

## NEWSPAPERS AS DA'WAH MEDIA

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### Abstract

Da'wah media is one of the elements of da'wah that can support the success of da'wah. The message of da'wah in the verses of the Al-Quran emphasizes the call for goodness. One of the ways this form of kindness is that the material da'wah that will be delivered must be adapted to the media that will be used. The development of very diverse da'wah media in society (for example television, the internet, etc.), makes it easier for people to gain enlightenment in religion without having to meet face to face. One of the mass communication media that can be used in Islamic da'wah communication is the newspaper. Da'wah through newspapers should be conveyed with wisdom, in a kind, gentle and patient manner, and with the best arguments by the Quran. To be able to carry out their functions and roles, newspapers must be innovative by always encouraging the public to think ahead and strive for new inventions. Newspapers lexically mean sheets of paper bearing news and so on. It is divided into columns that are published daily or periodically. Newspapers have an important role in conveying news, both in general and regarding Islam. Newspapers as da'wah media are expected to be mouthpieces for the progress of the nation, prophetic journalism, unifying agents as well as a dialogical communication tool using sophisticated persuasive language. Newspapers also have enormous power in influencing and moving the masses.

**Keywords:** Newspaper, Da'wah Media

### INTRODUCTION

Da'wah media is one of the elements of da'wah that can support the success of da'wah. Therefore, the da'wah material that will be delivered must be adjusted to the media that will be used. In this way, preaching that is channeled through the media is easier to influence the coreligionists. This is where the importance of the media for preachers in conveying da'wah material to the coreligionists. The delivery of Islamic da'wah messages today ideally utilizes media that can touch the public properly and thoroughly. One of the mass communication media that can be used in Islamic da'wah communication is newspapers.

The message of da'wah in the verses of the Koran shows that the call for goodness (da'wah) never looks at a particular ethnicity or race. Islamic da'wah starts from very

simple and normative things until it develops today by using several methods and media in preaching. Currently, it can be seen that the changes that have taken place in society are able to color the delivery of religious messages in various ways to be able to enter all lines of society. The development of very diverse da'wah media in society (for example television, the internet, etc.), makes it easier for people to gain enlightenment in religion without having to meet face to face.

Da'wah is an obligation that must be upheld by Muslims, whenever and wherever they are. Da'wah can be carried out in various forms, for example through deeds (actions/morals), words (spoken/oral), and writing (newspapers).

Preaching through newspapers should be conveyed with wisdom, in a good, gentle, and patient manner as well as with the best arguments in accordance with the Qur'an surah An-Nahl verse 125:

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ  
بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ  
{125} اَعْلَمُ بِالْمُهْتَدِينَ

Translation:” Call to the way of your Lord with wisdom and goodly exhortation, and have disputations with them in the best manner; surely your Lord best knows those who go astray from His path, and He knows best those who follow the right way.”

Preaching through newspapers is closely related to three components that will influence the success of the newspaper media, namely capital owners, chief editors, and journalists who must go hand in hand so that da'wah continues to exist through newspapers. Da'wah media is an important element in da'wah. This media determines the success of the implementation of da'wah because it is the media that make da'wah messages reach the community. The function of da'wah is divided into two, namely universal and special.

Newspapers have enormous power in influencing and moving the masses. Using newspapers as messengers of da'wah will be able to increase self-esteem, foster good stimulation, and can increase people's artistic values. The role of da'wah in newspapers prioritizes the interests of readers and seeks to increase intelligence and welfare through information.

Al-Qur'an is a holy book and a way of life for Muslims that contains scientific hints. One of the scientific signs that can be understood from the verses of the Qur'an is to provide a basic foundation for certain sciences, including journalism. Journalism's roles have been shown in the process of the revelation of the holy book, especially the Qur'an. The angel Gabriel brings news from heaven to the world and conveys it to humans through the Prophet Muhammad saw. in the Quranic Surahs. al-Nahl (16): 102, Allah says:” The Holy Spirit has revealed it from your Lord with the truth, that it may establish those who believe and as a guidance and good news for those who have surrendered (to Allah).” In the study of hermeneutics,

Gabriel's position is played by Hermes, a god in Greek mythology whose job is to receive messages from the sky from the Supreme God to be explained to humans.

