Effectiveness of Recruitment System on Youth Interest in Religious Organizations in the Digital Era

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Abstract: The declining participation of youth in religious organizations is influenced by digital lifestyle dominance, social media distractions, and perceptions that such organizations are rigid and outdated. Therefore, an effective recruitment strategy is crucial to maintain relevance and attract youth involvement. Interestingly, the PAC IPNU-IPPNU Durenan organization continues to have many active members despite generally low youth interest in joining similar groups. This indicates that the organization has developed an effective recruitment system to sustain its growth and appeal. This study uses a qualitative case study approach, with data collected through observation, interviews, and documentation involving leaders and active members of PAC IPNU-IPPNU Durenan. The findings show that the recruitment system applies participatory and adaptive methods, combining social media use, face-to-face recruitment, cultural activities, and collaborative youth programs. Its effectiveness is supported by strong leadership, relevant organizational programs, and friendly internal communication. In conclusion, the recruitment system's effectiveness plays a key role in increasing youth engagement in religious organizations. Developing a dynamic and inclusive recruitment model can ensure sustainable cadre regeneration. This study provides both theoretical and practical insights for strengthening religious youth organizations in the digital era.

INTRODUCTION

In Indonesia itself, there are many youth organizations operating in various sectors, including religious, social, educational, and cultural organizations. These organizations play a crucial role in shaping the character of the younger generation, fostering a spirit of nationalism, and strengthening unity amidst the diverse religious traditions. Among these organizations, IPNU (Nahdlatul Ulama Student Association) and IPPNU (Nahdlatul Ulama Female Student Association) are two religious

organizations under the auspices of Nahdlatul Ulama. As a religious organization, NU is a vital component of Indonesian Muslims, consistently upholding the principles of brotherhood, tolerance, Bhinneka Tunggal Ika (Unity in Diversity), and coexisting with fellow citizens of differing religious beliefs, with the goal of collectively realizing the ideals of a strong and dynamic national unity. (Ilmu et al., 2022).

Based on the phenomenon that the author observed, there has been a decline in the interest of today's youth to join religious organizations which has recently been quite noticeable in many places, resulting in today's youth generation spending more time in the digital world, social media, games or streaming content than physical activities such as organizations. This is very much in sync with the news that has been circulating on social media stating that there is a decline in interest in organizations among today's students. According to today's youth, they think that joining an organization will interfere with their activities in various ways such as academic pressure, career uncertainty, lack of interest and involvement, negative experiences, they even think that by joining the organization it will only waste their time without getting any benefits in the organization and many others. Some religious organizations may be perceived as irrelevant to the needs or interests of today's generation. They perceive joining a religious organization as rigid, old-fashioned, or offering no immediate benefits. Young people tend to be reluctant to join because joining a religious organization makes them feel uncool.

PAC IPNU – IPPNU Durenan is an organization located in Durenan District that strongly maintains the existence of an organization that always maintains its existence amidst the changing times, which always follows the changing times with unique and interesting strategies so that there are many enthusiasts of this organization, even the alumni of the IPNU – IPPNU organization who have achieved success in all fields. This success is certainly inseparable from the values, education, and networks and relationships they have gained while being active in the organization, especially young people from Durenan District itself. Therefore, the IPNU IPPNU Organization in Durenan District through several activities tries to participate in improving and guiding the younger generation, especially students in

school. IPNU – IPPNU Durenan District to increase youth interest in organizing by carrying out synergistic activities to create active youth roles, the IPNU – IPPNU Organization in the Durenan Branch Leadership turns out to have quite a lot of members in this organization amidst the lack of interest of young people to join organizations that are common. The PAC IPNU – IPPNU Durenan organization certainly has its own way of continuing the development of the organization through a member recruitment system..

