



KUA's Communication Strategy in Revitalizing the Strengthening of the Marriage Record Program

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ABSTRACT

The purpose of this study is to describe how the communication strategy applied in the Religious Office (KUA) in revitalizing the strengthening of the marriage record program in Percut Sei Tuan District, Deli Serdang Regency. This study uses a qualitative research method with a descriptive approach. The location of this research is the Office of Religious Affairs located on Jln. Besar Tembung No. 34, Percut Sei Tuan District, Deli Serdang Regency. The data used in this study is secondary data, in the form of policy archives and communication strategies in KUA, Percut Sei Tuan District, Deli Serdang Regency. Primary source, by conducting an in-depth interview with the head of KUA, Mr. Drs. Ahmad Sayuti Hasibuan, MA and Mrs. Nuriastusya'diah, SE. M. Si as the staff/general executor at KUA Percut Sei Tuan Deli Serdang Regency. Data collection techniques through observation, interviews, and documentation. The results of the study show that the strategy used by the religious office in Percut Sei Tuan District, Deli Serdang Regency, to revive and improve the marriage registration program. As everyone knows, socialization is the process by which norms, values, and behaviors are passed down from one generation to the next in a group or community. The KUA revitalization strategy is carried out to improve the strengthening of the program at KUA Percut Sei Tuan Deli Serdang Regency and the socialization of prospective brides.

Keywords: Communication Strategy, KUA, Program Revitalization.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mendeskripsikan bagaimana strategi komunikasi yang diterapkan di Dinas Agama (KUA) dalam merevitalisasi penguatan program catatan pernikahan di Kecamatan Percut Sei Tuan, Kabupaten Deli Serdang. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Lokasi penelitian ini adalah Kantor Urusan Agama yang terletak di Jln. Besar Tembung No. 34, Kecamatan Percut Sei Tuan, Kabupaten Deli Serdang. Data yang digunakan dalam penelitian ini adalah data sekunder, berupa arsip kebijakan dan strategi komunikasi di KUA Kecamatan Percut Sei Tuan Kabupaten Deli Serdang. Sumber primer, dengan melakukan wawancara secara mendalam dengan kepala KUA Bapak Drs. Ahmad Sayuti Hasibuan, MA dan Ibu Nuriastusya'diah, SE. M. Si selaku staff/pelaksana umum di KUA Percut Sei Tuan Kabupaten Deli Serdang. Teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi yang digunakan oleh dinas keagamaan di Kecamatan Percut Sei Tuan, Kabupaten Deli Serdang, untuk menghidupkan kembali dan meningkatkan program pencatatan nikah. Seperti yang diketahui semua orang, sosialisasi adalah proses di mana norma, nilai, dan perilaku diturunkan dari satu generasi ke generasi berikutnya dalam suatu kelompok atau komunitas. Adapun strategi revitalisasi KUA ini dilakukan guna memperbaiki penguatan program pada KUA Percut Sei Tuan Kabupaten Deli Serdang dan sosialisasi calon pengantin.

Kata Kunci: Strategi Komunikasi, KUA, Revitalisasi Program.

INTRODUCTION

A communication strategy is a plan designed to achieve a predetermined goal. It is a blend of communication planning and communication management. Regular actions that are intended to achieve a specific goal are called strategies. Planning is just one aspect of strategy; the other is the efficient use of existing resources to achieve these goals. When used in the context of a company or organization, strategy is often a policy that directs choices and activities to meet the organization's goals, vision, and objectives.¹ In his book "Communication Dimensions", Onong dan Effendy claims that communication strategy serves as a roadmap for communication planning and management to achieve specific goals.²

The Office of Religious Affairs (KUA) is a government agency under the auspices of the Ministry of Religion of the Republic of Indonesia whose main purpose is to provide services to the local community related to religious guidance and services. This program is a research focus that aims to improve the performance and usability of KUA facilities at the sub-district level.³ Revitalization is a process that aims to make something that was previously powerless or inefficient efficient and increase its value. The Office of Religious Affairs (KUA) of Percut Sei Tuan District, Deli Serdang Regency is one of the KUAs that has received revitalization from the Ministry of Religion of the Republic of Indonesia since the end of 2022 and started the revitalization program in early 2023.⁴

