

Available online at Dakwah: Jurnal Kajian Dakwah dan Kemasyarakatan
<http://journal.uinjkt.ac.id/index.php/dakwah>
Dakwah: Jurnal Kajian Dakwah dan Kemasyarakatan, 27 (2), 2023, 261-276

Interest in Da'wah Journalism for Journalism Student of UIN Syarif Hidayatullah Jakarta

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Abstract

Nowadays, doing da'wah can be done in many ways. One of them is by utilizing mass media to reach the public at large. However, Islamic mass media in Indonesia, has not been able to compete with other general mass media. In addition, the challenge for Muslims to preach or spread Islamic values is to develop da'wah journalism as the ideology of Muslim journalists. Journalism is a part of mass media that can be a tool to shape public opinion. Therefore, it is important for Muslim journalists, to understand da'wah journalism. However, to understand it, it is necessary to know interest, which is the motivation within oneself to learn something. As a National Islamic Religious College (PTKIN), UIN Syarif Hidayatullah Jakarta through the Journalism Study Program, can certainly produce Muslim journalists who understand da'wah journalism. The purpose of this study is to determine the interest of Journalism Study Program Students of UIN Syarif Hidayatullah Jakarta towards da'wah journalism. This research uses descriptive quantitative research methods using frequency tables and percentages manually. Totally, 4 indicators to determine interest, namely feelings of pleasure with a percentage of 82.03%, which is included in the very good category. Then, student attraction with a percentage of 80.66%, which is in the good category. Furthermore, student involvement with a percentage of 81.64%, which is in the good category. Finally, student attention with a percentage of 80.66%, which is in the good category. It can be concluded that these students have a good interest in understanding da'wah journalism.

Keywords: *Interest, Da'wah Journalism, Student Journalism*

Permalink/DOI: <http://doi.org/10.15408/dakwah.v27i2.36749>

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Abstrak

Berdakwah dapat dilakukan dengan banyak cara pada sekarang ini. Salah satunya, dengan memanfaatkan media massa untuk menjangkau masyarakat secara luas. Tetapi, media massa Islam, terutama di Indonesia belum mampu bersaing dengan media massa umum lainnya. Disamping itu, tantangan umat Islam untuk berdakwah ataupun menyebarkan nilai-nilai Islam adalah mengembangkan jurnalisme dakwah sebagai ideologi para jurnalis muslim. Dunia jurnalisme merupakan bagian dari media massa yang dapat menjadi alat untuk membentuk opini masyarakat luas. Maka dari itu, penting bagi jurnalis, terutama jurnalis muslim untuk memahami jurnalisme dakwah. Namun, untuk memahaminya perlu diketahui minat, yakni adanya motivasi dalam diri untuk mempelajari sesuatu. Sebagai Perguruan Tinggi Keagamaan Islam Nasional (PTKIN), UIN Syarif Hidayatullah Jakarta melalui Program Studi Jurnalistik, tentu dapat melahirkan jurnalis-jurnalis muslim yang paham dengan jurnalisme dakwah. Maka dari itu, tujuan penelitian ini ialah untuk mengetahui minat Mahasiswa Program Studi Jurnalistik UIN Syarif Hidayatullah Jakarta terhadap jurnalisme dakwah. Penelitian ini menggunakan metode penelitian kuantitatif jenis deskriptif dengan menggunakan tabel frekuensi dan persentase secara manual. Hasilnya dapat dilihat dari 4 indikator untuk mengetahui minat, yaitu perasaan senang dengan persentase 82,03%, yang termasuk kategori sangat baik. Kemudian, ketertarikan Mahasiswa dengan persentase 80,66%, yang termasuk kategori baik. Selanjutnya, partisipasi Mahasiswa dengan persentase 81,64%, yang termasuk kategori baik. Dan terakhir, perhatian Mahasiswa dengan persentase 80,66%, yang termasuk kategori baik. Dapat disimpulkan bahwa Mahasiswa tersebut memiliki minat yang baik untuk memahami jurnalisme dakwah.

