SOCIAL SCIENCE AND EDUCATION | RESEARCH ARTICLE

The Role of Al-khairaat Media as a Channel Communication of Da'wah in Palu City

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Abstract: This article aims to find out how the existence of alkhairat media and its role as a da'wah communication channel in the city of Palu. This study used qualitative research methods. The type of data to be collected in this study consists of primary data and secondary data. The primary data in this study were in the form of words or verbal utterances and the behavior of the subject or research informant related to the Alkhairat Media in the city of Palu. The primary data of this study were sourced from informants who were directly related and knew clearly about the problems studied, namely the editors of the Media Alkhairat daily newspaper, Palu City and stakeholders in the city of Palu. While secondary data is data sourced from documents in the form of notes, reports and other forms of documents. Data collection techniques in this study using observation and interview techniques. data analysis techniques using data reduction techniques, data presentation and data verification. The results of this study indicate that the existence of alkhairaat media as a propaganda channel in the city of Palu has the main characteristics, namely; Editorial guide policy Prioritizing local content enriched with regional content, national content, international content, Da'wah content that is more inclusive, tolerant, washatiyah and moderate, has a vision for alkhairaatan as a means of education and empowerment of the community and has a semi-Republican style, meaning mainstream content, but cannot be separated from the corridor of Islamic values. The role of Media Alkhairaat as a propaganda channel in the city of Palu is as a communicator, motivator, reference source and public education.

Keywords: Media Alkhairaat, Da'wah Communication.

1. INTRODUCTION

In millennials, preaching is no longer something complicated and difficult to do. On the contrary, preaching has become very easy and can be done when and wherever we are who are calling, inviting or calling people to believe and obey Allah SWT. Da'wah activities are oriented towards the personal and collective transformation of the people in a better direction and minimize hypocrisy. The ideal of da'wah is faced with the reality of people's lives that lead to aspects of pragmatism amid the proliferation of pop culture and tend to ignore religion. This is inseparable from the contribution of the media on the negative side is able to influence to change the mindset to the paradoxical behavior of society with cultural and religious values. Da'wah activities become an inevitability by making innovations in maintaining the existence of religion in a sustainable manner. In this case, Islam as *a religion of da'wah (missionary religion)* makes this activity as an adhesive for the preservation of Islamic values. The process of transmitting da'wah messages from a dai to a *mad'u* audience who is targeted by da'wah, of course in the frame of amar ma'ruf nahi mungkar (calling for kindness and preventing hypocrisy). In this context, the phenomenon must be able to with communicable media channels that carry the message of da'wah message. It is aligned with the noble purpose of da'wah

activities is to guide a person towards personal transformation through the improvement of behavior built from proper religious understanding.

In conducting da'wah communication, everyone (especially dais, preachers or missionaries) can do it at any time, although not on the pulpit or speaking in front of the assembly or worshipers but preaching today can already use the media (both print and electronic media and online media). The use of print and online media in communicating da'wah or preaching is one of the effective means in achieving da'wah goals, especially in urban communities. It seems clear, in big cities (especially in Indonesia) make print media as part of the medium of da'wah. There are several researches and studies on the role of the media as a medium channel of da'wah has been carried out, including by Pajrun Kamil published by the *journal da'wah and communiques of the Association of Higher Education communication sciences (ASPIKOM)* with the title The Role of Da'wah Through Print Media For the Development of Islamic Society *(Study of the Role of Hidayatullah Lampung Voice Magazine)* , in accordance with the title of this article gives an idea of how the role of Hidayatullah's voice magazine as a communicator is to communicate or socialize related to Islamic Community Development programs, as a motivator, namely also providing motiviasi to da"i who are in various remote areas, as facilitators in the process of developing Islamic society. In addition, the supporting factors of Hidayatullah's voice magazine in the development of Islamic society are the network of militant cadres throughout Indonesia and have loyal readers. While the inhibiting factors are the lack of funds to develop productive businesses and the lack of professional human resources (SDI).[1]