The KUA revitalization initiative, according to Mr. Ahmad Sayuti Hasibuan, Head of KUA, is a priority program of the Ministry of Religion of the Republic of Indonesia from 2021 to 2024. It aims to improve or revitalize services that have been deemed substandard. A number of initiatives, including expanding institutional capacity, improving service standards, digitizing services, improving human resources, strengthening regulations, and strengthening data integrity, will be used to deliver these services.⁵ The difference that can be seen in the Percut Sei Tuan KUA between before and after getting revitalized is in the marriage registration process. At first, which before getting the revitalization of marriage registration was done manually.⁶

However, the purpose of this study is limited to how religious services and activities can be strengthened. The purpose of this study is to find out how the KUA communication approach in Percut Sei Tuan District, Deli Serdang Regency, revives and improves the marriage record program. The researcher conducted a literature study and conducted an internet search to collect information from previous visits for comparative purposes in the

¹ Aprina Aprina and Siti Fatonah, "Literatur Review: Efektifitas Kie Terhadap Kesiapan Catin Dalam Menghadapi Kehamilan Pertama," MAHESA : Malahayati Health Student Journal 2, no. 4 (2022).

² Samsul Arifin, "PERSUASIVE COMMUNICATION TECHNIQUES," *Wasilatuna: Jurnal Komunikasi Dan Penyiaran Islam* 6, no. 02 (2023), <https://doi.org/10.38073/wasilatuna.v6i02.1279>.

³ Himatul Aliyah, "Implementasi Pelaksanaan Standar Pelayanan Minimal (SPM) Di Kantor Urusan Agama Kecamatan Mojoroto Kementerian Agama Kota Kediri," *REVITALISASI* 11, no. 2 (2022).

⁴ Wardatussoleha Wardatussoleha and Abdul Haris, "Fenomena Peningkatan Wali Hakim Di Kantor Urusan Agama Kecamatan Blimbing," *Sakina: Journal of Family Studies* 7, no. 1 (2023).

⁵ Kamiludin Kamiludin, "Revitalisasi Bimbingan Suscatin Pra Nikah Dalam Mencegah Kekerasan Dan Perceraian Dalam Rumah Tangga Di Kabupaten Lombok Tengah," *Jurnal Bimbingan Penyuluhan Islam* 1, no. 2 (2021).

⁶ Kelaut Dia and Sri Wahyuni, "Teknik Komunikasi Persuasif Buya Yahya Pada Ceramah 'Apa Dan Bagaimana Hijrah Itu?,'" *Realita: Jurnal Penelitian Dan Kebudayaan Islam* 19, no. 1 (2022), <https://doi.org/10.30762/realita.v19i1.3411>.

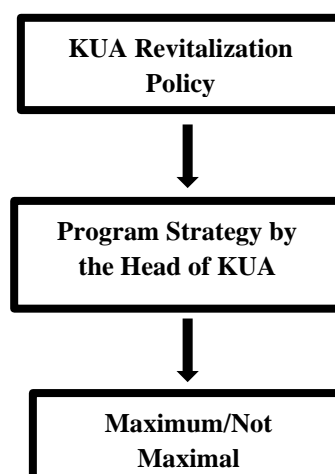
development of this publication. In addition, the researcher provides the following summary of some findings from other studies to dispel suspicion of copying or similarities to this one:⁷

The research conducted by Achmad Saogi (2022) discusses the KUA revitalization strategy which is evaluated through several stages. The stages made to measure success are consistency, suitability, excellence and feasibility. The KUA policy strategy in this study is to increase institutional capacity by establishing cooperation and coordination with other agencies at the sub-district and district levels. This study intends to investigate the obstacles that arise during the socialization activities using a communication approach, as well as the development of communication strategies to strengthen the KUA Percut Sei Tuan District marriage record program in the bride-to-be guidance program. Based on this, the author is interested in studying more deeply with the title of the research “KUA's Communication Strategy in Revitalizing the Strengthening of the Marriage Record Program”.