Kata kunci: Minat, Jurnalisme Dakwah, Mahasiswa Jurnalistik

Introduction

Islamic Civilization at the peak of its glory by carrying out the tradition of writing¹. The proof is based on several words of Allah SWT. regarding writing in the Qur'an, namely in Q.S. al-Alaq verses 1-5, Q.S. al-Baqarah verse 282, Q.S. an-Nahl verse 125, Q.S. al-Qalam verse 1 and adz-Zariyat verse 56¹. This indicates that writing has a great influence in human life. There are enormous wisdom and benefits, which cannot be produced except through writing². Besides being beneficial for science, writing can also be a medium for da'wah³. Da'wah is an activity with the aim of encouraging people to abstain from all forms of evil, and on the contrary, people are encouraged to do good, either orally or in writing with various media or by example by behaving with noble morals⁴. Doing da'wah with writing is also known as da'wah *bil kitabah*, or is often identified with da'wah *bil qalam* or da'wah using a pen⁵. In terms of da'wah, writing is another way we invite someone to understand or do something⁶. It is an obligation for a Muslim to spread, call for, and convey Islam to others as a form of responsibility for their Islam⁷. The concept of da'wah *bil qalam* has made it easier for *da'i* to disseminate their da'wah messages and content without a pulpit, and without gathering large crowds, which is one way of utilising mass media⁸.

Mass media is any form of means or tool used to convey information to produce certain effects on the wider community⁹. Mass media is divided into three types, namely printed mass media such as newspapers, tabloids, newsletters and so on. Furthermore, electronic mass media such as television, radio, film and so on.

Lastly, online mass media such as websites that can be accessed using the internet¹⁰. The implementation of da'wah through mass media shows that printed mass media that represent Islamic da'wah have efforts to minimise violence through moderate news¹¹. Further research shows that da'wah through the Hidayatullah.com website can still convey da'wah with a diverse form of content presentation, so that it can move the hearts of its readers¹².

However, it cannot be denied that da'wah using mass media also has its own challenges. First, the most of the national mass media headquarters are located in the city of Jakarta, so the life and development of the mass media industry continues to be influenced by the Jakarta environment and excludes information from outside Jakarta¹³. Furthermore, Islamic mass media that are able to compete with general mass media in conveying information to the public are still relatively few¹⁴. In addition, that one of the challenges faced by Muslims today is developing da'wah journalism as an ideology for Muslim journalists to defend the interests of Islam and its people, as well as socialising Islamic values while countering and filtering the swift flow of fake news¹⁵. This is not without reason, because according to a survey conducted by Media and Religious Trends in Indonesia (MERIT), and the Centre for the Study of Islam and Society (PPIM) UIN Jakarta stated that the level of religiosity in the millennial generation and Z generation in Indonesia is the lowest¹⁶. The survey results are related to the results of a survey conducted by the Indonesian Central Bureau of Statistics (BPS)

which states that Indonesia's population is dominated by millennials and Z generations¹⁷.

To answer the previous challenges, in simple terms, journalism is the presentation of news or information to the public or citizens, while the person who does it is called a journalist¹⁸. The challenges are becoming increasingly serious it can be understood first about the world of journalism, which as part of the mass media is one of the tools to shape public opinion. Because it is a tool, there are no limits to its users and interests. Therefore, journalism products cannot be separated from the ideology of the writer. Because with both, the direction of the opinion to be built can be determined¹⁹. As a result, the effect of the media on society cannot be determined. This certainly makes the understanding of da'wah journalism for Muslim journalists very important.

The presence of UIN Syarif Hidayatullah Jakarta Journalism Study Programme can be an answer to the challenges mentioned earlier. As part of higher education in the city of Jakarta, its presence, either directly or indirectly, can influence the course of the mass media industry nationally. In addition, as an Islamic university, UIN Syarif Hidayatullah can be one of the places to instil an understanding of dakwah journalism, especially for students in the Journalism Study Programme. Supporting this statement, the reality in the field shows the high interest of Journalism Study Programme Students of UIN Syarif Hidayatullah Jakarta, especially in the 2022/2023 academic year to join University institutions related to broadcasting or disseminating information, which is certainly in line with da'wah

journalism. It is possible that UIN Syarif Hidayatullah Jakarta will produce journalists who are graduates of Islamic religious universities with thoughts that are in line with da'wah journalism. This is concluded that journalists have the opportunity to make a major contribution to the truth of da'wah messages, without leaving the accuracy of truth and journalistic ethics²⁰. Disseminating information with Islamic syiar makes journalists one of the actors of da'wah by providing information that can benefit the wider community²¹. As a manifestation of the results of this research, journalists need to understand the theory of da'wah journalism.