As for the research related to the al-khairat da'wah movement specifically has been widely researched by several researchers, among others; 1) Akmal salim Ruhana with an article entitled Da'wah Movement in Palu City this research discusses various fields of da'wah alkhairat activities, one of which is in the field of media as an information channel by establishing the daily newspaper "Alkhairat Media" and two private radio stations (Radio Alkhairaat) in Manado and Palu and in preparation in Gorontalo. [2] 2) Mokh. Ulil Hidayat as for the title of the article, namely the Role of Alkhairaat in the Development of Da'wah in Tojo Una-Una Regency in the conclusion of this study found that the role of alkhairat in the development of da'wah can be distributed is still bi al-oral da'wah (verbal / lecture). 3) Milan Nur, The Development of Alkhairat Da'wah in Palu City this research shows that the Main Founder of Alkhairaat, Sayyid Idrus bin Salim (SIS) Aldjufri received an honorary designation from the people of Palu Valley as the Old Teacher. This Arab cleric from Hadramaut places da'wah activities as social relations with various parties in the Palu Valley. In the span of eight decades, the development of Alkhairaat institutions has been able to reach da'wah areas in eastern Indonesia. Educational institutions that take place regularly, have been able to give birth to muballig-muballig who take part in various fields [34].

From various research articles, it reviewed the role of da'wah through print media in this case the voice magazine hidayatullah lampung as a medium in the development of Islamic society in particular in the city of Lampung. While 3 of them provide an overview of the alkhairat da'wah movement but these studies are still very general only describing the role of Alkhairaat in the development of da'wah. While this research examines in depth the role of alkhairat in the field of da'wah channels by using the media, by analyzing its media content and editorial management from publication to subsequent publications, target readers, reader response, and the development of al-khairat print media in the city of Palu, one of the media (print and online) which is an important part of the distribution of da'wah communication is Al-Khairat Media or MAL. The media established by the Alkhairat foundation has an important role in the history of the development of Islamic shi'ah in Kota Palu.

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[1] Pajrun Kamil, "The Role of Da'wah Through Print Media for the Development of Islamic Society (Study of the Role of Hidayatullah Lampung Voice Magazine)" Journal of Da'wah and Communication IAIN Bengkulu volume 3 no. 2 (2018). p. 177

[2] Akmal Salim Ruhana, "Da'wah Movement in Palu City" Harmony; Journal Multicultural & Multireligiutas. Puslitbang kemenag RI, Volume 11 no. 2 (2012). p. 85

[3] Mokh. Ulil Hidayat "The Role of Alkhairaat in the Development of Da'wah in Tojo Una-Una RegencyJournal of Al-mishbah IAIN PAlu Volume 12 no. 1 (2016) pp. 1-28

[4] Milan Nur, "Development of Alkhairat Da'wah in Palu City Journal of Al-mishbah IAIN Palu Volume 12 no. 1 (2016) pp. 29-42

2. Literature Review

Communication is an interaction that exists in society. Communication can be done directly or indirectly. Communication can be done quickly, with advances in technology at this time. Technological advances that help communication activities are developing communication tools such as smartphones and the internet. Communication's purpose is to get feedback from someone. In short, feedback is the transmission of feedback from the receiver to the sender. Models that emphasize feedback are those influenced by cybernetics. The communication process is divided into two stages, namely primary and secondary [5]: The primary communication process is the process of conveying one's thoughts and or feelings to others by using symbols as a medium. Symbols as primary media in the communication process are language, gestures, signs, pictures, colors, and so on which are directly able to "translate the thoughts and feelings of the communicator to the communicant". Wilbur Schram, a well-known communication expert, in his work.