RESEARCH METHODS

This research uses a descriptive approach with a qualitative method. This research was conducted at the Office of Religious Affairs Percut Sei Tuan District, Deli Serdang Regency and the study will be conducted between January and March 2024. Researchers use a type of descriptive qualitative research to collect data. Academics in the fields of humanities, social sciences, and religion are more likely to use qualitative research methodologies. So, this method was chosen and used in this study to provide an overview of the implementation of the communication strategy of the religious affairs office in the revitalization of strengthening the marriage record program in Percut Sei Tuan District, Deli Serdang Regency. The data used in this study is secondary data, in the form of a study of policy archive documentation and communication strategies in KUA, Percut Sei Tuan District, Deli Serdang Regency. In addition, this research data was also collected from primary sources, by conducting in-depth interviews at KUA Percut Sei Tuan with the head of KUA, Mr. Drs. Ahmad Sayuti Hasibuan, MA and Mrs. Nuriastusya'diah, SE. M. Si as the staff/general executor at KUA Percut Sei Tuan Deli Serdang Regency.

Conceptual Framework



⁷ Achmad Saogi, “STRATEGI PELAKSANAAN PROGRAM REVITALISASI KANTOR URUSAN AGAMA (KUA) KECAMATAN DI KABUPATEN CIREBON,” JURNAL ILMIAH GEMA PERENCANA 1, no. 2 (2022).

Figure 1. Implementation of Communication Strategy for Revitalization of KUA Percut Sei Tuan Deli Serdang Marriage Record Program

RESULTS AND DISCUSSION

Islamic Communication Theory

This approach not only includes technical aspects of communication such as the process of delivering messages and communication strategies, but also takes into account the ethical, moral, and spiritual values that exist in Islam.⁸ Islamic communication, according to Husain (quoted by Agus Toha and Kuswara) is the process of communicating messages or information from communicators to communicators through the principles and techniques of communication found in the Qur'an and hadith. On the other hand, Mahyudin Abd. Halim defined Islamic communication as the ongoing process of transmitting the essence of Islamic truth to the general public.⁹ In the context of revitalizing the strengthening of the marriage record program, Islamic communication strategies can focus on a religious approach to realize a quality generation.¹⁰

Communication Strategy

In his book *Communication Science*, Onong Uchjana Effendy claims that communication strategy is the result of combining communication management and planning to achieve predetermined goals.¹¹ Research conducted by Onong Uchjana Effendy emphasizes that there are two important components of a communication strategy that must be thoroughly researched and understood: macro-level strategy (planned multimedia strategy) and micro-level strategy (single communication media strategy). In order for the actual communication plan to have full meaning later on, this study is very important.¹²

These two factors have two different purposes in this regard.¹³ According to this perspective, the importance of a method of communication often lies in its ability to package a message for successful communication.¹⁴ Therefore, identifying the audience or goal is the first necessary step. Choosing the topic and content to communicate is the next step in

⁸ Aris Munandar Dan Rekan-rekan Sugeng, "Transformasi Kantor Urusan Agama Biringkanaya Kota Makassar Melalui Program Pusaka Sakinah," *Journal of Gurutta Education (JGE)* 1, no. 2 (2021).

⁹ Nurul Deliana et al., "Peran Kantor Urusan Agama Terhadap Masyarakat Kecamatan Medan Tembung, Kota Medan, Sumatera Utara," *NUSANTARA : Jurnal Ilmu Pengetahuan Sosial* 9, no. 6 (2022).

¹⁰ Muhammad Aini Akbari, Firman, Hidayatullah, "Revitalisasi Peran KUA Dalam Meningkatkan Pencatatan Pernikahan," *Eprints.Uniska-Bjm.Ac.Id* 1 (2020).

¹¹ F Larencia, "Peranan Ilmu Komunikasi Dan Penerapannya Dalam Pelaksanaan Pekabaran Injil Di Ladang," *GENEVA: Jurnal Teologi Dan Misi* 4, no. 1 (2022).

¹² Siti Rahmatullah, Fahrurrozi, and Abdul Malik, "COMMUNICATION STRATEGY OF AS-SUNNAH ISLAMIC BOARDING SCHOOL IN RESTORING ITS IMAGE AFTER IDENTITY CONFLICT IN BAGIK NYAKE," *Wasilatuna: Jurnal Komunikasi Dan Penyiaran Islam* 6, no. 02 (2023), <https://doi.org/10.38073/wasilatuna.v6i02.1016>.