Referring to the discussion in the previous paragraph in theory and practice above, the researcher is interested in researching and formulating the following problems: How is the effectiveness of the recruitment system in increasing youth interest in religious youth organizations in PAC IPNU-IPPNU, Durenan District, Trenggalek Regency?, What are the supporting and inhibiting factors of the effectiveness of the recruitment system in increasing youth interest in religious youth organizations in PAC IPNU-IPPNU, Durenan District, Trenggalek Regency?. The purpose of this study is to obtain information data about how effective the recruitment system is in increasing youth interest in religious youth organizations in PAC IPNU-IPPNU Durenan, Trenggalek Regency and what are the supporting and inhibiting factors. The author's purpose in conducting this study is to determine, describe, and analyze the effectiveness of the recruitment system in increasing youth interest in religious youth organizations in PAC IPNU-IPPNU Durenan, Trenggalek Regency and what are the supporting and inhibiting factors.

According to J. Ravianto (2014:11), effectiveness is how well the work is done, the extent to which people produce output according to expectations. This means that if a job can be completed according to plan, both in terms of time, cost, and quality, then it can be said to be effective. (Putri & Ratnawati, 2023). According to Sondang P. Siangan (2001:24) defines effectiveness as the utilization of resources, facilities, and infrastructure in a certain amount that is consciously determined in advance to produce a number of goods for the services of the activities carried out. Effectiveness shows success in terms of whether or not the set targets are achieved. If the activity is getting closer to the target, it means the higher the effectiveness. (Putri

& Ratnawati, 2023). Daft (2010:13) explains that organizational effectiveness can be expressed as the level of success of the organization in its efforts to achieve its goals and objectives. There are several approaches that are most often used in measuring organizational effectiveness, one of which is through the goal approach. What is meant by an organizational goal is a state or condition that an organization wants to achieve. Goals can be defined as the objectives of an organization, whether long-term or short-term, and also include the goals of the whole or a particular part of an organization. This approach suggests that goals are Organizational effectiveness is measured or assessed based on achievements or final results. (Dipta Kharisma, 2017)

According to Gibson (1985: 27-30), Gibson views the concept of organizational effectiveness from three perspectives: individual effectiveness, group effectiveness, and organizational effectiveness.

a. Individual Effectiveness. This perspective emphasizes the implementation of individual tasks and responsibilities as employees of an organization. Individual achievement is closely related to group work because individuals working in an organization are directly connected to the group.

b.Group Effectiveness. This perspective emphasizes the performance that a group of employees can deliver. In this context, individuals also represent "teamwork," where tasks must be carried out as a group, not individually.

c.Organizational Effectiveness. Organizational effectiveness is essentially the result of individual and group effectiveness. This effectiveness can exceed the sum of individual and group effectiveness, meaning that the organization can achieve a higher level of achievement than the sum of their individual achievements. (Dipta Kharisma, 2017).

Based on the various expert opinions presented, it can be concluded that effectiveness is a measure of the extent to which an activity, program, or organization optimally achieves its planned objectives, both in terms of time, cost, quality, and resource utilization. Effectiveness indicates success in "doing the right thing" to achieve desired results, both individually, in groups, and in the organization as a

whole. Effectiveness can also be analyzed through various approaches such as goal achievement, systems, strategic constituents, and competitive values.

According to Hall, a system is a group of two or more interconnected components or subsystems working together to achieve a common goal. A system is a network of interrelated procedures that come together to carry out activities or achieve specific objectives. A system is a collection of interconnected system components that are interconnected to achieve the goals of a company or organization's main agenda (Effendy et al., 2023).

According to Shrode & Voich, as cited by Harbangan Siagian, the characteristics of a system are:

1) Purposive behavior: the system is goal-oriented.

2) Wholism: the whole is greater than the sum of its parts.

3) Openness: interacting with a larger system, called the environment. Systems are usually divided into two types: open systems and closed systems. An open system is a system that interacts with its environment; its components are allowed to interact outside the system's boundaries. A closed system, on the other hand, is isolated from all external influences, from the influence of larger or broader systems, or from its environment. (JASMINE, 2014)

According to Cardoso Gomes (1995), recruitment is the process of searching for, finding, and attracting applicants to be employed within an organization. (Hasan, 2022). Hasibuan (2008:41) states that recruitment is the effort to find and influence workers to apply for job openings within an organization. Handoko (2008:69) explains that recruitment is the process of searching for and attracting qualified prospective employees (applicants) to apply for positions. Effective recruitment requires the availability of accurate and continuous information regarding the number and qualifications of individuals needed to perform various jobs within the company. Recruitment activities will weed out less suitable applicants and focus their abilities on candidates who will be recalled. Recruitment activities can build favorable public opinion by influencing applicants' attitudes in such a way that they are hired or not in the organization. (Wulandari, 2016).

