

Preaching Strategy of KH. Abdul Rasyid Abdullah Syafi'ie on Alaikassalam Jakarta Radio

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KEYWORDS

Strategy, Dakwa, b. Abdul Rashid Abdullah Safi'ye, Radio, Radio Alaikasalam, Jakarta.

ABSTRACT

KH. Abdul Rasyid Abdullah Syafi'ie was a preacher and one of the great scholars who became a role model for the Betawi community. KH. Abdul Rasyid Abdullah Syafi'ie was the son of one of the great Betawi scholars, KH. Abdullah Shafi'ie. As a preacher of KH. Abdul Rasyid Abdullah Syafi'ie invited all people to practice Islamic law through various media, one of which was using radio media Alaikassalam Jakarta. The purpose of this study is to find out the strategy of Da'wah KH. Abdul Rasyid Abdullah Syafi'ie via Radio Alaikassalam Jakarta. This research was conducted using qualitative methods and descriptive data analysis methods. This method serves as a procedure for tracing the problem under study by describing the subject and object of research based on facts in the field. Then, the data collection techniques used are observation, interviews, and documentation. Based on the results of the study, the da'wah strategy used by KH. Abdullah Syafi'ie held an Islamic nuanced event on Radio Alaikassalam Jakarta and broadcast live the ta'lim assembly activities held at Al-Barkah mosque, Tebet, South Jakarta.

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1. Introduction

Radio can be interpreted as a whole system of sound waves emitted from a station and can be received by planes at home, in cars, on ships, and so on (Pinontoan, 2024); (Morissan, 2018). In addition, radio is one form of mass media that is widely used by the public to access information (Maharani, Lestaluhu, & Alfredo, 2022). Radio is one type of one-way mass media whose role is to convey messages (news, information, and entertainment) to the public with a wide reach (Kustiawan, Sawitri, Alfina, Andrehadi, & Afrianyah, 2022). Radio has undergone a long development process before becoming the mass communication medium it is today (Zid'i Ramadhan, 2020). Thanks to the perseverance of three scholars, including a natural science theorist named James Maxwell managed to find a formula that allegedly can realize electromagnetic waves, namely waves used for radio and television waves (1865) (Efendi, Batubara, & Hamzah, 2023). This research was carried out to know what are the da'wah strategies used by KH. Abdul Rasyid Abdullah Syafi'ie on Radio Alaikassalam

Jakarta, and knew how the da'wah strategy was used by KH. Abdul Rasyid Abdullah Syafi'ie on Radio Alaikassalam Jakarta (Ananda, 2017).

Da'wah is essentially an attempt to influence someone to act and behave (Nurfaizah, 2021). Through both, it is expected to change personalities both individually and 8 people through certain strategies (Acep Aripudin, 2007); (Saputra, 2011). In da'wah many methods can be chosen, because da'wah does not only take place on the pulpit, meaning that the da'i lectures in front of the audience while the audience only listens, but many ways can be taken including through the media, namely through a work (Ramdhani, 2018); (A. Ilyas Ismail, 2018); (Ilyas Ismail & Hotman, 2013).

Some studies similar to this research include a student thesis of the Faculty of Da'wah and Communication Sciences, Syarif Hidayatullah State Islamic University Jakarta in 2014 written by Fitriah (2014) with the title "Communication Strategy of Da'wah Radio 95.5 RAS FM Jakarta on the Afternoon Light Program of Pesantren On Air" which discusses how the communication strategy of da'wah Radio 95.5 RAS FM Jakarta on the Afternoon Light Program of Pesantren On Air. The difference, between these 2 theses, lies in the object of research. As mentioned, the object of research in this thesis is KH's da'wah strategy. Abdul Rasyid Abdullah Syafi'ie, while in the thesis written by Siska Fitriah, discussed the da'wah communication strategy of Radio 95.5 RAS FM Jakarta. Then, a student thesis of the Faculty of Da'wah and Communication Sciences, Alauddin State Islamic University Makassar in 2017 written by Hidayat (2017) with the title "Siar Radio Da'wah Strategy of the Faculty of Da'wah and Communication in Improving the Quality of Religious Broadcasts". The difference with this study lies in the object of research, where the author will examine the da'wah strategy of KH Abdul Rasyid Abdullah Syafi'ie on Radio Alaikassalam Jakarta"