¹³ Rachmat Kriyantono, "Pengantar Lengkap Ilmu Komunikasi Filsafat Dan Etika Ilmunya Serta Perspektif Islam," *Prenadamedia Group*, 2019.

¹⁴ Effendy Onong Uchjana, *Ilmu Komunikasi, Teori Dan Praktek, Komunikasi Dalam Sebuah Organisasi*, 2019.

crafting a message. The ability to grab attention is a key prerequisite for influencing the audience of the message. The final step is to choose a medium and approach.¹⁵

KUA's Revitalizing

As defined by the Minister of Public Works Regulation, "Revitalization is an effort to increase the value of land/area through redevelopment in an area that can improve the function of the previous area." Regulation of the Minister of Public Works No. 18 of 2010 concerning Guidelines for Regional Revitalization, Article 1, Paragraph 1. Infrastructure is part of this rejuvenation; specifically, front office layouts, consultation room layouts, and marriage hall layouts are examples of physical rehab. Apart from the infrastructure, KUA is undergoing a digital transformation that is reinvigorating its services and bolstering its model KUA officers, including heads and extension workers. KUA is currently recognized as a marriage and referral only agency.¹⁶

After making observations, the researcher concluded that the problems experienced by KUA were related to the communication approach used to revive and improve the marriage registration program in Percut Sei Tuan District, Deli Serdang Regency. In accordance with KMA No. 758 of 2021 concerning the Revitalization of the District KUA, the KUA of Deli Serdang Regency began to implement the KUA revitalization program at the KUA of Percut Sei Tuan Regency in 2022. The Decree of the Director General of Islamic Community Development No. 320 of 2022 regulates how it will be implemented. The marriage registration program in KUA, Percut Sei Tuan District, Deli Serdang Regency, will be strengthened and revitalized through the use of communication strategies that will be described in this study.

KUA's Communication Strategy in Revitalizing the Strengthening of the Marriage Record Program in Percut Sei Tuan District, Deli Serdang Regency

Likewise, the KUA in Percut Sei Tuan District, Deli Serdang Regency, of course, has a strategy in the implementation of its programs. Based on the results of the researcher's interview with the resource person, Mr. Ahmad Sayuti Hasibuan, there is a communication strategy of KUA in revitalizing the strengthening of the marriage record program, namely through socialization. The Religious Affairs Office (KUA) of Percut Sei Tuan District, Deli Serdang Regency, conducted socializing with potential brides (catin) with an emphasis on educating them about the Sakinah, Mawaddah, and Rahmah marriage rites.

"We send an official letter to every KUA in order to facilitate this socializing. We also share within the WA group, thus, for example, if we open the first batch for the eastern area, we will share it across the group right away to ensure that the quota of 25 batches is fulfilled. Since it is not possible for us to provide this information directly to the community, we work with the sub-district KUA to do so through KUA in each sub-district. Therefore, the delivery method is an instruction. Upon receiving the schedule from the KUA's Percut Sei Tuan District, we promptly open all KUAs

¹⁵ Helma winda and Rahma Wati, "MUSLIM YOUTH, RECEPTION COMMUNITY, AND SOCIAL MEDIA: USTAZ FAHRUDDIN FAIZ PHILOSOPHY," Wasilatuna: Jurnal Komunikasi Dan Penyiaran Islam 6, no. 02 (2023).

¹⁶ Sandra G. Tedner et al., "Development of Sensitization to Peanut and Storage Proteins and Relation to Markers of Airway and Systemic Inflammation: A 24-Year Follow-Up," Allergy: European Journal of Allergy and Clinical Immunology 78, no. 2 (2023).

in Deli Serdang Regency and provide them instructions to draw participants based on their class and implementation location”. (Interview with the head of KUA Percut Sei Tuan District, Mr. Drs. Ahmad Sayuti Hasibuan, MA).

It will be simpler and quicker to directly disseminate premarital teachings to the community, especially prospective brides who are registering for marriage, because KUA is a subdistrict of the Ministry of Religion. This phase is predicated on the notion that, in addition to facilitating the community's socialization of premarital counsel, there need to be effective collaboration between KUA and the Ministry of Religion. This strategy is one of the methods employed by *bimbingan Islam* to guarantee the completion of the assigned responsibilities.