According to James M. Jasper and David A. Snow, as cited by Arif Kurniawan, recruitment processes are divided into four types: face-to-face and mediated.

1. Private face-to-face (a face-to-face system)

This involves two parties meeting to influence each other, thus influencing one party.

2. Public face-to-face (a face-to-face system)

This involves people meeting in a forum or seminar to recruit potential members, such as through seminars, religious studies, and then conducting promotions.

3. Private mediated (a personal intermediary system through an organization)

Mediated communication is a form of communication through which an organization recruits potential members. Mediated communication is divided into two types: Privately mediated (a recruitment communication medium that prioritizes interpersonal introductions through intensive media, such as email, telephone, WhatsApp, SMS).

4. Public mediated (a general organizational intermediary system)

This is a recruitment communication medium that utilizes mass media with a broader scope. Public outreach can be conducted through social media, electronic media, and print media, such as distributing recruitment information via television, radio, Facebook, Twitter, newspapers, pamphlets or brochures, and banners. (Silvia, 2023)

Based on the various expert opinions presented, it can be concluded that a recruitment system is a collection of two or more interconnected components that work together in a coordinated manner to find, attract, and influence prospective employees to apply for jobs within an organization. This process aims to find individuals who meet the qualifications and meet the company's needs.

According to Stephen P. Robbins, interest can be defined as a passion for something, an object, or a hope or desire. Another opinion regarding interest, according to Sandjaja, B., Heriyanto, is that the human self is interconnected with an object, an individual, a group, or a specific condition (Talizaro, 2023). Interest is a

factor within a person that demonstrates the ability to provide stimulation that encourages someone to pay attention to other people, objects, or activities, and something that can influence the experiences stimulated by the activity itself. Interest is a feeling of preference and attachment to something or an activity, without any coercion. Interest is essentially the acceptance of a relationship between oneself and something external. The stronger or closer the relationship, the greater the interest. Interest means a high tendency and activity or a strong desire for something. (Khalijah et al., 2023). Interest plays an important role in learning activities. According to Slameto and Parwati, Suryawan & Apsari, interest means a high level of tendency and passion or a strong desire for something. Interest is essentially the acceptance of a relationship between oneself and something outside oneself. So interest can be expressed through statements that indicate that students prefer something over others, it can also be manifested through participation in an activity. (Nugroho et al., 2020). Referring to the opinions of the experts above, it can be concluded that interest is an individual's interest in carrying out an activity with a feeling of pleasure without any coercion that causes changes in knowledge, behavior, and skills, and has characteristics that tend to be based on feelings of like and pride and satisfaction that will be interested.

Youth are individuals with specific characteristics, namely revolutionary, optimistic, forward-thinking, and possessing morality and other traits that are realized and carried out with a youthful spirit to steer the nation in a better direction. How important is the role of youth in a nation? In the history of this nation's journey, the role of youth has always been a pillar and a driving force for social change to achieve independence and national progress. (Muqsith, 2019). Mulyana stated that youth is more seen in the spirit of a person. If the person has a rebellious spirit, full of initiative, creative, anti-establishment, and has a goal that is more developed personality, then that person can be said to be a youth. Elsewhere, Mulyana (2011) stated that besides being based on age, youth can also be seen from the character/spirit that accompanies it. (BONDE, FAISAL, JOYCE JACINTA RARES, 2018).

The active role of youth, according to Law of the Republic of Indonesia Number 40 of 2009, explains that youth as a moral force is realized by:

1. Cultivating ethical and moral aspects in every dimension of youth life.

2. Strengthening faith and piety, as well as mental and spiritual resilience.

3. Increasing legal awareness.

Meanwhile, the active role of youth as social control is realized by:

1. Strengthening national insight.

2. Raising awareness of responsibilities, rights, and obligations as citizens.

3. Cultivating a critical attitude towards the environment and law enforcement.

4. Increasing participation in public policy formulation.

5. Ensuring public transparency and accountability.

6. Providing easy access to information.

Based on the various expert opinions presented, it can be concluded that youth are individuals who are not only undergoing physical and emotional development but also possess distinctive characteristics such as being revolutionary, optimistic, forward-thinking, creative, and dynamic. Youth play a strategic role in national development because their positive spirit and energy can be a driving force for social change and national development.

