

# The Preaching Psychology Approach In Handling Student Individualism

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## ARTICLE INFO

### Keywords:

Psychology Approach, Student Individualisme

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### Article history:

Received 2023-08-19

Revised 2024-05-12

Accepted 2024-06-14

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## ABSTRACT

The psychological approach to preaching is one approach that can be used among teenagers. For this reason, this research aims to use a preaching psychology approach in dealing with the problem of student individualism as a result of developments in science and technology. The research method used is a qualitative method with a descriptive analysis approach. Data was collected through observation, in-depth interviews, with the Miles and Huberman model as a data analysis technique. The results of the research show that the preaching psychology approach is an approach that can be used to deal with student individualism by understanding perceptions. The stages of understanding perception carried out are understanding perceptions about social life, providing the social environment as an experience. With the right knowledge and experience, they will slowly shape their personality and not be easily swayed.

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## INTRODUCTION

However, along with the development of technology, there has been some friction in the social life of society, especially among students as generation Z lineal. (Sari et al., 2020) One of the impacts of these technological developments is the increasing development of individualism. (Ali & Syarnubi Syarnubi, 2020) Individualism is something that feels like he is a versatile person and is able to do something without thinking about the contribution of other people. (Arisca et al., 2020) This attitude of individualism is one of the understandings that someone personally needs talents and their needs cannot be generalized because according to experts who support individualism, they do not think about the needs of other people, because they are busy thinking about themselves. (Ballanie et al., 2023) However, this individualism then creates several problems for students, for example difficulty interacting and communicating. (Fauzi et al., 2023)

Then, to overcome several problems that arise, appropriate strategies or approaches are needed that can help students overcome problems that arise due to individualism. (Syarnubi Syarnubi, 2016) The approach used in this research is a preaching psychology approach. (Febriyanti et al., 2022) The psychology of preaching comes from two words, namely psychology which has the definition of science that studies human behavior in relation to its environment. (Fitriyani et al., 2020) Meanwhile da'wah is a way of providing understanding related to the theme being preached (Kholili, 2009).

This approach is used with the aim of achieving changes in students' lives from individualism to socialism. (Hartati et al., 2022) Because basically the aim of the psychological approach to preaching is to provide insight into the possibility of changing the behavior or mental psychology of the target of preaching in accordance with the lifestyle desired by the preacher. (Hawi & Syarnubi, 2018)

Based on the research conducted, the researcher found several relevant studies, including: (Amalia, 2022) in her research on the psychological approach to preaching in individualistic societies stated that the preaching strategy in dealing with individualistic societies includes sentimental strategies; rational strategy; Islamic studies approach strategy; and social approach strategies. (Sukirman, Baiti, et al., 2023) A form of strategic approach can be carried out by choosing free time and activities according to the recipient's needs (mad'u); and as a preacher you must have a forgiving soul.

(Najwa et al., 2019) regarding the psychological approach of preaching in dealing with the problems of new brothers. The results of this study found that the psychological approach of preaching can help new brothers to deal with the problems and challenges they face and can improve their lives in religion. (Sukirman, Masnun Baiti, et al., 2023) This is because the impression of the emotional, motivational and tazkiyyah al-nafs approach in the psychology of preaching is able to encourage new brothers to do good and even encourage them to abandon all evil. (Sutarmizi & Syarnubi, 2022) This approach can also guide and encourage a better life and form positive thoughts to shape oneself to have better morals. (Martina et al., 2019)

(Rubino, 2029) in his research on overcoming drug addicts (the Psychology of Da'wah approach, the results of this research state that in overcoming the drug problem it is best for all parties to pay attention to the Psychology of Da'wah method, namely by changing the attitudes and behavior of mad'u, through common sense, accepted with pleasure willingly and happily, in accordance with the characteristics of Islamic psychology, not forced. (Syarnubi et al., 2022) These methods are always adapted to persuasive, motivative, consultative and educative principles. (Harto & Syarnubi, 2018)

(Hamid, 2022) in his research on the Da'wah Movement on Psychological Paradigm, stated that the urgency of the psychological paradigm emphasizes that preachers are required to master the human psyche as individuals and as members of groups. (Malta et al., 2022) The essence of da'wah actually lies in efforts to prevent society from mental problems by inviting, motivating and guiding individuals to be healthy and prosperous physically and mentally, so that they can receive the message of da'wah and can carry out religious teachings in accordance with the demands of religious law. There are several elements of the psychology of da'wah that must be considered, namely the message of the da'wah, the psychology of the preacher and the mad'u (target of the da'wah). The psychological basis of da'wah includes the personality of the da'i who is considered good in society, the message of the da'wah is communicative and is adapted to the classification of attitudes and psychological conditions of the mad'u (the target of the da'wah).