"Communication Research in the United States", states that communication will be successful if the message conveyed by the communicator fits into the frame of reference, namely a combination of experience and understanding (collection of experiences of reference), which has been obtained by the communicant"

The secondary communication process is the process of delivering messages by one person to another by using a tool or means as a second medium after using a symbol as the first medium. A communicator uses a second medium in launching his communication because the communicant as a means is in a relatively distant place or in large numbers. Letters, telephone, telex, newspapers, magazines, radio, television, films, and many more are the second media that are often used in communication. Communication has four functions [6], namely: Information collection, storage, processing, dissemination of news, data, pictures, facts, and opinion messages and comments that are needed so that people can understand and react clearly to international conditions, the environment, and other people and so that can make decisions. Socialization Provision of knowledge resources that enable people to act and act as influential members of the community that causes them to be aware of their social functions so that they can be active in society. Motivation Explains each society's short-term and long-term goals, encourages people to make choices and desires, and encourages individual and group activities based on shared goals to be pursued. Debate and discussion Provide and exchange the necessary facts to enable agreement or resolve differences of opinion on public issues. Provide relevant evidence in the public interest so that people are more involved in matters involving joint activities at the international, national, and local levels. Education, The transfer of knowledge, encourages intellectual development, character development, and education in the skills and abilities needed in all areas of life. Promoting culture Dissemination of cultural and artistic products to preserve the past heritage and cultural development by expanding one's horizons, building imagination, and encouraging creativity and aesthetic needs. Entertainment Dissemination of signals, sound symbols, and images from drama, dance, art, literature, music, comedy, sports, games, etc., for recreational and group enjoyment and particular occasions. Integration Provides people, groups, and individuals with the opportunity to get the messages they need to get to know each other and understand and appreciate the conditions, views, and desires.

Mass communication is the process of creating shared meaning between mass media and their audiences. Mass communication in general convey messages to the public through the media. Media used in mass communication such as print media, electronic media, and media on line. All mass media tools have a positive and negative effect negative, depending on the point of view of the nature of the audience [7].

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5 Onong Uchjana Effendy(2007). Ilmu Komunikasi Teori dan Praktek. Bandung : PT Remaja Rosdakarya, p.11

6 Fiske, John.(2016). Pengantar Ilmu Komunikasi edisi 3 cetakan 4 .di terjemahkan Hapsari Winingtyas. Jakarta : Rajawali Press, p. 50

7 Baran . Stanley J. (2012) Pengantar Ilmu Komunikasi Massa Jilid 1 edisi 5 Melek Media dan Budaya .di terjemahkan oleh S. Rouli Manalu.Jakarta : Erlangga

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3. Research Method and Materials

This research uses qualitative research methods. The type of data to be collected in this study consists of primary data and secondary data. According to Lofland and Lofland that the primary data sources in qualitative research are words and actions, in addition to additional data such as documents and so on. The primary data in this study is in the form of words or spoken speech and the behavior of the subject or research informant related to the Alkhairat Media of Palu city. The primary data of this study was sourced from informants who were directly related and knew clearly about the problems studied, namely the [8]redaksi daily newspaper Alkhairat Media Palu City and *stakeholders* in the city of Palu. While secondary data is data sourced from documents in the form of records, reports and other forms of documents. The techniques of data collection in this study used *Observation and interview techniques.* Observation activities are collecting primary data in alkhairat media newspapers in the form of *news, special coverage* or articles or opinions related to da'wah communication. *Teknik Interview* In-depth interview activities on sources related to redactions that oversee da'wah, religious activities (Islam) and opinions that are da'wah communication. As for data analysis techniques by using *data* reduction techniques, data presentation and data verification.