In order to provide the community with educational socialization techniques, the sub-district KUAs collaborate with the community to conduct religious events like *majlis taklim* and recitation, as well as counseling sessions. As expressed by Mrs. Nuriastusya'diah, SE. M. Si as the staff/general executor at KUA Percut Sei Tuan Deli Serdang Regency.

*“When both parties are present at KUA to finish their marriage registration paperwork, we notify by invitation. Furthermore, it is also through religious extension workers employed by KUA, particularly those who engage with *sakinah* families. They provided marital guidance counseling to the community. Apart from the KUA head who provided this prenuptial counseling, there were extension workers working with *sakinah* families as well as the heads themselves, as they were better qualified to explain it”.* (Interview with Mrs. Nuriastusya'diah, SE. M. Si as the staff/general executor at KUA Percut Sei Tuan Deli Serdang Regency).

In addition to counseling to the community, socialization of premarital guidance is also carried out for prospective brides who register their marriages. When the bride-to-be is present with their guardians to register at KUA, they are immediately given information about the premarital guidance program and its implementation schedule as well as given an invitation to follow according to the predetermined schedule. The recruitment of prospective participants in premarital guidance through invitation is one of the strategies taken by KUA so that they are interested in being able to attend activities in a maximum manner

According to what Allah SWT said about the families of *Sakinah, Mawaddah, and Warahmah* in QS Ar Rum verse 21:¹⁷

وَمِنْ آيَاتِهِ أَنْ خَلَقَ لَكُمْ مِنْ أَنْفُسِكُمْ أَزْوَاجًا لِتَسْكُنُوا إِلَيْهَا وَجَعَلَ بَيْنَكُمْ مَوَدَّةً وَرَحْمَةً إِنَّ فِي ذَلِكَ لَآيَاتٍ لِقَوْمٍ يَتَفَكَّرُونَ

Meaning: *"He made a partner for you among your own kind as one of His signals to help you feel at peace with Him. He instills a feeling of love and devotion among you. Indeed, for those who think, such things are indeed indications (of Allah's majesty)."*

And as a sign of His goodness, He has made a partner for you, both male and female, and vice versa, of your own kind, so that once you get married, you will be inclined to love and feel good with Him. This is one of the many proofs of His majesty. He creates in each

¹⁷ Kementerian Agama RI, *AL-Qur'an Dan Terjemahan Edisi Penyempurnaan 2019, Lajnah Pentashihan Mushaf Al-Qur'an Kementerian Agama RI*, 2019.

of you the possibility to love and care for his or her partner, and it is up to both of you to support each other in making it happen to forge a solid household. For those who believe that the expansion of love is a gift from God that must be nurtured and guided on the right path, in fact, there is an indication of God's majesty in the right path. The following is a complete description of this socialization activity:

Table 1.
KUA Socialization Activities

No.	Program	Activity
1.	Purpose of Socialization	This activity aims to prepare the bride-to-be mentally and spiritually in living a harmonious and blessed married life, in line with Islamic teachings that prioritize harmony and affection in the family.
2.	Target Participants	Socialization was carried out directly at the Percut Sei Tuan KUA hall in a closed room. Participants who attended included the Head of KUA, religious extension officers, and brides-to-be who will get married soon. Limited attendance allows for more intensive and personalized interaction between extension workers and brides-to-be.
3.	Socialization Material	The main focus of this socialization is: Household Procedures: Presentation on how to carry out a household life in accordance with the principles of Sakinah, Mawaddah, and Rahmah, which means a peaceful, affectionate, and respectful life. Obligations of Husband and Wife: Emphasis on the responsibilities of each in the relationship of husband and wife, including rights and obligations based on the teachings of Islam. Prayer and Fasting Procedures: Religious education is related to daily worship practices such as prayer and fasting, which are the spiritual foundation in daily life.
4.	Handling Disputes and Domestic Violence	This socialization also includes strategies to reduce the number of disputes and domestic violence by providing an understanding of the importance of effective communication, conflict management, and protection of the rights and dignity of each individual.
5.	Implementation Method	The activity was carried out in an interactive and educational manner, with the delivery of material through lectures, discussions, and questions and answers. This aims to ensure that participants understand every aspect well and can apply it in their daily life after marriage.
6.	Benefits of Socialization	By organizing this socialization, KUA Percut Sei Tuan District hopes to make a positive contribution to building a spiritually and socially prosperous family. In addition, this socialization is also a forum to empower prospective brides with in-depth religious knowledge, so that they can be an