Religious organizations are among those concerned about the rise of radicalism and terrorism, which have claimed many innocent lives. Religious organizations, dominated by Islam, the largest religion in Indonesia, are attempting various efforts and measures to prevent radicalism and terrorism through various religious and family-based methods and approaches. This is intended to help radicals and terrorists repent and return to the right path, one that aligns with the will of Allah SWT and does not conflict with existing legal channels. This is expected to foster harmonious relationships and a strong sense of religious tolerance (Subkhi Mahmasani, 2020).

The spirit of religiosity is clearly one of the sources of vitality for religious organizations. This spirit also generates social solidarity, coupled with a strong sense of sacrifice. Based on this strength, socio-religious organizations are able to generate

movements in various areas of life. From the definitions above, it can be concluded that religious organizations, particularly those based on Islam in Indonesia, play a crucial role in countering radicalism and terrorism through a religious and family-oriented approach. With an organized structure and strong religious spirit, these organizations not only conduct religious services but are also active in social, educational, and humanitarian activities. The existence of schools, hospitals, and even orphanages demonstrates that the spirit of solidarity and sacrifice for the common good has become a key force in carrying out their socio-religious roles.

In Indonesia, there are numerous religious youth organizations that play a role in developing the character, spirituality, and leadership of the younger generation. These organizations are usually affiliated with a parent religious organization and are spread across various regions. It can be concluded that religious organizations, particularly those based on Islam in Indonesia, play a crucial role in countering radicalism and terrorism through a religious and family-oriented approach. With its organized structure and strong religious spirit, this organization not only organizes religious services but is also active in social, educational, and humanitarian activities. The existence of schools, hospitals, and even orphanages demonstrates that the spirit of solidarity and sacrifice for the common good has become a key strength in carrying out its socio-religious role.

The Nahdlatul Ulama Student Association (IPNU) and the Nahdlatul Ulama Female Student Association (IPPNU) initially served as student associations from schools and Islamic boarding schools (pesantren) led by Nahdlatul Ulama scholars. These groups, for example, included Jami'yah Dziba', Barzanji', Jami'yah Yasin', and others, which grew in several regions throughout Indonesia. At that time, these groups lacked communication channels and meeting forums. Long story short, after independence, similar associations emerged. Some of these associations were unfamiliar with each other, having emerged on their own initiative and originating from different regions. However, from the several organizations that were established, there is a kind of similar value and color, namely the basic beliefs of Ahlusunnah Wal Jamaah which are their foundation.

RESEARCH METHODS

This study employed descriptive qualitative research, where data were collected in the form of words, images, and not numbers. Descriptive qualitative research can be interpreted as research that produces descriptive data related to written and spoken words, as well as the observed behavior of the people studied. In other words, this descriptive qualitative research aims to obtain information about existing conditions.

In this study, a descriptive qualitative approach was used to understand the phenomenon and provide a clear and comprehensive picture and answer regarding the effectiveness of the Religious Youth Organization Recruitment System at the PAC IPNU-IPPNU in Durenan District, Trenggalek Regency. The focus of this research serves to provide direction throughout the research process, particularly during data collection, to obtain relevant data for the study. The research data is intended to be both primary and secondary. The primary data source was obtained from interviews with several informants: the Chairperson of PAC IPNU Durenan, the Chairperson of PAC IPPNU Durenan, the Secretary of PAC IPPNU Durenan, and the Deputy Chairperson of PAC IPNU Durenan. Meanwhile, the secondary data source was obtained from observations conducted by the author through literature review. It can be said that this secondary data comes from graphic documents, such as tables, participant scores, notes, photographs, and so on.

