Da'wah Communication Strategy of Kiai Marogan Islamic Boarding School Palembang in the Mass Media

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Abstract: *The purpose of this research is to find out how the da'wah communication strategy is implemented in the Kiai Marogan Islamic boarding school in the mass media. Next, to find out what factors that support and barricade the Da'wah program in Kiai Marogan Islamic boarding school. Therefore, the objectives of this study are first, to find out how the da'wah communication strategy is implemented in the Kiai Marogan Islamic boarding school in the mass media. Second, to find out the community's responses to the development of the Kiai Marogan Islamic boarding school. Third, this research can be a reference in making new policies for the development of da'wah programs. Whereas the benefits of this research first, theoretically, the results of this research can add to the repertoire of da'wah and the communication field. Second, practically, the results of this research are expected to give a positive contribution to da'wah activists, both individually, in groups, institutions, organizations, and the government in formulating the most appropriate strategy to overcome the problems in da'wah. This study uses a qualitative method, which aims to understand in depth the phenomenon in da'wah communication which occurs in Kiai Marogan Islamic boarding school.*

Keywords: Da'wah, Boarding School, Kiai, Palembang, Islam

Abstrak: *Penelitian ini, ingin mengetahui bagaimana strategi komunikasi dakwah yang diterapkan pondok pesantren Kiai Marogan melalui media massa. Kemudian juga ingin mengetahui faktor apa saja yang menjadi pendukung dan penghambat program dakwah pondok pesantren Kiai Marogan. Berdasarkan hal itu, maka tujuan yang ingin dicapai dari hasil penelitian ini. Pertama, untuk mengetahui bagaimana strategi komunikasi dakwah yang diterapkan pondok pesantren Kiai Marogan di media massa. Kedua, untuk mengetahui respon masyarakat tentang pengembangan pondok pesantren Kiai Marogan. Ketiga, penelitian ini dapat menjadi acuan dalam membuat kebijakan baru untuk pengembangan program dakwah yang lebih baik. Sedangkan manfaat penelitian antara lain. Pertama, secara teoritis, hasil penelitian ini dapat menambah khasanah dalam bidang ilmu dakwah dan*

komunikasi. Kedua, secara praktis, hasil penelitian ini diharapkan dapat memberikan kontribusi positif bagi para penggiat dakwah, baik secara perorangan, kelompok, lembaga, organisasi, dan pemerintah dalam merumuskan strategi yang paling tepat untuk mengatasi problematika dakwah. Penelitian ini menggunakan metode kualitatif, yang bertujuan untuk memahi secara mendalam fenomena komunikasi dakwah yang berlangsung di pondok pesantren Kiai Marogan.

Kata kunci: Dakwah, Pondok Pesantren, Kiai, Palembang, Islam.

Introduction

Today's mass media has become an integral part of human life. Many people spend more time using mass media than the time spent chatting with family, colleagues, and the surrounding community. For many people, the mass media is a friend. The mass media shows how other people's lives and gives ideas about how someone wants to live this life.[1]
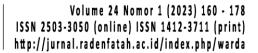
Therefore, there are a lot of Islamic boarding schools utilize the mass media as a way of introducing their vision and mission to the wider community. Moreover, several Islamic boarding schools also use the mass media as a da'wah strategy. This includes the Kiai Marogan Palembang Islamic boarding school which uses the mass media as a way of introducing its programs to the public. This phenomenon shows that the mass media has become the main strategy of community institutions in introducing their programs.[2]

It is not an exaggeration that in Indonesia the mass media has transformed into an industry, which has several characteristics, such as; first, manage broadcast as a commodity. Second, rely on advertising as the biggest income. Third, competition among mass media to provide the best program for viewers with the hope of increasing the volume of advertisements. Fourth, encourage the growth of economic activity in other sectors

Thus, to build a da'wah mass media, it must be based on the functions of the mass media, such as; first, the function of delivering information about the Islamic religion. It is an effort to spread the activities of the Islamic world in this country and

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[1] Morissan, *Jurnalistik Televisi Mutakhir*, (Jakarta: Prenada Media Group, 2008), p. 1
[2] Arimi Hidayati, 1998, *Televisi dan Perkembangan Sosial Anak,* (Yogyakarta: Pustaka Pelajar, 1998), p. 75-76
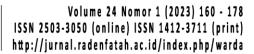
abroad. To implement the function of the Islamic mass media, cooperation with all Islamic organizations in the world must be endeavored, and the information must be delivered through the internet. Second, the function of Islamic religious teaching is an effort to spread and instill Islamic education in Islamic society. Third, the function of social transformation of Islamic culture is an effort to spread Islamic cultural values such as dress codes, domestic life, and Islamic thought traditions. Fourth, the function of conveying entertainment is to spread Islamic art such as drama, soap operas, Islamic films, painting, calligraphy, and Islamic musical entertainment.