		exemplary example for the surrounding community in living an Islamic family life.
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Through this approach, KUA plays an active role in preparing the younger generation to build a strong family with noble character, as well as playing a role in efforts to prevent conflict and domestic violence in the community.

Discussion

Based on the findings of the research, it was found that socialization is one of the strategies used by KUA in its communication plan to revive and improve the marriage registration program in Percut Sei Tuan District, Deli Serdang Regency. The process of passing on customs, beliefs, and laws in a community or culture from one generation to the next is known as socialization. The definition of communication strategy has a big role in determining the effectiveness of communication activities. However, it can also have a negative impact on the communication process, especially in mass media communication if the right communication strategy does not exist.

Communication model validation can be used to assess the communication process. When you perform or complete a communication action, assess how well the communication process works. Anwar Arifin (2004) claims that "strategy is actually a conditional decision about the actions that must be taken to achieve a goal" in his book *Communication Strategy*. It can be concluded that in order to achieve efficacy while establishing a communication strategy, it is necessary to take into account the conditions and situations (place and time) faced and those that may arise in the future. Through the help of this communication approach, we can easily and quickly use various possibilities to convert audiences through conscious communication.

Building healthy relationships is also closely related to communication. According to Deddy Mulyana, psychologists think that friendly social interactions that can only be fulfilled by cultivating positive relationships with others are our primary needs as human beings and necessary for us to be spiritually healthy. Again, maintaining healthy relationships requires communication between people. Many passages in the Qur'an reveal signs of communication systems; Allah SWT explains one of them as follows:¹⁸

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِهِمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۖ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning: "With good knowledge and guidance, call (them) to the path of your Lord and engage in a more fruitful dialogue with them. Yes, your Lord is the one who knows best who has followed his direction and who has deviated from his ways."

This verse basically consists of three different ways of communicating: teaching well, arguing or discussing in a constructive way, and wisely conveying something (i.e., welcoming God's way). After the method, the stage of the communication strategy is the use of media. Based on the results of the study, it was found that KUA Percut Sei Tuan conducted socialization for prospective brides face-to-face at the KUA hall which was

¹⁸ Kementerian Agama RI.

attended by the head of KUA, the headman, and the bride-to-be. However, for social media itself, KUA Percut Sei Tuan does not have social media as a forum for providing information related to KUA Percut Sei Tuan. The reason is because KUA Percut Sei Tuan does not have a budget for this. KUAs that have not used social media for the reason of lack of budget will of course face several challenges and have several consequences that need to be considered in full:

Table 2.
Challenges in Implementing the Revitalization of the Marriage Record Program

No.	Challenge	Consequences
1.	Communication and Visibility Challenges	Without a presence on social media, KUA may have difficulty communicating up to date information to the public, such as activity schedules, regulatory changes, or religious counseling. This can reduce their visibility in the public eye.
2.	Limited Access to Information	Modern society tends to access information through digital platforms. By not being on social media, KUA may miss out on the opportunity to educate the public about religious practices, norms, and religious values held.
3.	Lack of Community Interaction and Engagement	Social media can be an effective tool for interacting directly with the community, answering questions, and providing support. Without this presence, the community can feel far or less involved with the services provided.
4.	Influence of Reputation and Public Understanding: A presence on social media can help build a positive reputation and clarify any misperceptions that may be developing in society. Without it, KUA may find it difficult to control the narrative around their activities and goals.	A presence on social media can help build a positive reputation and clarify any misperceptions that may be developing in society. Without it, KUA may find it difficult to control the narrative around their activities and goals.
5.	Educational and Counseling Opportunities	Social media can be an effective platform for religious counseling, providing education about religious values, addressing misinformation, and promoting interfaith tolerance and understanding.
6.	Potential to Reach the Younger Generation	The younger generation is often more connected to social media than

		traditional media. Presence on digital platforms can help KUA reach young listeners who are important for future religious education.
7.	Operational Efficiency and Cost	While managing social media requires resources, this investment can be considered a savings in the long run due to the potential to improve operational efficiency and social impact.
8.	Risk of Not Being Present in the Digital Age	In this digital era, not having a presence on social media can be considered a lack of adaptation to changing times, which can affect the public's perception of the credibility and relevance of KUA.