Furthermore, the researcher used observation, interview, and documentation methods for data collection. Furthermore, the data analysis technique used in this study was the interactive qualitative data analysis model according to Miles and Huberman (1992; 20), as quoted by Ahmad Rijali in (Rijali, 2018), which describes the qualitative research data analysis process as follows:

1. First, data collection was conducted through observation, interviews, and documentation. All data collected from various sources was read, studied, and analyzed.

2. Second, data reduction took place continuously throughout the research. Anticipation of data reduction was evident when deciding on the conceptual framework of the research area, the research problem, and the chosen data collection approach. The next stages were summarizing, coding, exploring themes, and writing memos.

3. Third, the data is presented using narrative text obtained from observations and interviews regarding the role of youth organizations in reducing unemployment, in accordance with the established research focus.

4. Fourth, conclusions are drawn from the data collected and processed in the data presentation stage, followed by a conclusion/verification based on the research focus on the Effectiveness of the Religious Youth Organization Recruitment System at the PAC IPNU-IPPNU in Durenan District.

This process is not a one-time event, but rather a series of interactions, depending on the complexity of the problem being addressed and the researcher's ability to compare data during data collection. (Rijali, 2018)

To verify the validity of the data on the Effectiveness of the Religious Youth Organization recruitment system, the researcher conducted a credibility test to verify the data obtained from various sources, such as interviews, observations, and documents obtained from informants. Through various perspectives, it is hoped that results will be as close to the truth as possible.

RESULTS AND DISCUSSION

The Durenan IPNU-IPPNU PAC is one of the most active and member-heavy organizations in Trenggalek Regency, as evidenced by its third-place ranking in the largest cadre database at a student event in Trenggalek Regency. The Durenan IPNU-IPPNU PAC has 10 branch leaders and 4 commissariats.

In accordance with the IPNU-IPPNU Basic Regulations and Bylaws (PD PRT), the Durenan IPNU-IPPNU PAC has a vision and mission to increase youth interest in participating in religious youth organizations. In accordance with these PD

PRT, the Durenan IPNU-IPPNU PAC has improved its recruitment system for religious youth organizations and is progressive in its organizational activities.

The following is an explanation of data analysis based on the theory of recruitment systems for increasing youth interest in religious youth organizations proposed by James M. Jasper and David A. Snow, and Public Face-to-Face (meeting someone in a forum or seminar to recruit potential members, such as holding seminars, religious studies, and then conducting promotions):

1. Private Face-to-Face System

Based on the theory of recruitment systems for increasing youth interest in religious youth organizations proposed by James M. Jasper and David A. Snow, the private face-to-face system is a meeting between two parties who influence each other so that one party is influenced.

Based on research results, this system aligns with the vision and mission of PAC IPNU – IPPNU Durenan. A face-to-face approach is the most effective way to build emotional closeness and trust. When meeting in person, I can convey the organization's vision and values with enthusiasm, so that prospective members truly feel the passion we bring. I also strive to actively listen to them about their needs, interests, and expectations from the organization. The head of the IPPNU Durenan PAC also stated, "The most effective recruitment system is face-to-face and personal meetings. This usually involves casual conversations with members to create a comfortable atmosphere. Then, we share how the organization provides tangible benefits to its members, both personally and professionally. When they see that we are not just a group, but also a place for mutual growth and support, they become more interested in joining. Face-to-face meetings allow for a genuine impression and build connections. Ultimately, people join not only because of the program, but because they feel valued and involved.

The head of the PAC also hopes that this process will produce members who join not only administratively but also with a strong sense of belonging. The head of the PAC wants members who join to feel valued and involved from the start,

fostering loyalty and active participation in PAC activities, thus creating a solid, not just numerous, but also high-quality, membership.

2. Public Face-to-Face Meeting System

Public Face-to-Face Meeting System (meeting someone in a forum or seminar to recruit potential members, such as conducting (seminars, religious studies, and then promotions). Based on research conducted by the head of the Durenan IPPNU PAC, he stated that the face-to-face system is generally beneficial for creating a space for open, two-way dialogue, for example in activities such as book discussions, joint presentations, or competitions. Prospective members are free to express their aspirations and questions directly. This is important so they feel involved from the start, not just as participants but as part of a movement that shares the desire to build a future for empowered and morally upright students.