4. Results and Discussion

4.1. The extensibility of Alkhairat Media as a channel of da'wah communication in Palu City

The purpose of established medial alkhairaat cannot be separated from the purpose of alkhairaat itself. Alkhairaat media is the only news portal in Central Sulawesi that is thick with religious coverage and discourse (Islam) complementing the actual information needed by the public. The policy of the guide to the implementation of *local content* is enriched with *regional content*, *national content, international content*, an economy that is divided into macroeconomics and Islamic economics.[9] Since its inception in 1971 until now, Alkhairaat Media declares itself to exist as a channel of da'wah information born from the womb of a large Islamic organization in eastern Indonesia called Alkhairaat College, whose work begins with publications in print media. Along with the development of the times metamorphosed into online media. Alkhairat media as the only channel of da'wah in central Sulawesi, especially in the city of Palu, remains consistent in spreading enlightenment in the community, this departs from its tagline of spreading kindness. This media is considered capable in spreading the mission of da'wah because of its position in the clerical environment:

> It just so happens that we are in the circle of scholars, so indeed to convey the messages of da'wah can be fairly younger. So events or phenomena occur in the community we always try to compensate by communicating to the scholars of Al khairaat Like what to respond from the religious side such as the events of 2018 ago such as natural disasters, when it developed many issues about speculation in the community related to issues such as the cause of the earthquake, we always offset by asking directly to the ustad-ustad in al-khairaat, What exactly is this disaster from the lens of Islam and indeed in essence for the channels of da'wah that we can convey to the community we can rather easily a little bit because we are close to people we can say who understand more religion.[10]

The use of alkhairaat Media as a channel of da'wah is certainly a reference for da'wah knowledge in the community in responding to various phenomena occurring. This is as the result of the interview of the Head of alkhairaat media:

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[8] John Lofland and Lyn H. Lofland, Analyzing Social Setting: A Guide to Qualitative Observation and Analysis (California: Wadsworth Publishing Company, 1984), p. 74

9 Interview with Media Editor Al-khairaat

10 Interview with Media Editor Al-khairaat

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First, we respond more to the phenomenon in society by associating it with the opinions of the ustads and trying to get the message of da'wah can be conveyed by utilizing social media to spread content that has been contained in the media Alkhairaat Alhamdulillah community response to read there is an increase.[11]

Based on the results of the interview, it can be attributed that alkhairaat media in responding to phenomena that occur in the social environment of society by asking for the opinions of ustads and scholars, then opinions containing enlightenment content in the community are spread through writings and news packaged in a special rubric, namely the *Rubric assalamualikum.* which gives advice or enlightenment from scholars or scholars who are loaded on the front page (print time) online (front porch). This is in line with the view according to Asep Muhidin, da'wah is an effort to invite or call on mankind to be in the path of Allah (Islamic system) in accordance with his fitness and spirituality integrally, either through oral and written activities or activities of reason and deeds, as an effort to embodicate the values of goodness and universal spiritual truth in accordance with the basis of Islam.[12] Each media must have its own characteristics as a distingsi or differentiator with other media, so da'wah media for example there are those who tend to have more exclusive characteristics and some are very liberal. Alkhairaat media has a main identity that distinguishes it from other da'wah media. This is according to the interview of Alkhairat Media Manager:

> As the alkhairaat media tagline is "inspiration of goodness", meaning that alkhairaat media cannot be released Islamic values as a medium that is both Islamic and mainstream does not run from the corridors of Islam, perhaps what distinguishes us from other media is that many actually da'wah media that contentally may be more exclusive with presentations that are actually not more news to articles or news opinions of scholars who may be a little in the background. "It is a bit radical, in us even if it exists, but it cannot be denied that in alkhairaat there are also thoughts that can be said to be harsh but we still accommodate but in the majority more inclusive or moderate. So we have indeed become the space, mediating between the two, with other words that was Wasathiyah is in the middle among Muslims or commonly indented with the term moderate Islam.[13]