There are several theories about da'wah journalism, as follows. First, Islamic journalism theory, can be interpreted as a process of covering, processing, and disseminating with the content of truth values in accordance with Islamic teachings, especially those concerning religion and Muslims, as well as various views from the perspective of Islamic teachings to the public through the mass media²². Second, the theory of da'wah journalism, which can be interpreted as a practice or activity of covering, writing, editing, and publishing information, articles, or features containing da'wah messages through the mass media²³. Third, the theory of da'wah journalism, can be interpreted as an activity of conveying and inviting or calling for success, doing good, achieving progress and leaving evil sourced from aqidah, tawhid and Islamic faith to the general public through written works and channeling them with the media²⁴. In carrying out this research, the theory of da'wah journalism is

used as a basic theory, in relation to its use as an ideology for Muslim journalists. But, to implement the ideology is influenced by several things, one of which is interest.

Interest is a tendency in the soul and a force of motion that encourages individuals to tend to show their pleasure and interest in something by showing the direction of their attention, as well as making efforts to show their love for something they are interested in²⁵. Meanwhile, interest is an indicator of the strength within a person in a certain field of activity that makes a person motivated to learn it and will produce something to the maximum²⁶. Interest is an important potential that will motivate someone to learn something that they like and become the centre of attention and show high performance. So it can be concluded that interest is a force in a person's soul that motivates him to tend to learn something he likes by showing his pleasure and interest in something he is interested in. Interest has a person's interest in an activity, because interest can help to achieve the goals of the activity²⁷. Knowing a person's interest can be seen using many indicators. According to Safari²⁸, there are four indicators of interest, namely feelings of pleasure, student attraction, student attention and student involvement / student participation. Meanwhile, according to Slameto²⁹, that several indicators of interest in learning, namely feelings of pleasure, attraction, acceptance, and student involvement. From the various indicators of interest put forward, in this study the indicators of interest used are feelings of pleasure, student attraction, student involvement and student attention.

Therefore, it is important to know the interest of these students in understanding the theory of da'wah journalism and being able to use it as an ideology when becoming a journalist. This research refers to the interest of UIN Syarif Hidayatullah Jakarta Journalism students in the theory of da'wah journalism. The research is a new research, because until now no research has been found with similar titles or discussions. There is a problem formulation in this study, namely "whether UIN Syarif Hidayatullah Jakarta Journalism Students have an interest in da'wah journalism". The purpose of this study is to determine the interest in da'wah journalism for Journalism Students of UIN Syarif Hidayatullah Jakarta. This research can be useful for the development of da'wah journalism and also useful for readers.

Method

The quantitative method used in this research is descriptive, with the purpose of systematically describing the characteristics of the population or the field to be studied carefully, factually, thoroughly, broadly and deeply³⁰. The population in this study were 172 students of the Journalism Study Programme of the Faculty of Da'wah and Communication Sciences of UIN Syarif Hidayatullah Jakarta in the academic year 2022/2023. Sampling uses purposive sampling technique, which relies on the researcher's own judgement when selecting members of the population to participate in the study³¹. Thus, the total sample in this study amounted to 34 people. The data collection technique uses an instrument in the form of a questionnaire with a four-category Likert scale, which is a measuring instrument used to

measure a person's attitudes, opinions and perceptions about social phenomena³². In this research, the social phenomenon is interest. Alternative answers used in the scale, namely Strongly Agree (SA) given a score of 4, Agree (A) given a score of 3, Disagree (D) given a score of 2 and Strongly Disagree (SD) given a score. For the second instrument using conducts interviews. Then, the data will be analysed using descriptive analysis techniques using frequency tables and percentages manually.