The purpose of this study is to find out the strategy of Da'wah KH. Abdul Rasyid Abdullah Syafi'ie via Radio Alaikassalam Jakarta. This study aims to analyze the da'wah strategy used by KH. Abdul Rasyid Abdullah Syafi'ie through Radio Alaikassalam Jakarta and to understand the approaches and methods used to convey da'wah messages to the public through radio media. This study also aims to understand the extent of the effectiveness of the da'wah strategy used by KH. Abdul Rasyid Abdullah Syafi'ie on Radio Alaikassalam Jakarta. This will help in evaluating the success of the da'wah messages delivered and their impact on the audience. The benefits of this research are expected to contribute to the da'wah literature by providing a deeper understanding of the da'wah strategies used by scholars through radio media. This can be a reference for researchers and da'wah practitioners in designing and implementing da'wah programs through mass media and can help in improving the quality of da'wah delivered through radio media. This can help in increasing the attractiveness and influence of da'wah messages on the audience, and this research can also provide insight into the development of da'wah media, especially in the context of using radio as a da'wah medium. By understanding effective strategies, da'wah media managers can optimize the use of radio media to convey da'wah messages more effectively and efficiently.

2. Materials and Methods

In this study, the author's focus is on the da'wah strategy used by KH. Abdul Rasyid Abdullah Syafi'ie on Radio Alaikassalam Jakarta. So, this study will discuss what, and how the strategies used by KH. Abdul Rasyid Abdullah Syafi'ie in da'wah through Radio Alaikassalam Jakarta. This research uses qualitative methods, where this method is known as descriptive research to describe problems with theory, and their relationship with research. This method is considered the most appropriate in

studying social issues and behavior in the community because this method is carried out by observing how things are in the field based on the experience of researchers, and resource persons.

In this study, the paradigm used is an integrative paradigm, where this paradigm departs from efforts to find explanations about social or cultural events based on people's perspectives and experiences that are researched and adopted from a practical orientation. This paradigm sees facts as something unique and has a special context and meaning as the essence of understanding social meaning. Interpretives see facts as fluid (not rigid) inherent in a system of meaning in an interpretive approach.

The subject of this study was Radio 95.5 Radio Alaikassalam Jakarta. While the object of this research is the KH Da'wah Strategy. Abdul Rasyid Abdullah Syafi'ie on Radio Alaikassalam Jakarta. Data collection techniques are techniques used in collecting data related to problems in the research to be discussed. The technique that will be used to collect data in this study is observation. Observation or observation is a data collection technique carried out through observation, accompanied by recording the state or behavior of the target object. Data analysis in this study by collecting related data, obtained from the field then analyzed and processed based on the type of data collected, using descriptive analysis methods, namely data analysis techniques where the author first describes all data obtained from observations and then analyzes them based on written sources (Muslim, 2018).

3. Result and Discussion

As for the strategy of da'wah KH. Abdul Rasyid Abdullah Syafi'ie on Radio Alaikassalam Jakarta is as follows:

Holding Islamic nuanced programs at Radio Alaikassalam Jakarta.

The programs on Radio Alaikassalam Jakarta are made with Islamic nuances but do not forget the entertainment and information for the listeners. like the Shubuh Package program which airs every 04:00 WIB to 05:30 WIB, this show contains tausiyah recordings delivered by Alm. KH. Abdullah Shafi'ie. Followed by the Cahaya hati program, which airs every 05:30 WIB until 06:00 WIB. Then, from 06:00 to 08:00 WIB, there is a Salam Pagi program that conveys updated information to listeners. Followed by the Muhasabah Hati program which airs from 08:00 WIB to 09:00 WIB. This event has an Islamic theme, discussing things that soothe the heart and mind. Then the Salam Pagi Kembali event continued from 09:00 WIB to 10:00 WIB. Then there are inspiring stories for listeners on Hikmah Sahabat which airs until noon WIB. The event continued with Zone 1215, which aired from noon WIB to 15:00 WIB. At the 12:15 Zone event, listeners will be presented with light information, and can also request their favorite songs to be played on RAS FM. In the afternoon, listeners will be given updated information only on the Salam Sore Program which airs from 15:00 WIB to 17:00. Then continue with the Cahaya Sore event, which contains tausiyah and religious lectures delivered by KH. Abdullah Shafi'ie, and KH. Abdul Rashid Abdullah Shafi'ie. Followed by Almaghribi which contains religious tausiyah (Cult and lectures after maghrib). Then at 19:00 WIB the Taklim Angkasa program, which was filled by speakers invited to the Radio Alaikassalam studio, aired until 20:00. Then from 20:00 to 21:00, the Tadarus Bi Talifun event, which invites listeners to meditate and learn to recite the Quran via telephone. Then from 21:00 to 24:00, the evening greeting program airs to accompany listeners' breaks with pop hits, and Islamic pop songs, as well as light information.

Broadcast the activities of the table assembly at Masjid Al Barakah As-Shafi'iyah.