(Sham, 2015) in his research on the psychological skills of preaching to teenagers, stated that the psychological skills needed for preaching are communication skills that are appropriate to the psychological stage of teenagers, skills in understanding teenagers' emotions and skills in designing preaching activities that have psychological appeal.

Based on several studies mentioned above, it can be seen that the psychological approach to preaching is one of the appropriate approaches to use in overcoming several problems. (Misyuraidah et al., 2017)

## METHODS

This research is qualitative research, with a descriptive analysis approach, namely by describing or illustrating actual data based on data obtained from the research object (Hardiansyah, 2012). To know how to deal with student individualism, researchers need data sources or what are called informants. (Nurahman et al., 2021) In this study, researchers used a purposive sampling technique to determine informants, where informants were taken as data sources that could fulfill the required data (Sugiyono, 2006) In this study, the research informants were students who had individualistic traits, the principal and BP teachers and class teachers. Data collection in qualitative research can be carried out in natural settings, with primary data sources in the form of observations, in-depth interviews (Sugiyono, 2013).

Data analysis techniques are analytical tools used to answer research questions by searching and systematically arranging the data obtained, by organizing it into several categories, describing it into units, synthesizing it, arranging it into patterns, selecting important data and studying it. , then make conclusions so that they can be understood by researchers and other people. For this reason, to fulfill the data analysis in this research, the Miles and Huberman model data analysis technique (Miles et al., 2014) was used, which is carried out with three types of flows consisting of, data presentation, data reduction, conclusion drawing/verification.

## RESULTS AND DISCUSSION

The psychology of preaching is a science that examines important aspects of life, namely aspects of human mental symptoms related to the process of preaching. Apart from that, missionary psychology can also be defined as a science that studies human behavior which reflects a person's mental life, so that they are invited to understand the content and meaning of Islamic teachings regarding the welfare of human life in this world and the hereafter. So it can be understood that da'wah has a role and function that is very closely related to the psychological aspects of da'wah (Salim, 2017). Similar to psychology, da'wah is a field of science that can help with da'wah activities. Then it can be concluded that da'wah and psychology are related to each other and cannot be separated. Where it is known that psychology is the science of the soul, while da'wah is an activity to call and invite all Muslims (Nurhidayah, 2013).

As a process, da'wah is not only an effort to convey, but also an effort to change the way of thinking, way of feeling, way of life of humans as the target of da'wah towards a better quality of life (Amin, 2010).

A preacher is faced with the fact that the individuals he will preach are diverse in various ways. This diversity will provide a different style in receiving da'wah (preaching material) that responds to it. Therefore, the da'wah carried out must be oriented towards the needs of the target of the da'wah and the da'i tries to motivate the target to practice the message that has been conveyed. Da'wah messages must be conveyed with a psychological approach, namely according to the way you think and feel mad'u. By paying attention to psychological development factors and their characteristics, the da'wah message conveyed by the preacher will be able to be absorbed and accepted by the target person and then implemented with sincere feelings without any obstacles because this can touch and satisfy their spiritual life. Such da'wah is called persuasive da'wah (Febriani, 2019).

The essence of da'wah lies in the invitation, encouragement, stimulation and guidance of others to accept religious teachings with full awareness. A da'i must be able to stimulate the mad'u's motives so that the mad'u wants to behave as the da'i wants. From a psychological space, a preacher can instill teaching values by channeling messages according to the capacity of his congregation. These messages must be mixed according to the people's cultural tastes (Febriani, 2019).

Changes in attitudes and behavior are the main goals desired by preachers and are often used as a benchmark for the success of their preaching. As the main aim of da'wah is how a mad'u will be able or willing to carry out what is conveyed by a da'i, not just understand it, reflect on it and feel it, and how to make a mad'u actually carry out what is conveyed by a da'i. 'i with full awareness of himself (Febriani, 2019).

### Description of Student Individualism

Individualism and individuality are two doctrines concerning the organization of self and society in order to maximize individual rights and personal autonomy, so individuation is a series of practices by which individuals are identified and differentiated from each other by symbols, numbers, signs and codes. More precisely, individuation refers to the process of individualizing persons as distinct bodies. (Syarnubi Syarnubi, 2023)

Individualism is considered the most dominant ideology in capitalist society and a destructive belief system that is in stark contrast to the collective and traditional model of existence. (Syarnubi & Ahmad Syarifuddin Sukirman Sukirman, 2023) 5 As a direct result of globalization, we can now talk

about the emergence of a post-traditional social order. The post-traditional order is not one in which tradition disappears, not at all. This is the order in which tradition changes status. Tradition must explain itself, open itself to research or discourse.<sup>6</sup> One of the impacts of globalization is the emergence of increasingly strong individualist attitudes. Because all members of society express their rights. Demanding that other people recognize their own existence and rights, which results in being responsive to the attitudes of each individual in society. his rights. Demanding that other people recognize their own existence and rights, which results in being responsive to the attitudes of each individual in society.