On the other hand, previous studies that are relevant are, first, Da'wah Communication in the City of Padang: A Phenomenological Study of the Communication Behavior of Preachers in Preaching in the City of Padang, (Irta Sulatri, 2015). The findings shows that there are some preachers in Padang, West Sumatra have negative behavior towards communication. However, there are far more preachers who behave positively. Moreover, for their congregation, these preachers are considered able to add insight to the congregation, eliminate the doubts of the people, provide warnings, and raise awareness about improving the quality of life.

Second, Strategy and Methods of Da'wah Prof. KH. Saifuddin Zuhri, (Earlyuddin Pimay, 2005). Through this research, Awaluddin Pimay succeeded in mapping out the strategies and methods of preaching KH. Saifuddin Zuhri includes the development of the State Islamic Religious Institute, the establishment of the Al-Qur'an Translation Institute, the establishment of the paradigm of monotheism in preaching activities, fostering and developing the younger generation of Muslims, mobilizing da'wah through scriptures, optimizing da'wah activities as a medium of education as well as political, economic empowerment, and social nation.
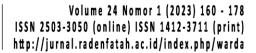
Third, Ahmadiyah Qadian in the Perspective of Intercultural Communication: Studies on Religion in the Public Space, (Jufri Al-Katiri, 2014). This study explains that religious differences have a significant effect on the process of intercultural communication. The more exclusive a culture is, the easier it is to cause conflict between cultures. The smaller the communication space, the more open the physical conflict between religious believers.

Based on the results of the search by the author, no one has discussed the da'wah communication strategy of the Kiai Marogan Islamic boarding school in the mass media. Therefore, the author is interested in researching the phenomenon of the Kiai Marogan Islamic Boarding School in Palembang in disseminating his da'wah activities through mass media which includes print, electronic and online media. Based on that explanation, this research wants to answer how the implementation of the da'wah communication strategy at the Kiai Marogan Islamic boarding school in the mass media. Second, what are the supporting and inhibiting factors in the implementation of the da'wah communication strategy at the Kiai Marogan Islamic boarding school in the mass media.

Discussion Result

Strategy is a term that is often identified with tactics that linguistically can be interpreted as concerning the movement of organisms in response to external stimuli.[3] Meanwhile, conceptually, strategy can be understood as an outline of a course of action to achieve predetermined goals. Strategy can also be understood as all the

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[3]Lewis Mulford Adams, ed, *Webster's World University Dictionary*, (Washington: Publisher. 1965), p. 1019

ways and means to deal with certain goals under certain conditions to obtain the maximum expected results.[4]

For Hafied Cangara, communication strategy is the best combination of all elements of communication, from communicators, messages, channels (media), and receivers to influences (effects) designed to achieve optimal communication goals.[5] Meanwhile, according to Onong Uchjana Effendy, communication strategy is a combination of communication planning and management to achieve the goals that have been set.[6]

According to Onong Uchjana Effendy, strategy is planning and management to achieve a goal. However, to achieve the goal, the strategy does not function as a map that shows direction, but it must be able to show how the operational tactics are. The communication strategy needs to be developed flexibly, so that the communication operational tactics can be adjusted immediately according to the influencing factors.[7]

So, the strategy is a set of critical choices for planning and implementing a series of action plans and the allocation of resources that are important in achieving basic goals and objectives with regard to competitive advantage and an ideal sustainable synergy, as an ideal overall direction, scope, and long-term perspective of the individual, and organization.[8]

Strategy is everything that has been done to achieve a goal. Goals will not be easily achieved without a strategy as well because basically actions are inseparable

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[4]Arifin, HM., *Ilmu Pendidikan Islam: Suatu Tinjauan Teoritis dan Praktis Berdasarkan Pendekatan Interdisipliner*, (Jakarta: Bumi Aksara 1991), p. 58
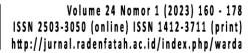
[5] Hafied, Cangara, *Perencanaan dan Strategi Komunikasi*, (Jakarta: Rajawali Pers.2013), p. 61.