According to one member, the face-to-face system generally fosters a stronger sense of family and solidarity among members. "When we interact directly, a spirit of togetherness emerges naturally. Greetings, open discussions, and even laughter create a much more lively atmosphere in the organization, making me feel at home in the organization." (Interview results)

According to the secretary of the Durenan IPPNU PAC, the Head of the IPNU-IPPNU PAC has the prerogative to determine how to develop the organization, including improving the quality and quantity of cadres. How to provide a sense of comfort for cadres The organization's activities are not limited to formal activities, but also through appreciation activities, such as awarding prizes to outstanding cadres. Face-to-face meetings are generally not only a communication method but also about building strong emotional bonds between cadres, which keeps cadres engaged and motivated to continue participating in the IPNU-IPPNU process.

Based on this research, the PAC IPNU-IPPNU Durenan provides the best service to its cadres within the organization by awarding high-achieving cadres as motivation to stay in the organization and to increase the number of cadres for the organization's progressive sustainability.

3. Private Mediated Organizational Media System

Private-mediated (a recruitment communication medium that prioritizes interpersonal introductions through intensive media, such as email, telephone, WhatsApp, and SMS) (Silvia, 2023). Based on research conducted by the head of the PAC IPNU – IPPNU, Durenan, the organization's private mediated media system is a crucial communication strategy in today's digital age. Through platforms like WhatsApp, email, or direct messages on social media, we as administrators can convey information more focused and efficiently to members. This method allows us to maintain intimacy in communication, especially when discussing internal matters or matters requiring special attention. Messages can be more personal, responded to quickly, and minimize distractions.

Private-mediated organizational media systems are a relevant and flexible communication method in the digital age, especially for reaching members with varying schedules. Through platforms like WhatsApp, Instagram DMs, or other direct messages, important information can be conveyed quickly and effectively. This system makes it easier for us to maintain internal coordination, provide personal mentoring, and provide motivation directly to members without having to wait for large forums. Furthermore, this communication feels more intimate, as messages are delivered in a personal and intense manner. However, I still believe that digital communication must synergize with in-person meetings. Face-to-face interaction remains key to building a strong sense of togetherness, loyalty, and organizational character within IPPNU. The combination of the two makes relationships between members not only active but also meaningful.

With this, the IPNU-IPPNU Durenan PAC strives to implement private-mediated communication with members to create more personal and effective relationships. Through channels such as direct messages, private chats, and other digital communications, the IPNU-IPPNU Durenan PAC hopes to convey information quickly while building an emotional connection with each member. This system allows us to directly understand each member's needs and challenges, allowing for more targeted and intensive coaching and mentoring. In this way,

organizational spirit can continue to grow holistically, not only in public spaces, but also in meaningful private conversations.

4. The organization's general intermediary media system (Public Mediated)

Public mediated (recruitment communication media that uses mass media with a broader scope). Based on research, the head of the PAC IPNU – IPPNU, Durenan, stated that the organization's general intermediary media system (public mediated), such as social media, official websites, or other public broadcasts, is a strategic tool for expanding the reach of information and enhancing the organization's image broadly. Through open publication, we can convey work programs, organizational values, and the aspirations of Nahdlatul Ulama students to the public and potential new members. This public media also serves as a space to build engagement, motivate participation, and demonstrate the existence of PAC IPNU as an active and adaptive organization within society.

However, the main challenge of this system is ensuring that every piece of content delivered truly reflects IPNU's character and maintains the organization's ethics and credibility in the digital space. Therefore, we are committed to continuously improving the capacity of our public media so that it is not only informative, but also inspiring and imbued with an organizational spirit. In terms of From these two informants, it can be concluded that PAC IPNU – IPPNU Durenan also uses a social media system to recruit members, so that many members are recruited through social media due to its good media layout, which attracts young people's interest in joining the organization because of activity posts that are always posted on social media.

