



Approached *da'wah* by radio

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Abstract

The development of radio media in line with the advancement of information technology. The development and advancement of the technology caused the radio position as a part of the communication medium to slowly shift, which was previously an important media after television. People tend to move to more practical and more sophisticated media, not just limited to audio media but also as visual media. Therefore, in order to keep the radio popular by the public, radio managers must follow the trend of current media communication and that is what Radio Voice of As'adiyah does so that it can still exist and be loved by society until now. Radio as an information medium has been utilized by the Pesantren As'adiyah since 1968. This research aims to analyze the effectiveness of preaching of the *da'wah* through Radio, a study of Radio Suara As'adiyah to get an overview of the objective effectiveness of the religious information presented. Propose to improve the process of preaching of the *da'wah* through radio. This research uses a qualitative approach. Qualitative methods are used in this research as the problems investigated are complex, dynamic and meaningful. The effectiveness of *da'wah* presentation lies in the distributors' knowledge, credibility of the scholars and the source of the resource, the contents of the material conveyed. Radio Suara As'adiyah has an announcer who understands the knowledge in guiding the event. Nara resources are chosen based on the scientific and exemplary character of the community Bugis called *Gurutta*. Further findings that *da'wah* material delivered is based on the classic book.

Keywords: *Radio As'adiyah*, media information, effectiveness of *da'wah* delivery, media *da'wah*

Introduction

The existence of radio makes communication faster to listeners at a lower cost. The advantages of radio with simplicity of the form are portability and high ability to reach audiences who are doing other activities, such as driving a car, while resting, even while enjoying other mass media. A car now feels incomplete without plugging in the radio. In fact, someone who is hiding behind blankets after dawn prayers can feel the warmth of spiritual food through the little radio placed at the end of his ear.

Effendi (1991; 34) It explains that radio can reach simultaneously at many times at the same time and has serious consequences on politics, society, economy, culture, education and military. Although there are countries using radio for propaganda. But at the beginning of its appearance it serves to provide education and entertainment to the audience.

L. John Martin as in (Effendi, 1991; 35) has reviewed 26 definitions of propaganda by scholars in books and scientific publications. It states that there is an agreement that propaganda is the art of influencing, mobilizing, controlling, developing, persuading or ensuring acceptance of views, attitudes, activities or behavior.

Similarly with *da'wah*, it has aspects that influence, controlling the attitude desired by *da'wah*. But between propaganda and *da'wah* has a fundamental difference. Propaganda is while preaching *da'wah* (only invite), while the implementation is up to society (*mad'u*). The Word of God in the QS. al- Nahl (16): 125.

Radio as a medium of information has been utilized by the Asriadi Boarding School in Wajo Regency of South Sulawesi. The education system in pesantren is a non-formal education system and formal education system. The non-formal education system is implemented in the form of pesantren studies. Pesantren As'adiyah was first pioneered and founded by KH. Muhammad As'ad (Bugis scholar who was born and studied in Makkah) in 1928. This scholar is the pioneer of moderate traditional Islamic movements in South Sulawesi. KH. Muhammad As'ad is a good friend of KH. Hasyim Asy'ari (Founder of Nahdlatul Ulama) when they studied in Makkah. Therefore, the way of thinking is similar to Nahdlatul Ulama, Ahlussunnah wal Jamaah.

Problem statement

The emergence of a wide selection of print media, audio and audio visuals that were easily obtained were unable to change the mindset of some of the people who were still fanatically listening to broadcasts from Radio Suara As'adiyah. Programs and events that have *da'wah* values until now are still in the air and are in the interest of the surrounding communities. So there are some interesting questions to study. Among them is how the form of programs broadcast so as to cause fanaticism among the people following it. What are the factors that cause people to keep listening. Whether the effectiveness has reached the desired goal. What causes the effectiveness does not reach the desired goal. Whether the contents of the program are still in line with what the audience wants.

Research objectives

This study is generally aimed at:

1. Identifying the formats of the Radio Suara As'adiyah preaching program.
2. Knowing the factors that encourage the fanatical community to listen to Radio Suara As'adiyah.

Literature review

Radio began to be developed by Marconi who demonstrated at the New Year's celebration of 1901. Radio has been well-utilized in 1920 and has now become a unique social instrument. (Arifin 1984, 27)

The emergence of radio into mass media has been touted as "fifth power" after the press was regarded as "the fifth estate" and three other executive, legislative and judicial institutions, each as first power, second and third. Until now, if a power struggle in a country, among some mass media, the first in the line is the radio station. (Onong Uchjana Effendy, 2000: 107)^[56]

Radio is very important to be a da'wah medium, in order to reach (audiences *mad'u* more quantities), because the radio as well as other media as described above (*the fifth estate*) has many advantages. At least there are three factors (advantages) that support to make radio medium of preaching: Radio not know the distance and obstacle and have attraction. (Onong Uchjana Effendy, 1991: 102-109)^[56].