[6] Onong, Uchjana Effendy, *Dinamika Komunikasi*, (Bandung: Remaja Rosdakarya.2009), h. 32

[7] *Ibid*., p. 28

[8] Triton PB, *Manajemen Strategis*, (Yogyakarta: Tugu Publisher.2007), p. 17
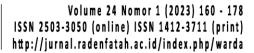
from strategy. The right marketing communication strategy can prevent the company from losses due to ineffective and efficient promotional activities.[9]

This strategy should be a goal-oriented strategy, namely by equating the perception between the goals to be achieved by the company and the goals to be achieved by employees working for the company.

Every Islamic boarding school that exists today must have its own target of success in each Islamic boarding school and organization. Success is the result of the efforts that have been made by a person or group of people in carrying out activities. To get success, you need a good strategy. Thus, the da'wah communication strategy can be interpreted as a process of determining ways and efforts to deal with da'wah targets in optimal situations and conditions. In other words, the da'wah communication strategy is a strategy, tactic, or maneuver that is used to achieve the goal of da'wah. Of course, the da'wah communication strategy involves other elements of communication. Such as communicators, messages, media, recipients, and communication effects. Without these elements, the da'wah communication strategy cannot be done.

When dealing with the problems of the ummah, the communicators (da'i) are faced with some problems, especially with the strategy of using available human resources to achieve the goals to be achieved in Islamic communication practices. Therefore, a da'i needs to understand and apply communication strategies when carrying out Islamic communication activities. The communication strategy was created as a design to change the communicant's behavior in a better and positive direction. There are many models, planning steps, and communication strategies. The stages of the communication strategy itself. First, what strategy formulation stages

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[9] John E. Kennedy dan R. Demawan Soemanagara, *Marketting Communication*, (Jakarta: PT Buana Ilmu Populer.2009), p. 1

will be used by the communicator (da'i), to solve a problem. Second, strategy implementation, the stage where the strategy implementation that has been planned at the strategy formulation stage will be done. Third, strategy evaluation, which is the final stage to measure the success or failure of a set communication strategy[10]

In this modern era, preachers need to have two competencies in carrying out da'wah, namely substantive competence and methodological competence. Substantive competence includes mastery of a preacher of Islamic teachings correctly and correctly. Methodological competence includes the ability of the preacher in disseminating Islamic teachings to the target of da'wah.[11]. As explained above, among the Islamic boarding schools that provide a very large portion of community development preaching, especially in Palembang, is the Kiai Marogan Palembang Islamic Boarding School.

In accordance to da'wah communication strategy of the Kiai Marogan Islamic boarding school in the mass media, This school expand as a community empowerment Islamic boarding school that shows efforts to socialize educational programs in the field of Tahfidz Kiai Marogan Kindergarten, Tahfidz Kiai Marogan Middle School IT, Tahfidz Teacher Quarantine for Orphan Independence, Khataman Al-Qur'an Pondok Tahfidz Kiai Marogan, Foster Parents Program for Santri, Go Hafidz Pondok Pesantren Kiai Marogan , Tahfidz Kiai Marogan Islamic Boarding School Waqf House Program. Including the nature school of the Kiai Marogan Islamic boarding school.[12]

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[10] Muslimin, *Komunikasi Islam*, (Jakarta: Amzah 2021), p. 146-147

[11] Abdul Munir Mulkhan, *Ideologi Gerakan Dakwah: Episode Kehidupan M. Natsir dan Azhar Basyir,* (Yogyakarta: Sipress 1996), p. 237

[12] Wawancara Pribadi dengan H. Masagus Ahmad Fauzan, Pembina Pondok Pesantren Kiai Marogan, tanggal 23 November 2022

Kiai Marogan Islamic Boarding School is located in Gasing Laut Village, Talang Betutu, Sukarami District, Palembang. According to H. Masagus Ahmad Fauzan, the Tahfidz Islamic Boarding School of Kiai Marogan started from the Tahfidz House in the Kiai Marogan Mosque complex on July 19, 2010, which was inaugurated directly by KH. Yusuf Mansur. At first, what was important was that there used to be a dormitory in the Polygon housing complex, Jalan. Silaberanti Plaju, Kebon Bunga. However, the strong desire to accommodate more and more effective students requires an integrated boarding school location for Graha Tahfidz, South Sumatra, which was enthusiastically welcomed by the people of Palembang and its surroundings. As a result, in the month of Ramadan last year, Mr. Kgs. M. Daud donated 1.5 hectares of land in the Talang Betutu Laut area.[13]

The strategy is an idea, plan, and concept that must be implemented to meet the target of victory and it is also a determination to achieve a goal. How does the Kiai Marogan Islamic Boarding School have a policy of disseminating its programs through print, electronic, online, and social media?. The main point of this stage is to connect the organization with its environment and create the most appropriate strategy to achieve an organization's mission. The first stage is to formulate a strategy that will be carried out. In formulating the da'wah communication strategy for Islamic boarding schools, Kiai Marogan started by creating a one-year work program with all parties, starting from the management of the Islamic boarding school, the financial department, and the sections of print media, electronics, the internet, and others.