Radio Alaikassalam Jakarta also broadcast live the activities of the ta'lim assembly at the Al Barkah As-Syafi'iyah Mosque, Tebet, South Jakarta. The activities of the ta'lim assembly broadcast by Radio Alaikassalam are the activities of the Thursday Morning Ta'lim Ummahat assembly, which is filled and organized by mothers. This event is broadcast from 06:00 WIB to 09:00 WIB every Thursday. In addition to the activities of the Ummahat Ta'lim Council on Thursday Morning, which was carried out by mothers, Radio Alaikassalam Jakarta also broadcast the activities of the Sunday Morning Ta'lim Council, which was carried out by the Fathers. This activity was broadcast from 06:00 WIB to 11:00 WIB. This is so that people everywhere can take part in the activities of the table assembly without having to come to Al-Barkah Mosque directly.

Discussion

The da'wah method is applied by KH. Abdul Rashid Abdullah Shafi'ie, using the method of wisdom, and in a polite manner. The goal, so that what is conveyed can be well received. However, if this strategy cannot be implemented, then debating it properly is the way to go. Of course, this strategy is very much following God's Word, but again, how the implementation of this word debate, raises many perceptions and opinions in it. How do we view it as humans, even more so as preachers in understanding the concept of debating in a good way? If viewed through the perspective of the da'wah strategy according to Al-Bayanuni above, then this strategy is inclined to the sentimental da'wah strategy (Al-Manhaj al-this) because KH. Abdul Rasyid tried to move Mad'u's heart by inserting a message of da'wah between the songs played on Alaikassalam radio Jakarta, in the hope of being able to stir the hearts of his listeners to draw closer to Allah. Of course, this strategy is very powerful, but it must be done carefully. This is so that unwanted things can be avoided and we can preach well. In addition, KH. Abdul Rasyid Abdullah Syafi'ie also had another strategy, namely preaching with noble morals. By the word of God:

وَإِنَّكَ لَعَلَىٰ خُلُقٍ عَظِيمٍ

Meaning: And verily ye are truly of great ethics.

This word of Allah is also reinforced by the hadith of the prophet SAW which means: From Anas (r) said the Prophet SAW said that the best man is moral. (Muttafaq 'Alaih). The strategy used by KH. Abdul Rashid Abdullah Shafi'ie, of course, is very very good, because in addition to being an implementation of the word of Allah, but also reflects as a good preacher. In addition, his da'wah strategy through Radio, especially through RAS FM, is very capable of penetrating all levels of society, both from the lower middle class to the upper middle class (Fathoni, 2017). In addition, the da'wah strategy of KH. Abdul Rasyid Abdullah Syafi'ie, through Radio Alaikassalam Jakarta, can touch the heartstrings of his listeners, through a program broadcast on this radio, then live broadcast of Salim assembly activities that are carried out faithfully This is certainly very effective, considering that currently Islamic da'wah can be said to be very monitored by several parties (Fathoni, 2017). In addition, the existence that can be maintained by Radio Alaikassalam Jakarta is one of the added values possessed by this radio (Raihan, 2019).

4. Conclusion

From the explanation above, it can be concluded that the da'wah strategy of KH. Abdul Rasyid Abdullah Syafi'ie on Radio Alaikassalam Jakarta is da'wah by presenting Islamic nuanced programs by not forgetting updated information for listeners. Such as the shubuh package event which contains tausiyah, Salam Pagi, and Salam Sore which contains updated information for listeners, to the Zona 1215 event where listeners can request their favorite songs to be played on Radio Alaikassalam Jakarta. He also broadcasts the activities of the Ta'lim Council held at Al-Barkah As-Syafi'iyah Mosque, Tebet, South Jakarta every Thursday and Sunday morning. This is so that people can take part in ta'lim assembly activities anywhere without having to come to Al-Barkah Mosque directly. Through this research, the author would like to convey suggestions that may be useful for Radio Alaikassalam Jakarta, its listeners, and readers, namely that the strategy of da'wah through Radio should continue to be further developed. This is so that radio can maintain its existence in the era of growing technology like today, should whatever has been done by KH. Abdul Rasyid Abdullah Syafi'ie's preaching can be used as a good way for the next generation so that his da'wah does not stop even though he has died, Radio Alaikassalam Jakarta should be able to develop the quality of its broadcasts so that the people of Jakarta as a whole can listen to the message of da'wah delivered clearly and clearly, It is hoped that all dear readers, to always emulate the teachings that have been conveyed by KH. Abdul Rashid Abdullah Syafi'ie, As explained regarding the strategy of da'wah KH. Abdul Rasyid Abdullah Syafi'ie in this journal, the author argues that the da'wah strategy of KH. Abdul Rashid Abdullah Syafi'ie can be one of the good da'wah strategies to be carried out by the preachers.

5. References

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