Individual life is not limited only to the community environment but also occurs in the formal education environment. In this research, a life of individualism was found at SMA Negeri 3 Panyabungan school. The condition of individualism experienced by students at these schools causes students to have difficulty in social interaction and difficulty in communicating various aspects of teaching and learning activities. (Syarnubi, 2019a)

Based on information from the BP teacher, it is known that 15% of all class XI students have individualism. (Syarnubi, 2019b) This individualism is caused by several factors including: first, the rapid development of technology where the majority of students choose to spend their time communicating and doing activities in the world of social media (using gadgets). Second, family factors, 50% of students who have individualism come from families that have cycles and little communication time because both parents are busy with work outside the home. Third, students come from an individualistic environment.

The information conveyed by Teacher BP above was confirmed by the principal, so that under these conditions the school made a policy that students were prohibited from carrying and using gadgets while in the school environment. Even though we know that in this era, gadgets should be a supporting factor for students to help with teaching and learning activities.

Then the student with the initials A, who has an individualistic nature, admitted that this situation was a challenge and pressure for him. Because of this characteristic, he does not have many friends because he has difficulty communicating and interacting with various other student personalities. (Syarnubi, 2020) Apart from that, this condition of individualism causes him not to dare to give good opinions during teaching and learning activities as well as discussions and interactions with other students.

This is different from the student with the initials P, because of his individualism, he does not care and does not attach importance to everything that happens in the school environment, because he prefers to be busy with his own activities, namely choosing to study alone.

Apart from the information mentioned above, several class teachers also explained that one of the challenges in the teaching and learning process is choosing the right learning techniques for all students and being able to encourage individualistic students to take an active part in these learning activities. Because even though the learning method used is appropriate, the approach and strategy are not appropriate, so it will not work for individual students.

### **Da'wah Strategies that Can Be Used in Dealing with Individualism**

Strategy is a method, technique used to achieve predetermined goals. When related to da'wah, strategy can be understood as a process of determining ways and efforts to achieve the goals of da'wah. So it can be interpreted that a da'wah strategy is an activity that contains meaning with targets and guidelines to achieve predetermined da'wah goals. (Syarnubi et al., 2023)

The existence of da'wah strategies and activities is one way to eradicate individualistic behavior that has forgotten its identity due to social changes. Facing individualism requires several da'wah strategies that are appropriate for the target or object at hand. The types of da'wah strategies that can be used to deal with individualism are divided into four types, including: First, the sentimental strategy which is one of the da'wah processes that focuses on aspects of the heart, slowly touching the heart and feelings of mad'u. This sentimental strategy usually uses the approach of providing effective advice, kindness and satisfactory service to missionary partners (mad'u). We convey this sentimental strategy very effectively to the community. (Syarnubi Syarnubi, 2022) Marginalized communities, poor people, orphans and abandoned children. This strategy can make

Mad'u feel appreciated and respected because this sentimental strategy contains emotional meaning. (Yanti et al., 2021)

Second, rational strategy is a da'wah strategy that touches the rational mind or mad'u mindset. This rational strategy can provide motivation or encouragement for someone to think by reflecting on and studying what the preacher has said. This rational strategy usually uses conversation techniques, and uses logic and examples to apply it. Third, an Islamic studies approach strategy that focuses on the concept of Islamic da'wah which is essentially based on the Al-Qur'an and As-Sunnah which aims to preserve human nature, and transmit values and reshape human thought patterns. Therefore, humans have common sense so they can formulate strategies for the spread of Islam. (Wulandari et al., 2021)

A dynamic one that is effective and can lead him to a happy life in this world and the hereafter. Fourth, the social approach strategy is a da'wah approach that carries out social activities as an implementation to raise individual awareness of social problems that occur in their environment, one of which is modernization, namely

Social change is one of the consequences of this social change, such as individualism in students. This strategy is also part of the *ijtimah tarbiyah* which must always be developed, especially in the school environment, whichever is most adequate. Therefore, it is necessary to carry out and practice da'wah in a real way. A person does something, more or less, it is within him or something that is worth achieving. Motive or in other words what is usually called encouragement is the reason why someone does something because of encouragement. Even in conditions where society has enough, it is necessary to give alms to other people who need it more because what we have is a form of gratitude for the success achieved and this is a form of gratitude and gratitude to Allah SWT. By implementing the da'wah strategy in a social approach, you can gradually provide awareness to individuals who have individualism (Puspiano, 2020).