Research methodology

This assessment uses a qualitative approach. Qualitative approaches enable researchers to adhere to the principles of quantitative paradigms as detailed in Lincoln and Guba (Alwasilah, 2008). So the design of the study starts from problem formulation, data collection, data processing to the preparation of the findings of the findings, not using quantitative or statistical calculations as usual in quantitative methods. Components in qualitative methods include: the reasons for qualitative use, the place or the location of the investigation, the research instrument, the informant and the source of the research data, the data collection techniques, the data validation test data plan (Sugiyono, 2010: 145)^[52].

Data analysis & discussion

Speaker sound radio personality as'adiyah

One who was instrumental in the success of a radio medium remains until the preferred and acceptable to the community is the announcer and speaker. An announcer who will be directing the event that has been prepared by a creative group to broadcast to the listener.

Announcer radio suara as'adiyah

Radio Suara As'adiyah (RSA) announcement is currently considered to meet the criteria described above and remains loyal to this day: M. Nurin Mangewa, Ramli Alimuddin, Jamaluddin, Zainal Abidin Marazinta, Drs. M. Jera Hadi, Elvis DM, SE. The presenter's personality in the RSA environment is decent and has a strong knowledge base in presenting news and information, so that it is well received by the community.

Speaker / Da'i

In addition to the Announcer able to make listeners feel at home with RSA broadcasts, so it is important that the role is the source of the resource. The appointment of RSA resource persons was selected based on the knowledge they have and all come from teachers or Asriadi Islamic Boarders. Not all teachers / ustad or *Da'i* get the opportunity to bring da'wah and study through RSA because they have to fulfill certain requirements and criteria. The *Da'i* who were selected and obtained the permission or the blessing of the Headmaster of As'adiyah Islamic Boarding School to conduct their studies at RSA were among *Bugis* scholars based on their scientific capacity on Islam.

Content radio suara as'adiyah

Material is a message (*message*) brought by the subject of (*da'iDa'i*) to be conveyed to the da'wah (*Mad'uobject*). The usual da'wah material is also referred to as da'wah ideology, is the teachings of Islam itself that are derived from the Quran and al-Sunnah.

The material of da'wah and the teachings taught by *Anregurutta* through Radio Suara As'adiyah Sengkang is *Tafsir Jalalain, Riyadush Sholihin, Bulugul Maram*, Shohih Bukhori, Syarhul Hikam, Tanwirul Qulub, Mau'idzatul Mu'minin, Sunan Abu Daud, Irsyadul Ibad, Fathul Mu'in and Muhadzdzab.

Objects of da'wah (Mad'u)

The main work of the Wajo Regency community is mainly farmers, market traders and fishermen. The farmer's habit when pity brings a radio carrier to rice field, traders bring to market and fishermen carry radio in his boat. The purpose is besides as a reminder of prayer time as well as entertainment and da'wah facilities from Radio As'adiyah, this has become a hereditary tradition until now. However, due to the advancement of information technology partially no longer carrying radio stations but listening to radio via smartphone. The Wajo Regency community, the majority of farmers, merchants and fishermen as ordinary da'wah or beneficiaries is also referred to as audiences, audiences, readers, listeners, audiences, *audiences*, *decoders* or communicators.

Summary and conclusion

Broadcasting form radio suara as'adiyah

Program delivery and missionary boarding school As'adiyah Young performed *live* (live) by reviewing some of *the yellow book/books* of classical jurists who featured as reference.

Almost all study materials and broadcasts are delivered using everyday languages of Bugis that are used by the community, so that the moral messages delivered are well understood by the community.

In the tradition of the Bugis people, the study of such a book is called "*manngaji tudang*" (studying religion in a cross-legged position).

This kind of study is one of the da'wah forms performed by scholars in Sengkang and is still ongoing until now, which is broadcast live through Radio Suara As'adiyah.

Factors that encourage fanatic society against the program da'wah radio suara as'adiyah

There are three major factors that influence the Suara As'adiyah Radio to this day. *The first* figure of the announcer has the quality and ability to greet the listener. *Secondly*, the *Da'i* (scholar) who broadcast materials *live* delivered on Radio Suara As'adiyah Sengkang was *anregurutta* charismatic in the area of Sengkang. The scholar who is in his knowledge but always *tawadhu*, his morals and behavior that every day becomes idol society. *Third*, content (content) broadcast submitted. The materials conveyed are dominated by Islamic knowledge, the advice that suits the everyday life of the community.

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