAC Fatayat NU in Wonodadi District's da'wah not only spreads Islamic values verbally but also practices them in real life.

#### **2. Assistance to Orphans and the Poor**

Assistance to orphans and the poor is one of the routine programs implemented by the PAC Fatayat NU in Wonodadi as a form of social concern and the implementation of Islamic values. This activity is typically held during religious occasions, such as Ramadan or the Prophet's Birthday, and involves assisting in the form of cash, necessities, or school supplies. In addition to easing the burden on recipients, this assistance also strengthens emotional bonds between members of the NU Fatayat in Wonodadi District and the surrounding community, while instilling a spirit of cooperation and compassion in community life.

In the economic sector, Fatayat NU cadres implement various training programs on home business skills as a concrete manifestation of strengthening women's roles. The skills developed through these trainings not only increase members' economic independence but also encourage the emergence of micro-enterprises managed by women in the surrounding community. These training programs include:

### 1. Making Various Snacks

The production of various snacks is one concrete outcome of the skills training programs attended by cadres. This activity aims to equip women with home business skills that can supplement family income. Through mentoring and hands-on practice, cadres can produce quality food that can be marketed locally and through social media.

Meanwhile, in the educational sector, the PAC Fatayat NU in Wonodadi District has conducted various training programs. This aims to increase the capacity and knowledge of its members. PAC Fatayat NU Wonodadi not only strengthens women's roles in family and community education but also encourages the development of skilled cadres in preaching and leadership. These various training programs include:

#### 1. Leadership Training

Leadership training is one of the key programs held by the Wonodadi District Fatayat NU PAC to develop strong and visionary female cadres. Participants are equipped with basic knowledge of organizational management, decision-making, and leadership ethics from an Islamic perspective. The goal is to equip cadres with strategic roles, both within the Fatayat NU organization and within society as a whole.

#### 2. MC Training

The Wonodadi District Fatayat NU PAC conducts MC (Master of Ceremonies) training to equip cadres with the skills to host events effectively and confidently. Cadres are taught polite speaking techniques, event planning, and how to address an audience in a calm and professional manner. This activity aims to prepare cadres to lead various organizational activities and formal community events.

#### 3. Public Speaking Training

Public speaking training is one way to improve the communication skills of cadres. Members are trained to speak clearly, confidently, and effectively convey messages in public. Through this training, it is hoped that Fatayat cadres will become effective spokespersons in da'wah (Islamic outreach) activities, social events, and other organizational events.

#### 4. Conductor Training

The NU Fatayat PAC conducted a conductor training session in Wonodadi District to equip cadres with song-leading skills, particularly in leading activities with the Fatayat march. Cadres were trained to understand tempo, hand movements, and basic vocal techniques, enabling them to direct the congregation effectively. This training aimed to produce cadres skilled in Islamic music while fostering a solemn atmosphere in every activity.

These various trainings successfully increased cadres' self-confidence and equipped them with speaking skills and the ability to confidently present themselves in public. These activities align with the sensory strategy, meaning a da'wah system that emphasizes the use of the five senses, experimentation, experience, and religious practices, leading by example, and adhering to observations. This social activity has successfully fostered empathy and a strong sense of humanity in the cadres. Economically, they have successfully established home-based businesses, thereby increasing their independence. In education, various training programs are implemented to build confidence and enhance public speaking skills among cadres. The methods employed include religious practices and role models to provide a direct experience for those being preached to.

### Conclusion

From the above description, it can be concluded that the NU Fatayat PAC's da'wah strategy for empowering women in Wonodadi District, Blitar, employs three main approaches: a sentimental approach, a rational approach, and a sensory approach. The sentimental strategy is implemented with a personal approach, tapping into the emotional side of cadres and fostering a strong emotional connection between administrators and members. The rational strategy is realized through dialogue and discussion on women's issues in the planning and program socialization processes, ensuring that each activity has a clear and relevant rationale. Meanwhile, the sensory strategy aims to directly enhance women's capacity through various activities in the educational, economic, and social spheres.

The implementation of these three strategies is evident in the various activities carried out by the NU Fatayat PAC in Wonodadi. The application of

the sentimental strategy is reflected in routine religious activities, such as diba'an (recitation of the Quran), Yasinan (recitation of the Yasin), istighosah (Supplication), Qur'an recitation (Khatmil), and religious study groups. The Fatayat Hafidzoh Association (IHF) serves as a training center for cadres who have memorized the Quran. A rational strategy is evident in the management's efforts to integrate religious values with productive dialogue through work meetings and various forms of outreach that promote comprehensive women's empowerment. The sensory strategy is realized through skills training, including making multiple snacks, MC training, leadership development, public speaking, and conducting, as well as social activities such as community outreach, orphanage assistance, aid to people experiencing poverty, and community service. These various activities serve as a means of da'wah (Islamic outreach) that provides cadres with hands-on experience, thereby strengthening women's roles in the social, economic, and religious spheres.

This research is expected to serve as a reference for academics, particularly in developing da'wah strategy studies and enriching the knowledge of students in Islamic Communication and Broadcasting. For future researchers, further research is recommended to examine theoretical aspects more critically to strengthen research development. Meanwhile, for the PAC Fatayat NU in Wonodadi District, the results of this study are expected to contribute to optimizing da'wah strategies that are more contextual, collaborative, and empowering, and to encourage active cadre involvement in effective da'wah processes.



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