

Abstract

This thesis entitled “Leaders of The Foundation of The Communication Strategy an RABBANI Medan in Motivate an Mothers the Learning Alquran in Medan Area Sub-District”. The formulation problems specifically explain some points, namely: 1. How the communications strategy leaders of the Foundation of the Rumah Alquran RABBANI Medan in determining the purpose of communication at the program learning the Alquran special mothers; 2. How the communications strategy leaders of the Foundation of the Rumah Alquran RABBANI Medan presentation of a message on the field in learning the Alquran special mothers; 3. How the Foundation of the Rumah Alquran RABBANI Medan leaders of the communications strategy the Foundation of the Rumah Alquran RABBANI Medan in the use of an election in the media and learning the Alquran special mothers; 4. How the communications strategy leaders of the Foundation of the Rumah Alquran RABBANI Medan in overcoming the barriers in the field of learning the Alquran special mothers .

The research is a field study (field reseach) qualitative deskriptif, which is research that can provide factual picture of the communications strategy leaders of the Foundation of the Rumah Alquran RABBANI Medan in motivate mothers learn the Alquran in Medan Area Sub-District. Data collection techniques conducted by researchers by means of an interview, observation, and study documentation to support and complement its qualitative data. While the validity of the data to analyze do with some stage: 1. Credibility; 2. Transitions; 3. Reliance; 4. Firmness .

Based on the results of research, can be concluded that the communications strategy leaders of the Foundation of the Rumah Alquran RABBANI Medan in motivate mothers learn the Alquran in Medan Area Sub-District, there are some things: 1. Strategy in the determination of the purpose of communication by the leaders of the Foundation of the Rumah Alquran RABBANI Medan in the field of learning the Alquran specifically the mother is on the basis of a meeting of leaders and not in spite of vision and mission foundation that is commonly presenting Qurani Rabbani generation, and the spread of information activities and socialization di sociality; 2. Strategy in the presentation of a message communications conducted by the leaders of the Foundation of the Rumah Alquran RABBANI Medan in the learning the Alquran specifically the mother is based on fundamental principles of the communication of Islam in a situation that is conducive and pleasant; 3. Strategy in the use of the election of the media and communications conducted by the leaders of the Foundation of the Rumah Alquran RABBANI Medan in learning the Alquran specifically the mother using electronic media, like: cell phone, laptop, projector (infocus), infokus the screen, a wireless laptop mouse or a remote laser as a pointer on the screen, the mic, amplifier, and the speaker, the print media as saying the Alquran, and fotocopy sheets of the study. 4. Strategy in the face of communication barriers by the leaders of the Foundation of the Rumah Alquran RABBANI Medan in the Alquran special mothers the provision of human resources as intruktur in any condition, and the provision of infrastructures and facilities reserve and anticipation of the state of non conducive .