The interview results indicated that alkhairaat media in presenting da'wah content emphasizes more on moderate and inclusive Islam, as well as positioning itself as a mediator (washatyatiah) between hardline Islamic groups or commonly called radical or exclusive with very liberal Islamic groups. This shows the content of information contained in alkhairaat media opens up the space of various discourses so that it is more dynamic to open a wide knowledge chakra for its readers. Among exclusives for example, sometimes there are those who do not accept alkhairaat media offerings, for example, presentations related to the signs of Habib Sagaf Khusnul Khotimah, maybe for other media do not accept it. But in the presentation of alkhairaat media this is one of the obligations to be conveyed, because it is part of the corridor of kealkhairaatan.[14] As the only da'wah media in central Sulawesi alkhairaat media has a characteristic that distinguishes alkhairaat media from national media either patterned da'wah or common is alkhairaat media more *semi-Republika pattern,* meaning that although alkhairaat media contains more mainstream news / information, but in mainstrem content does not run from the koredor of Islamic values because that is the identity of alkhairaat media. This is in line with the tagline of kindness inspiration. So indeed, in terms of mainstream news content should also not run away from the Islamic Corridor, lest obscene news for example enter the media Al Khairaat because it comes out of its Credibility.[15] Alkhairaat media in its development consistently presents da'wah information on da'wah targets in the palu city community. Taking into account the

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11 Interview with editor-in-chief

12 Asep Muhyiddin. Da'wah Development Method. Bandung: Pustaka Setia, 2002, p.19

13 Interview with editor-in-chief

14 Interview with editor-in-chief

15 Interview with editor-in-chief

targets of da′wah and the advancement of technology whether it has sufficiently met the needs of da′wah information in accordance with the understanding of da′wah targets or da′wah targets in the community, especially the city of Palu. Here are the interview results with the editor-in-chief.

> "If it is said to be sufficient, we ourselves feel that it is still not enough besides our resources are not too much for it. But the name of religious science yes, must be deepened continue to be explored continuously, yes if we present this to people yes not satisfied especially in the portion of online media is actually not Like a book Indeed people can get everything there but if the online media because of the nature of society today is more practical and if you want to read on HP do not want to be long so if it is said enough Our presentation is not possible enough for it Because there are so many actually da′wah messages only We are also limited by the reading culture of society is still lacking.[16]

The results of the interview revealed that the message of da′wah must always be consistently channeled to the target of da′wah, although in the aspect of fulfilling the satisfaction of public da′wah information through online media, of course, they are not satisfied because what is presented in online media is only an important point. In addition, there are its own obstacles related to the effectiveness of da′wah content for the community, this is because the reading culture of the community is still minimal. The information signals that alkhairaat media sees the real phenomenon of society and looks for new methods that are more interesting and appropriate to do in da′wah activities, namely metamorphosing into online media as the trend in the current digitalization era. This is in line with the opinion of Ahmad Watik Pratiknya stating that da′wah must be formatted to be able to face the challenges of the times. This means that da′wah is not only used to rehabilitate the impact of arrogance due to the development of the times but can also be used as a determinant in controlling the development of the times. There are five characteristics and essences of the development of the times or globalization that must be considered in the implementation of da′wah, namely: the occurrence of an intensive and extensive process of value transfer, the occurrence of massive technology transfer with various consequences, the occurrence of high and dense mobility and activities of mankind, the occurrence of contemporary global cultural tendencies, namely materialistic, hedonistic, and denial of religious values, there is a crisis of transparency for the nation because the figures lack trust.[17] Based on the description, it can be concluded that the existence of alkhairaat media as a channel of da′wah in the city of Palu has the following main characteristics:

a. Ease guide policy Prioritizes *local content* enriched with *regional content, national content, international content*
b. More inclusive, tolerant, washatiyah and moderate da′wah content.
c. Have a vision of kealkhairaatan as a means of education and empowerment of the community.
d. Patterned *semi Republika, meaning* in the content of mainstrem, but can not be separated from koredor islamic values.