Results and Discussion

Interest is formed after information is obtained about the object accompanied by the involvement of feelings directed at the object of certain activities and shaped by the environment³³. For that reason, the students selected as samples in this study are students who participate in institutions within the University that are related to broadcasting or disseminating information and have a connection with the theory of da'wah journalism. In total, there are 4 institutions related to the theory and can be followed by Journalism Study Programme Students at UIN Syarif Hidayatullah Jakarta. First, there is the Dakwah and Communication Television Community Broadcasting Organisation (DNK TV). Second, there is the Dakwah and Communication Radio Community Broadcasting Organisation (RDK FM). Third, there is the Journo Liberta Student Press Organisation. And lastly, there is the Institute Student Press Institute.

However, of the four institutions, only the Institute Student Press Institute does not have a sample in this study. Due to the absence of respondents who participated in the

institution, so that no sample was obtained to take part in this research from that institution. Thus, the sample is divided into the remaining three institutions. The sample that participated in this study until the data processing stage was 32. Although it does not meet the sample quota, which is 34, this research can still be continued. Determining the sample, the appropriate sample size in research is between 30 and 500³⁴.

As for knowing the interest in da'wah journalism is obtained from distributing questionnaires with 4 items in 1 indicator, so that a total of 20 items that describe the interest of Journalism Study Program Students of UIN Syarif Hidayatullah Jakarta towards da'wah journalism. From the 32 sample data, the processed data is produced in the following table.

Tabel 1. Summary of data analysis by indicator

Interval	Indicator	n	N	%	Description
68-82%	Feelings of Pleasure	420	512	82,03	Very High
64-81%	Student Attraction	413	512	80,66	High
48-63%	Student Involvement	418	512	81,64	High
44%	Student Attention	414	512	80,86	High

Source: Data processing result.

Based on Table 1, the interest in da'wah journalism of Journalism Study Programme Students of UIN Syarif Hidayatullah Jakarta in the academic year 2022/2023, refers to 4 indicators, namely blablalbalbal . The interpretation of the results of data processing in the table above is divided into 4 categories, namely

Very High, High, Low and Very Low. The following is the discussion.

The first indicator is a Feeling of Pleasure. In this indicator, student interest in da'wah journalism is described as very high with a percentage of 82.03%. Feelings of pleasure towards da'wah journalism can be seen from students' desire to learn more about creating, writing, editing and disseminating news or information containing da'wah messages through mass media that are feasible, informative, quality and valuable to be broadcast to the wider community, by avoiding errors in news or information processing. So that is what triggers students to deepen da'wah journalism. Interest can also be said to be a desire or willingness which is a person's encouragement to do something or activity without coercion from outside himself³⁵. Supporting that, interest is also persistent desire to pay attention to or do something³⁶.

The second indicator is Student Attraction. In this indicator, student interest in da'wah journalism is described as high with a percentage of 80.66%. Students feel attracted in creating, writing, editing and disseminating news/information containing da'wah messages through mass media because they feel they lack knowledge about da'wah journalism so that their curiosity increases. Curiosity can stimulate and encourage students to be interested in learning activities that build knowledge³⁷. The truth of the news or information they will make is not only in accordance with journalism in general, but also with da'wah journalism. That way, their curiosity about da'wah journalism will not be in vain. Instead, it will strengthen the

validity of the news or information they make. In line with that, if there are courses that are in line with journalistic activities, then students who have an interest in becoming journalists will take the course³⁸.

The third indicator is Student Involvement. In this indicator, student interest in da'wah journalism is described as high with a percentage of 81.64%. The implementation of interest can be through statements that show a person prefers one thing over another through participation in an activity³⁹. In this research, the wide reach of mass media makes students doubt news or information that contains da'wah messages, especially regarding religious knowledge. Students see many phenomena in the mass media, where news or information is often found that is only the result of plagiarism from sources of unclear origin. This phenomenon was mentioned by Imam Syafi'i, as the father of Islamic sciences. He called the activity of spreading information that is not yet known to be true at least as an invisible lie⁴⁰. This phenomenon motivates students to participate in creating, writing, editing and disseminating news/information containing da'wah messages through the mass media. One way is to join institutions at the University related to broadcasting or disseminating information, which is certainly in line with da'wah journalism.