The planning agenda at the Kiai Marogan Islamic boarding school includes increasing operational funds through the waqf program, marketing targets, sponsorship, work program planning, and work program meetings formulated for the

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[13] Wawancara Pribadi dengan H. Masagus Ahmad Fauzan, Pembina Pondok Pesantren Kiai Marogan, tanggal 29 November 2022
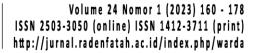
next year. Included in this is the development of the objectives of the Kiai Marogan Islamic boarding school. The media used in socializing the programs of the Kiai Marogan Islamic boarding school are through publishing waqf magazines, making magazines, websites, Twitter, Instagram, Facebook, and Marogan TV.[14]

Strategy formulation must always look forward with a goal, meaning that the role of planning is very important and has a big contribution. As with the broadcast of religious programs on Marogan TV. So the formulation of the strategy, how does Marogan TV carry out the actions taken or the strategy to determine long-term advantages and increase its existence as a local television by building local independence, namely strengthening the function of the locality so that the programs presented can be an alternative to local TV.

Strategy is not enough just to formulate the concept and implement the strategy but also requires an evaluation of whether the strategy has been carried out successfully or not. The formulation of the strategy is the first stage in the strategy. In this stage, the creators, formulators, and drafters must think deeply about the opportunities and threats from outside the Islamic boarding school and determine the strengths and weaknesses of the Islamic boarding school, as well as determine the right targets. Generate a backup strategy and select the strategy to be implemented. In formulating the strategy trying to find problems in Islamic boarding schools. After that, an analysis of the steps that can be taken to achieve this goal is carried out. In this stage, the author understands as the first stage to formulate a plan that begins by looking at the opportunities and threats that come from outside the Islamic boarding school, including determining the strengths and weaknesses of the Islamic boarding school. Then produce mature strategies for the progress of Islamic boarding schools.

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[14] Wawancara Pribadi dengan H. Masagus Ahmad Fauzan, Pembina Pondok Pesantren Kiai Marogan, tanggal 2 Desember 2022.
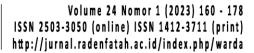
After the planning is arranged systematically, radically, and universally. The next stage is the implementation of the da'wah communication strategy at the Kiai Marogan Islamic boarding school. Strategy implementation is the stage where after the strategy is formulated, namely the implementation of the strategy that has been determined. Implementation is in the form of implementation or action of the strategy. The intended strategy is the strategy that has been planned in the first stage, namely the formulation of the strategy. At this stage the author understands that it requires commitment and cooperation. If it is not well established, it is unlikely that the strategy will materialize. Because the spearhead of the strategy is leadership in Islamic boarding schools and Islamic boarding school culture that supports each other.

Implementation is often called the implementation stage in strategic management. Implementing the strategy means mobilizing the students and ustadz to set the strategy that has been formulated into action. The strategy that has been formulated into action. A strategy that has been formulated but not implemented has no meaning whatsoever. The implementation stage is a process that is most vital for the success of an Islamic boarding school. Without effective implementation, implementation will only be a dream far from reality. At this stage a broad activity is needed and requires commitment and cooperation from all stakeholders of the Islamic boarding school in improving perfect success, and in achieving that success we must know what and who is actively involved in realizing success to increase the existence of the Kiai Marogan Islamic boarding school.

The most important effect of strengthening the function of the media is used in socializing the programs of the Kiai Marogan Islamic boarding school through the publication of waqf magazines, website creation, Twitter, Instagram, Facebook, and
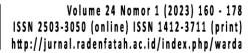
Marogan TV. Of course, the content displayed in the mass media aims to introduce Islamic boarding school programs to the wider community.

Real programs that can be seen directly by readers and viewers, so that the media used as program socialization can become a real bridge between the Kiai Marogan Islamic boarding school and the wider community. Mass media practitioners compete to publish interesting programs. Likewise, the Kiai Marogan Islamic boarding school must always be present in the Palembang area.