Factors supporting and inhibiting the effectiveness of the recruitment system in increasing youth interest in religious youth organizations at PAC IPNU-IPPNU Durenan. Efforts to increase youth interest in religious organizations at PAC IPNU-IPPNU Durenan certainly have several influencing factors:

a. Supporting Factors

From the research conducted, two factors support the increased interest of youth in religious organizations in the Durenan IPNU-IPPNU PAC:

1) Relevant and Engaging Activities

Training programs such as MAKESTA, LAKMUD, and LAKUT shape the character and personality of members. Religious programs such as tahlil (Islamic religious recitation), yellow book recitation, and pilgrimages reinforce Islamic values. This is supported by training for prospective cadres who have been recruited, including enrolling them in MEKESTA first to familiarize them with IPNU-IPPNU, which will then lead them to LAKMUD and LAKUT, and adapting their level of achievement within the organization. This is a crucial supporting factor in member recruitment. Furthermore, the Durenan IPNU-IPPNU PAC also offers activities that attract members beyond formal activities, such as the Sharing Gan (Gan) program, a non-formal activity highly sought after by prospective IPNU-IPPNU members.

2) Support from the Surrounding Community

According to an interview with the head of the IPPNU Durenan PAC, parents and the community are the most important elements in supporting activities. Parents strongly believe that active participation in IPNU-IPPNU will have a positive impact on their children. Parental support is also a crucial factor in attracting prospective members, as it encourages children to be enthusiastic about the process within the IPNU-IPPNU organization. Furthermore, facilities such as a PAC office are available, adequate for activities and discussions, so that when administrators and prospective members hold meetings, they are not confused about the location because it is already provided.

3) Effective Leadership and Organizational Management

According to interviews with (ZM) and (N), the Chairs of the PAC IPNU IPPNU Durenan, they stated that active management has a clear approach to cadre development and a tiered and structured cadre development system, from introduction to advanced training. This means that organizational leadership and management can be effectively implemented through active management, a clear approach to member development, and a tiered and structured cadre development system, from introduction to advanced training. Furthermore, open discussions are also important to foster the character of participatory leaders.

4) Good Collaboration with Stakeholders

According to interviews with (ZM) and (N), the Chairs of PAC IPNU IPPNU Durenan, they stated that synergy with schools, Islamic boarding schools, and other NU organizations to reach students, including interest and talent programs that directly involve students. IPNU and IPPNU PAC Durenan recognize that the success of the student movement cannot be achieved alone, but rather through strong and strategic collaboration with various stakeholders such as local governments, educational institutions, Islamic boarding schools (pesantren), and youth organizations. In establishing their partnerships, they prioritize the principles of mutual respect, openness, and a shared vision. This collaboration is not merely about gaining support but also about making real contributions to education, da'wah, and student empowerment. One concrete form of this collaboration is leadership training held with schools, as an effort to develop a generation of students with integrity and competitiveness.

5) Utilization of Media and Technology

According to interviews with (ZM) and (N), the heads of PAC IPNU IPPNU Durenan, they stated that the use of social media and websites for literacy and activity promotion, engaging educational content, and in line with the values of Ahlussunnah Wal Jama'ah, is crucial. IPNU-IPPNU Durenan has a strong vision to become a pioneer of the digital student movement that is not only technologically savvy but also polite in its interactions and has a positive impact on society. They view technology not merely as a tool, but as a strategic platform for spreading scientific values, preaching, and empowering students. To realize this vision, IPNU-IPPNU Durenan consistently hosts an annual event called Sharing Gan, which includes media training on digital content creation, journalism, and other communication skills. Through this activity, it is hoped that each cadre will become a productive and inspiring agent of change in the digital world.

b. Inhibiting Factors

1. Time Constraints and Student Busyness

According to interviews with (ZM) and (N), the heads of the PAC IPNU IPPNU Durenan, they stated that most members are students busy with school or college. The organization's activity schedule is inflexible to members' routines. To address this issue, the PAC IPNU-IPPNU Durenan has prepared a solution: fostering attitudes and behaviors with its members through face-to-face conversations to convey their intentions and solutions, emphasizing that an organization is a place for growth and development, not a burden that drains students' time and time. This means that the PAC IPNU-IPPNU management understands that amidst their busy schedules, there is always room for positive activities within the organization.