The last indicator is Student Attention. In this indicator, student interest in dakwah journalism is described as high with a percentage of 80.86%. Students feel, if they are in an Islamic college environment, getting any information or news presented, directly or indirectly,

whether they want to or not, will definitely have something to do with da'wah journalism. Personally, students pay attention to news or information containing da'wah messages from various forms of mass media as a way to be more up to date and can be a reference for their future writing products. In addition, his attention is done to find out the criteria for news or information that the wider community likes. However, not all pay attention to related information or news, because a lot of news or information is presented too convoluted.

From the results of this study, students of the Journalism Study Program at UIN Syarif Hidayatullah Jakarta in the 2022/2023 academic year have an interest in understanding da'wah journalism. The establishment of the Journalism Study Programme by UIN Syarif Hidayatullah not only educates students with basic journalistic theories and techniques in lecture sessions, but its speciality is the prophetic journalistic approach as a science that is still rarely offered in Journalism Study Programmes at other universities ⁴¹. Prophetic journalism can be interpreted as prophetic journalism, namely conducting all journalistic activities based on prophetic behaviour on the basis of love, peace and for the good of all mankind, *Rahmatan Lil Alamin* ⁴². The entire series of lectures, including the selection and preparation of courses, both material and practice are also carried out on the basis of this knowledge. The similarity between prophetic journalism and da'wah journalism is that it can be the main foundation for journalists to preach through the mass media. However, there is a

slight difference between prophetic journalism and da'wah journalism. Prophetic journalism carries out journalistic activities based on universal prophetic nature, while based on the challenges in this study, da'wah journalism is used for the benefit of Islam and its people. Namely, using da'wah journalism as an ideology for Muslim journalists to defend Islam and its people, especially its people in the millennial generation and Z generation in Indonesia who have a low level of religiosity. However, these differences have no influence on the role of Muslim journalists to provide information and news in the mass media in Indonesia. Because the difference only depends on the challenges that are adjusted in this study.

In addition to the learning activities that have been designed in the study programme, the University also provides a forum for students to foster their interest in da'wah journalism through special institutions related to broadcasting and disseminating news or information using mass media. There are four related institutions, namely the Dakwah and Communication Television Community Broadcasting Organisation (DNK TV). Second, there is the Dakwah and Communication Radio Community Broadcasting Organisation (RDK FM). Third, there is the Journo Liberta Student Press Organisation. And lastly, there is the Institute Student Press Institute. The four institutions not only act as a place to practice the knowledge that students have obtained in lecture activities, but the four also provide additional

learning tailored to the needs of their respective institutions. However, of the four institutions, only three institutions were obtained that could be sampled in this study. Although not all, still all three have a wide reach in the mass media. All three are known to have their own mass media, especially on websites and social media such as Instagram and YouTube, all of which can be accessed by the public throughout Indonesia. In particular, RDK FM also has its own broadcast wave, which is located at 107.9 FM with a radius of 2.5 kilometres from the radio wave transmitter tower located within the University. To reach out more widely, radio broadcasts can also be accessed through their website, and through the Radio Garden application which is easy to download on the App Store and Google Play applications.

With the results and discussion presented above, it can be concluded that the Journalism Study Programme Students of UIN Syarif Hidayatullah Jakarta have an interest in Da'wah Journalism. In addition to the use of the Prophetic Journalism scientific approach as the basis of lectures, interest in Da'wah Journalism is increasingly evident from the high desire of these students to attend specialised institutions related to broadcasting and disseminating news or information utilising mass media provided by the University.

Conclusions

In conclusion, students of the Journalism Study Programme at UIN Syarif Hidayatullah Jakarta have an interest in da'wah journalism. This

can be an answer to the challenges faced by Islamic mass media in Indonesia, both to competition with general mass media on a national scale, as well as to the application of the ideology of da'wah journalism for Muslim journalists. In addition to the lack of knowledge about da'wah journalism, students also pay attention to Islamic mass media that spread plagiarised information or news from sources of unclear origin. Therefore, it makes students want to participate in creating, writing, editing and disseminating news or information containing da'wah messages through mass media that are feasible, informative, quality and valuable to be broadcast to the wider community, especially for the Millennial generation and generation Z in Indonesia who have a low level of religiosity, which is done by following institutions related to dissemination and broadcasting provided by the University. The results of this study can be a reference for teaching staff in the field of journalism, especially for university-level lecturers to provide further understanding of da'wah journalism to students of journalism study programmes, especially for Islamic universities.

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