#### **The Role of Da'wah in Handling Student Individualism**

The rapid development of technology currently provides big challenges for society, especially for students as generation Z lineal. Islam, as the religion of Rahmatan Lil 'Alamin, has a universal vision, so Muslims must be able to implement it by balancing the impact of current scientific and technological developments. Because one of the impacts that cannot be avoided is the emergence of encouragement for individuals, especially students, to live an individualistic lifestyle (Arif, 2015).

In connection with the issues mentioned above, da'wah can take the role of providing a middle way to resolve various problems of student individualism in this context. Therefore, to deal with student individualism, concrete steps are needed. Some steps that can be taken are: first, in the context of the Qur'an, Allah Swr teaches humans to start with themselves then with other people, before you apply or convey something to other people, therefore try to apply that goodness. to yourself. So that other people we invite see how consistent our words and actions are. Second, adopting a qana'ah attitude (willing to accept the gifts of Allah SWT) is an attitude that is really needed by everyone. This qana'ah attitude must be possessed by every human being, because if you always apply the qana'ah attitude in life, you will be blessed with gratitude for everything you get. Because this qana'ah attitude was taught by the Prophet Muhammad. We need to know that this qana'ah attitude is a commendable attitude that needs to be used to.

#### **The Preaching Psychology Approach in Handling Student Individualism**

The psychology of preaching has the aim of providing insight into the possibility of changes in the behavior or mental psychology of the target of preaching in accordance with the lifestyle desired by the teachings of the religion being preached. Changes in human behavior as targets of da'wah will occur if he has undergone a learning process, namely learning from the environment in which he lives, and the message of da'wah is one form of the environment that he will face. Meanwhile, the learning process is heavily influenced by situational factors or psychological life conditions that surround humans themselves, where these situations and conditions are the result of environmental influences and developing basic abilities (Kholili, 2009).

Several problems of individualism that occur in the school environment at SMA Negeri 3 Panyabungan can be overcome with a preaching psychology approach. Through the BKD (Da'wah

Cadre Guidance) program which the researcher carried out in the school environment, the researcher created a special program for students who have an individualist nature, with the aim that students with an individualist nature can experience changes to be able to socialize with other students, so that the difficulties they experience previously experienced by students in the school environment, such as interacting, responding, socializing with other students or with teachers, can be resolved.

The stage of the da'wah psychology approach used in overcoming this problem is to understand perception, which means we have to determine when or where to form the perception of the target of da'wah regarding the messages conveyed. Changes that occur in the target of da'wah are inseparable from how a da'wah message is perceived by the individual receiving the da'wah. Because most individuals' behavior and adjustments are determined by their perceptions (Kholili, 2009).

The perception understanding stage that researchers use with this preaching psychology approach is to provide various views and understandings about individualist life as well as providing views and understanding about social life. Then it gives the main focus to cultivating perceptions of social life. Apart from that, the researcher encouraged these students to be exposed to other groups of students who had high social skills. So that the perception of social life obtained by students is not just understanding but also perception based on the environment and experiences of social life that they experience.

Because humans always learn from experience, the environment and what is around them will slowly shape their personality. From several learning outcomes carried out repeatedly, a permanent pattern of understanding will be formed and will form the right personality. At this stage of perception formation, it will be more realized if they already have a set of knowledge about social life with a clear understanding. In any case, their view of social life is provided with the correct perception, their views will remain intact so that with the capital they have they will not be easily swayed by the situation that surrounds them, in this situation they will have a firm perception and stance towards social life.

## CONCLUSION

The psychology of preaching has the aim of providing insight into the possibility of changes in the behavior or mental psychology of the target of preaching in accordance with the lifestyle desired by the teachings of the religion being preached. Thus, to overcome students' individualism, this can be done by taking a missionary psychology approach. The stage of the missionary psychology approach used in overcoming this problem is by understanding perception. The perception understanding stage that researchers use with this preaching psychology approach is to provide various views and understandings about individualist life as well as providing views and understanding about social life. Then it gives the main focus to cultivating perceptions of social life. At the stage of forming this perception, it will be more realized if they already have a set of knowledge about social life with a clear understanding so that they are not easily swayed.

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