2. Lack of Funding for Activities

According to interviews with (ZM) and (N), the heads of the PAC IPNU IPPNU Durenan, they stated that operational funds are limited and they have not yet been able to secure an MOU regarding activity funding. The Durenan IPNU-IPPNU PAC faces limited operational funds, a major obstacle to running the organization due to the lack of government funding. All funding still relies on internal self-funding and assistance from supporters and alumni. Nevertheless, the organization remains committed to being active, creative, and continuously collaborating with various parties to ensure the continuity and development of NU student activities.

CONCLUSION AND SUGESTIONS

Based on the research results presented in the previous chapter, we can conclude that:

1. The effectiveness of the recruitment system in increasing youth interest in religious youth organizations at the PAC IPNU-IPPNU Durenan was achieved because:

a. The in-person, face-to-face recruitment system

A face-to-face approach is the most effective way to build emotional closeness and trust. When meeting in person, the PAC IPNU-IPPNU Durenan Management can easily convey the organization's vision and values with enthusiasm,

so that prospective members truly feel the spirit we bring. I also strive to actively listen to them about their needs, interests, and expectations from an organization.

b. The in-person recruitment system in general

This in-person system is generally good for providing a space for open, two-way dialogue, for example in activities such as book discussions, group presentations, or competitions. Prospective members are free to express their aspirations and questions directly. This is important so they feel involved from the start, not just as participants but as part of a movement that shares the same desire to build a future for empowered and morally upright students.

c. Personal Organizational Media Intermediaries

The IPNU-IPPNU Durenan PAC hopes to disseminate information quickly while simultaneously building an emotional connection with each member. This system allows us to directly understand the needs and challenges of each member, allowing for more targeted and intensive coaching and mentoring. This way, organizational spirit can continue to grow holistically, not only in public spaces but also in meaningful personal conversations.

d. General Organizational Media Intermediaries

The IPNU-IPPNU Durenan PAC also utilizes social media to recruit members. Many members are recruited through social media due to its well-organized social media presence, which attracts young people to join the organization through its frequent postings of activities.

The author concludes that the most effective recruitment system used by the IPNU-IPPNU Durenan PAC is the in-person recruitment system, as this system builds emotional closeness and trust. During face-to-face meetings, the PAC IPNU-IPPNU Durenan Management can easily convey the organization's vision and values with enthusiasm, so that prospective members truly feel the spirit we bring. I also strive to actively listen to them about their needs, interests, and expectations from an organization.

Supporting and inhibiting factors: The effectiveness of the recruitment system in increasing youth interest in religious youth organizations at PAC IPNU-IPPNU Durenan.

a. Supporting Factors:

1). Relevant and engaging activities

PAC IPNU-IPPNU Durenan also has activities that attract members in addition to formal activities, such as the Sharing Gan activity, which is a non-formal activity that is highly sought after by prospective IPNU-IPPNU members.

a). Support from the surrounding community

Parents and the community are the most important elements in supporting activities, as parents strongly believe that if their children actively participate in the IPNU-IPPNU organization, it will have a positive impact on their children. Parental support is also a crucial factor in attracting prospective members, as parental support fosters enthusiasm for the process within the IPNU-IPPNU organization.

b). Effective organizational leadership and management

The IPNU-IPPNU Durenan PAC explained that active management has a clear approach to cadre development and a structured, tiered cadre development system, from introduction to advanced training. Effective organizational leadership and management can be achieved through active management, clear member development methods, and a structured, tiered cadre development system, from introduction to advanced training. Furthermore, open discussions are also crucial to foster participatory leadership.

c). Effective collaboration with stakeholders

The IPNU-IPPNU Durenan PAC explained that synergy with schools, Islamic boarding schools, and other NU organizations is essential to reach students. The program focuses on interests and talents that directly involve students. IPNU and IPPNU PAC Durenan recognize that the success of the student movement cannot be achieved alone, but rather through strong and strategic collaboration with various stakeholders such as local governments, educational institutions, Islamic boarding schools, and youth organizations. In establishing this cooperation, they prioritize the

principles of mutual respect, openness, and a shared vision. This collaboration is not solely for the purpose of obtaining

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