4.2. The role of Alkhairat Media as a channel of da'wah communication in Palu City

a. Alkhairaat Media as communicator

One of the roles of the mass media is as a communicator that communicates or informs every actual event that occurs. Related to this alkahirat media plays a role in communicating / socializing people's aspirations to the government. for example, it contains information about disaster victims who have not received proper assistance by the government, therefore alkhairaat media is on the side of the community both reporting its protests and initiating the issue to the city and provincial

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16 Interview with editor-in-chief

17 Ahmad Watik Pratiknya. "Religious Education in Public Universities", Jakarta: Logos Wacana Ilmu, 2012. pp. 13

governments. In addition, the media alkhairat senatiasa provides information and inspiration for goodness through Tazkiyah rubrics in which there are *rubrics of sharia, muallaf* and *tarbiyah*. The rubrics are a condition of understanding, deepening information related to Islamic values related to understanding faith, sharia, and muamalah one of them is education. alkhairat college activities both specifically in the city of Palu and outside the city of Palu. This is relevant to [18] Mira Fauziyah's opinion, that da'wah media can be used as a tool or means used to preach (Communicator) with the aim of facilitating the delivery of da'wah messages to the mad'u [19]

b.   Media alkhairaat as Motivator

The process of delivering da'wah messages delivered by dais will be more effective if the means or media are right for the needs of honey or the audience. A da'i in carrying out da'wah tasks sometimes has anxiety and even willing with sometimes unfavorable conditions, so a da''i also needs motivators as an effort to dismiss pessimistic feelings in carrying out his activities as da''i. In this case, alkhairaat media is very effective as a motivator by the da'i in carrying out the mandate in providing enlightenment for the people of Palu city. In addition to acting as a tool of friendship or communicator, it also plays a role in motivating the da'I by reading alkhairaat media as if we are imagining in a scientific council with scholars. Ustadz and academic scholars. This shows how the role of this alkhairaat media also pumps the spirit of the da'i in carrying out mandates in various regions. Spiritual injection must always be present in the sanubari of da'wah activists, because of the limited funds and time so that for the da''i who serve in remote areas it is very difficult to get da'wah materials.[20]

c.   Alkhairaat media as a reference and public education.

The presentation of alkhairaat media news touches all levels and circles of society because the news is not only centered on news or islamic da'wah content, but also integrates Islamic news into the mainstream or general rubric. As for the thick matter of Islam, namely thick to the afterlife is contained in the rubric Abnahul alkhairaat, here informs the school / madrasah, pb Alkhairaat activities and activities such as dhikr carried out in the mayor, still included in the general rubric so that it begins to be integrated so as not to appear to distinguish that Islamic and public news. So, non-Muslims open alkhairaat media, they see the Rubric of Islam first before opening the general news / information, so they are accused by themselves of our intentions that have been online. In addition, alkhairaat media forges more extensive information about cultural politics, education and is widely recognized by the public[21]. Although alkhairaat media is more identically Islamic, but uniquely it preaches a lot of general news so that we are also open to readers who are Christian and given the opportunity if there are their writings that want to be published in alkhairaat media, so alkhairaat media as a reference for the wider community.

5. Conclusion

Based on the results and discussions, the following conclusions can be drawn: The existence of alkhairaat media as a channel of da'wah in the city of Palu has the main characteristics, namely; The policy of guidance for the welfare of Prioritizing local content enriched with regional content, national content, international content, Da'wah content that is more inclusive, tolerant, washatiyah and moderate, has a vision to alkhairaatan as a means of education and empowerment of the community and semi-Republican pattern, meaning in mainstrem content, but not separated from the koredor of Islamic values. Alkhairaat media is very instrumental to develop the community in its

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18 Interview results with ahdar (Alkhairaat media reader).
19 Moh Ali Aziz. The Science of Da'wah. Jakarta: Kencana, 2012. p. 403-404
20 Interview Results with Lukman Thahir (Chairman of NU Central Sulawesi)
21 Interview Results with Noval Bahmid (Palu City Society)

capacity as: communicator, motivator, reference source and public education. Communicators are communicating / socializing community development programs at large. In general, the role of the media is to form a common understanding in one problem. Motivator is to provide motivation to preachers and objects of da'wah in various areas of palu city. Reference and public education in an effort to develop a more inclusive tolerant and moderate community reference, as a means of education on the object of da'wah.

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