Therefore, while the reason for the absence of a budget is understandable, it is important to consider the long-term benefits of a presence on social media in supporting KUA's mission of serving the community and promoting religious values. Based on the overall discussion of the research, it can be concluded that the communication strategy in revitalizing the strengthening of the marriage record program at Percut Sei Tuan Deli Serdang is running effectively and beneficial for the brides-to-be. The results of this study specifically used social media and other internet media to increase the strengthening of the marriage record program at KUA Percut Sei Tuan Deli Serdang. Some of the obstacles that exist are in financing. However, KUA Percut Sei Tuan Deli Serdang does another alternative by providing marriage socialization to prospective brides with discussions of ethics, behavior, religion and personality between married couples at the office of the KUA Percut Sei Tuan Deli Serdang Hall.

In line with the results of the research conducted by Achmad Saogi (2022) discussing the KUA revitalization strategy which was evaluated through several stages. KUA Percut Sei Tuan is assisting in the implementation of the revitalization policy that the KUA chairman announced. In order to implement the revitalization policy of the marriage record program for potential brides in the current KUA District, the restrictions in place must be followed strictly. The Head of KUA of Percut Sei Tuan District's initiatives are even supported by the Law on Regional Government. The research has the advantage that the KUA of Percut Sei Tuan District may benefit from the policies implemented. The KUA of Percut Sei Tuan District has created a policy that is seen to have the potential to reform KUA services, particularly the marriage record program with a wider range of services.

CONCLUSION

Based on the findings of the research mentioned above, it can be concluded that socialization is a method used by religious offices in Percut Sei Tuan District, Deli Serdang Regency, to revive and improve the marriage registration program. As everyone knows, socialization is the process by which norms, values, and behaviors are passed down from one generation to the next in a group or community. The catin socialization is being carried

out by the KUA of Percut Sei Tuan District, Deli Serdang Regency. The socialization was carried out directly at the Percut Sei KUA hall in a closed room attended by the Head of KUA, Extension Officers and prospective brides only. This socialization is said to be effective because it is carried out to provide provisions to prospective brides about the procedures for getting married that are Sakinah, Mawaddah and Rahmah.

The KUA marriage record strengthening initiative in Percut Sei Tuan Deli Serdang District has shown to be a very effective communication approach. This is demonstrated by the fact that KUA frequently participates in programs run by other organizations, such as the BKKBN's focus on stunting rates, the OJK's prevention of fraud disguised as illegal investment, and the local Babinsa's handling of religious and interpersonal conflicts. Still, attempts have been made, particularly with the services' digital transition. Social media has been employed in this service's digital transformation, despite its underutilization, and resources such as laptops and PCs have been made available in order to facilitate the service.

Increasing institutional capacity through sub-district and district-level collaboration and coordination with other agencies is the goal of KUA Percut Sei Tuan Deli Serdang District's policy approach. Enhancing service standards by creating standard operating procedures (SOPs) to track performance and providing revitalization services for the marriage record program to prevent data inaccuracies. The plan for the digital transformation of services is to use personal and work laptops and PCs, as well as existing online and social media accounts, to access services.

The author offers the following suggestions to ensure the success of the KUA Percut Sei Tuan Deli Serdang revitalization program: First, hold an evaluation meeting with pertinent parties, including KUA, staff members, personnel, planners, and finance. Second, establish a community complaint service in each KUA subdistrict by providing the Regency/City Ministry of Religious Affairs' phone number and website. Third, reviewing and mapping current staff members with the help of the Islamic Guidance division and personnel people. Fourth, making the most of social media to inform the public about KUA services that are responsible and transparent, including Instagram, Facebook, Twitter, and others.

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