To be able to carry out their functions and roles, newspapers must be innovative by always encouraging the public to think more forward and to strive for new inventions that are beneficial for the benefit of the people in the fields of science, technology, and people's original ideas. Newspapers must also be critical by continuously monitoring the progress of every social change and the pulse of social institutions.

## FORMULATION OF THE PROBLEM

In the study related to the use of newspapers as a medium of da'wah, it is necessary to classify the formulation of the problem based on the introduction, namely:

1. How do newspapers become da'wah media?
2. What is the role of the newspaper as an effective da'wah medium for spreading Islam?

## DISCUSSION

### Definition of Da'wah Media

Da'wah media is one of the elements of da'wah that can support the success of da'wah. Therefore, the da'wah material that will be delivered must be adjusted to the media that will be used. This is where the importance of the media for preachers in conveying da'wah material to coreligionists. Da'wah media is developing rapidly along with the development of mass media.

The function and role of Islamic da'wah media are very important for a community. They must prepare knowledge about Islam to the public through information delivery programs about Islam. They can educate people besides being able to dispel all misunderstandings regarding Islam. The most important role of the da'wah media is to promote the harmonization of religious sects

in society by showing various programs and inviting clerics to educate the public. Second, they must play an important role in shaping the character of society. In addition, they must transmit true Islamic values to the religious community concerned.

Thus, a da'wah activity will contain activities and processes of socializing ideas and concepts as well as the internalization of Islamic values and principles so that it is included in one's personality. If da'wah is only interpreted as action, then da'wah will involve various matters related to an action carried out by humans. However, this action can only be called an act of da'wah if it has special characteristics and characteristics. The specificity of an act that means da'wah is if the act is able to create opportunities for other people so that other people are encouraged to understand, understand, believe, and live in Islam.

Based on the function of da'wah according to Islam that da'wah is an integral part of one's Islamic experience, then the act of da'wah can be carried out in various ways and media as long as it is by the principles of Islamic teachings. However, because of the special nature of da'wah acts, only actions that contain invitations, appeals, summons, and convey messages for a person or group of people (organizations/institutions) so that other people and society become Muslims can be called acts of da'wah in its broadest sense.

Media comes from the Latin word *medius* which literally means intermediary, middle, or liaison. Specifically, what is meant by media are physical tools that explain the contents of messages or teaching, such as books, films, videos, cassettes, slides, and so on. As for what is meant by da'wah media, it is a tool used to convey da'wah material to coreligionists.<sup>1</sup>

In this modern era, what is meant by media is television, videos, tapes, magazines, and newspapers. Media is anything that can be used as an intermediary tool to achieve a certain goal. While da'wah is everything that can be used as a tool to achieve the stated goals of da'wah, the media. This da'wah can be in the form of goods or tools, people, places, certain conditions, and so on.<sup>2</sup>

The mass media is the main source of information about crime and the justice system. Television, one of the mass media, makes a relatively large contribution to forming an impression of the reality of crime in society.

Society, with the mass media, gets positive benefits in the form of; receiving news and information broadcasts, obtaining additional insight and knowledge, as well as obtaining elements of entertainment needed by the community. This can be fulfilled through television broadcasts, as well as news in newspapers or magazines.

Meanwhile, the negative elements of the mass media can threaten the moral and cultural aspects of society. There are many television programs showing elements of magic which are usually shown in the form of mystical soap operas that allow actors who have extraordinary magical powers in every battle scene. Therefore, by maximizing the positive role of the mass media which can reach all levels of society quickly and accurately, it is hoped that the delivery of religious messages facilitated by the mass media can work well.<sup>3</sup>

### **Definition Of Newspaper**

Newspapers lexically mean sheets of paper bearing news and so on, divided into columns that are published daily or periodically. In the Law of the Republic of Indonesia no. 40 of 1999 concerning the

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<sup>1</sup>. Wahidin Saputra, *Pengantar Ilmu Dakwah* (Jakarta:Raja Grafindo Persada, 2012), p. 288.

<sup>2</sup>. Asmuni Syukir, *Dasar-Dasar Strategi Dakwah Islam* (Surabaya: Al-Ikhlas, 1983), P.63.

<sup>3</sup>. Abdurrahman M ukaffi. *Kategori Acara TV dan Media Cetak Haram di Indonesia*, (Jakarta: Darul Falah, 2001).

press, newspapers are said to be instruments of the National Press, meaning social institutions and vehicles for mass communication that carry out journalistic activities which include; seeking, obtaining, possessing, diverting, processing and conveying information in written form using available print media.

There are also some newspapers that are developed in certain segments. The type of general newspaper that the public is familiar with, is usually published every day, except on holidays. Evening newspaper is also available in several countries. In addition, there is also a weekly newspaper which is usually smaller and less prestigious than the daily newspaper. Weekly newspaper news content is generally entertainment. Technological developments today make it possible to print newspapers simultaneously in several places so that circulation in areas far from the center of publication can be done earlier. For example, the newspaper 'Republika', whose center is in Jakarta, is implementing a remote printing system in Solo.

Mass media such as newspapers, magazines, television, radio, film, theatre, and so on must be used as effectively as possible by preachers because if not, the media will tend to be secularistic tools that will shallow the religious appreciation of Muslims. Newspapers as one of the da'wah media play a very large role in transforming the values of religious teachings to society.

Thus, it can be understood that newspapers have an important role in conveying news both general and regarding Islam. Da'wah as an agent of renewal, improvement, and change, has the same means as education, namely the family, formal education, the community environment, and the mass media. As an agent of change, in fact, apart from occupying the most important place, the family is also the prelude and the initial stage of human education. Therefore, through the function of the family, da'wah is very

important in the formation of Muslim character and personality, as the seed for the formation of a society that is controlled by the pattern of da'wah.

### **The Role Of The Newspaper As A Da'wah Media**

The mass media is an agent of socialization whose role is increasingly strengthening. The mass media, both print media such as newspapers and magazines and electronic media such as radio, television, and the internet, are increasingly playing an important role in influencing a person's perspective, thought, action, and attitude. The influence of the mass media tends to be massive, large-scale, and fast.

Newspapers as a medium of da'wah are expected to become media and mouthpieces for national progress, prophetic journalism, unifying agents, and as a dialogical communicative tool by using sophisticated persuasive language. The use of newspapers as a medium of da'wah is intended not to replace the role of da'wah with speech or da'wah with attitudes but still in the context of the triad of da'wah. Delivering da'wah missions through newspapers is a means of Islamizing life. The advantages of newspapers compared to other media are that they are inexpensive and their contents can be read repeatedly, last a long time and can be corrected again if there are errors or deviations in their presentation, so it is hoped that da'wah can be broadcast and published to the public properly and correctly.

Newspapers as information media and propaganda media have a great influence in broadcasting Islam to the public. Newspapers as mass media contain and present various kinds of information needed by the public as consumers. In the modern world, people's lives cannot be separated from journalism and the press. In extreme journalistic experts equate the press with the air that humans need to live. Modern humans can no longer live

without receiving press coverage to meet the public's need for information.

Newspapers have enormous power in influencing and moving the masses. Using newspapers as messengers of da'wah will be able to increase self-esteem, foster good stimulation, and can increase people's artistic values. The role of da'wah in newspapers prioritizes the interests of readers and seeks to increase intelligence and welfare through information.

Newspapers must also be critical by continuously monitoring the progress of every social change and the pulse of social institutions. These efforts are intended so that the Muslim community has a reformist character which in fact is the key to every progress. As explained above, the advantages of newspapers compared to other mass media are that newspapers are the easiest and most efficient to store at a relatively lower cost (although basically visual patterns can also be recorded). Moreover, newspapers have succeeded in forming participatory journalism (through opinions or readers' letters). In general, the contents of newspapers, whether news, editorials, articles, features, or even advertisements, have five possible influences.

Newspapers can move mass behaviour in the direction it wants. Besides that, the reality presented by newspapers is just a fabricated reality. The newspaper in this case functions as a translator, as a bridge between events and the reading public. Newspapers can translate world events that are difficult to understand according to the language and logic that their readers understand. Thus the public will easily and with simple logic be able to catch every message that is communicated. Newspapers can be a tool for upholding justice, a defender of democracy, a call to convey the truth (da'wah), or vice versa, a tool for suppressing and maintaining power.

There are at least three components that are interrelated in influencing the success of da'wah in the newspaper media, these three components are capital owners, editor-in-

chief, and journalists. These three components must go hand in hand. If one of them does not have jihad for da'wah then da'wah in newspaper media can be said to be not optimal, even though in essence da'wah can still run through news written by journalists. Before being published as news, information must go through various stages of selection first. In the end, there is information that passes the selection stage and is then made into news, and there is information that does not pass the selection stage. This is because there is not enough time and place in the mass media.

The function of setting the place and time is related to the editorial function as an information gatekeeper (gatekeeper) that dismisses incoming news. It can be said that the media can lead public opinion to a certain fact through the setting of information that will be used as news. So it is at this stage that the da'wah mission can take place, information that is considered impartial to the Muslim world can be postponed for preaching and switch to preaching value news.

To play da'wah through the media of newspapers, there are several assumptions that must be agreed upon. First, the scope and function of da'wah is very broad. Second, Islamic values are universal, capable of penetrating any social institution. Third, practically and theoretically there are differences between the Islamic press and the general press. Fourth, diversity within certain limits is a valuable repertoire and not a disaster. Difference is a blessing, in other words, there are many ways to express Islamic values. The existence of newspapers has a place in Islamic da'wah activism because Islam teaches the virtue of prioritizing knowledge and encourages people to be rich with information. Many verses of the Quran stimulate people towards critical thinking, seeking the truth.

News is like life energy, so certain people will appear less enthusiastic, not energetic if they don't get new news. News sources have

become a wellspring of life that is constantly tracked to get news that is fresh and more viral. News sources are many and varied. Because of this, selectivity is needed for news sources.

This aims to obtain news that is truly convincing as the truth, or by the facts. The quality of news is largely determined by the credibility of the source. The Qur'an hints at the need to scrutinize news sources. In QS. al-Hujurat (49): 6 Allah swt. said:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِن جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَن تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصْحَبُوا عَلَىٰ مَا فَعَلْتُمْ نَادِمِينَ

Translation: "O you who believe! if an evildoer comes to you with a report, look carefully into it, lest you harm a people in ignorance, then be sorry for what you have done."

Factual reality or historical reality is a requirement for news. News from God is confirmed to have factual reality. In Quran Surah Al-An'am (6): 70, Allah says:

وَدَّرَ الَّذِينَ اتَّخَذُوا دِينَهُمْ لَعِبًا وَلَهْوًا وَعَرَّثَهُمُ الْحَيَاةَ الدُّنْيَا ۗ وَذَكَرَ بِهِ أَنْ تُبْسَلَ نَفْسٌ بِمَا كَسَبَتْ لَيْسَ لَهَا مِنْ دُونِ اللَّهِ وَلِيٌّ وَلَا شَفِيعٌ وَإِنْ تَعِدِلْ كُلَّ عَدْلٍ لَا يُؤْخَذُ مِنْهَا ۗ أُولَٰئِكَ الَّذِينَ أُبْسِلُوا بِمَا كَسَبُوا ۗ لَهُمْ شَرَابٌ مِنْ حَمِيمٍ وَعَذَابٌ أَلِيمٌ بِمَا كَانُوا يَكْفُرُونَ {70}

Translation: "And leave those who have taken their religion for a play and an idle sport, and whom this world's life has deceived, and remind (them) thereby lest a soul should be given up to destruction for what it has earned; it shall not have besides Allah any guardian nor an intercessor, and if it should seek to give every compensation, it shall not be accepted from it; these are they who shall be given up to destruction for what they earned; they shall have a drink of boiling water and a painful chastisement because they disbelieved."

## CONCLUSION

Da'wah media is one of the elements of da'wah that can support the success of da'wah. The message of da'wah in the verses of the Al-Quran emphasizes the call for good. One of these forms of kindness is that the da'wah material that will be delivered must be adjusted to the media that will be used. One of the mass communication media that can be used as a medium of da'wah is the newspaper.

The delivery of da'wah through the mass media of newspapers must pay attention to the rules, both the journalistic code of ethics and the rules of da'wah in Islam. So that the da'wah message that is present in the newspaper is conveyed in a good, polite, and enlightening way, as well as with the best arguments outlined by the Al-Qur'an.

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