The dissemination of information through mass media, both print, electronic, and online, such as newspapers, television, radio, film, and the internet has shaped human knowledge and opinions regarding various events or matters relating to their lives. This is as stated by Abdul Muis that advances in information and communication technology present a variety of channels (media) that are increasingly sophisticated and allow all kinds of events.[15]

As a result of the development of mass communication technology, in this case, television will provide influences (impact) in human life. The impact or effect of this communication can be seen in every change that occurs in the recipient, who receives messages from a news source. In general, the mass media with the various programs, messages, or writings they present, including the television media, have functions for society, namely providing information, educating, entertaining, and influencing society through social control or control. Television shows generally influence the attitudes, views, perceptions, and feelings of the viewers; this is reasonable. So, if there are things that make the audience moved, fascinated, or talkative, it's not something special, because one of the psychological effects of television seems to

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[15]Wawan Kuswandi, *Komunikasi Massa: Sebuah Analisis Isi Media* Televisi (Jakarta: Rineka Cipta, 1996), p. 1-2

hypnotize the audience so that they get swept up in their involvement in the story or events that are broadcast on television. [16]
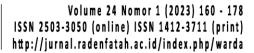
Television is considered an entertainment medium that plays an important role in everyday life. Where the entertainment programs presented are indeed important to release the nerves after long hours of work and watching heavy news or information, this happens both domestically and abroad. (Effendy, 2006, p. 31). The television broadcasting industry is a social identity, where television must get support from the community. This effort is obtained through the programs that are aired so efforts to reach viewers through programs are an important thing that gets the main portion. If the appearance of the television broadcast is no longer watched, it can be said that its existence has not received support from the community.

In addition, television is also a cultural identity, because it plays a role in realizing the advancement of a culture as well as influencing decline. Sometimes television shows are often sued because they are not entirely in accordance with the culture of a society. In this context, cultural transformation through television broadcasts always gets great attention. [17]

Then, the next stage is the evaluation stage of the da'wah communication strategy that has been planned for the Kiai Marogan Islamic boarding school. This last stage is a necessary stage because in this stage the success that has been achieved can be measured again for setting the next goal. Evaluation is a measure of success or failure, whether or not the strategy that has been implemented is appropriate. That is, in the evaluation stage of the strategy that has been produced, how the strategy is implemented is correct or still needs improvement. For example, from the strategy

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[16] Wiryanto, *Teori Komunikasi Massa*, (Jakarta: PT Grasindo 2000), p. 39
[17] Baksin, Askurifa'i, *Jurnalistik TV Teori dan Praktek* (Bandung: PT. Remaja Rosdakarya, 2006), p. 39

that was originally planned, it is not certain that when it is implemented, the situation and conditions go hand in hand. There will definitely be an obstacle that hinders even though it's not a lot.

In addition, Fred R. David also put forward three basic types of evaluating strategy, including, first, reviewing the external and internal factors that form the basis of the strategy. Existing differences will become a barrier in achieving the expected goals, as well as internal factors such as the action of an ineffective strategy can produce a final value that is not in accordance with what you want to achieve. Then the author understands that conducting a review of external factors and in an effort to become the basis for an important strategy is carried out in one of the stages of evaluating the strategy. The review is carried out for example by looking at what influences the implementation of the strategy such as internal factors. Internal factors can be seen from how the company's leadership style can make the job equal or not which will ultimately affect the success of the strategy. In addition, examples of various external factors according to the author's understanding can be directed to competitors.

Second, measuring achievement or comparing the expected results with reality. In this process it is carried out by seeking information about discrepancies from plans, looking back at self-achievement and understanding the progress made towards achieving the stated goals.[18] The point is to be more aware of what is planned in reality, whether the plan will be able to be achieved or is it just a hope. Measuring self-achievement whether it is felt to be able to achieve it or not.

Third, take corrective action to ensure that performance is according to plan. In this process it is not intended to change the strategy that has been planned or no

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[18] Fred R. David, *Manajemen Strategi dan Konsep,* (Jakarta: Prenhalindo, 2002), p. 3.

longer use the existing strategy. This corrective action is recommended if the action or result is not as expected. This attitude is an attitude of rectification of the irregularities that occur.[19] This attitude does not need to be realized if the strategy has been going well, but this attitude must be taken when irregularities are seen. Corrective action is an attitude of review, correction, and checking.
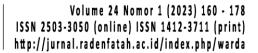
So from the elaboration above the author understands that the basics in evaluating the strategy are divided into three, including re-weighing the external and internal factors that form the basis of the strategy, then comparing the results that will be obtained when the strategy is realized with reality, and finally making corrections to ensure that performance is according to plan.

The last stage of the strategy is the evaluation of the implementation of the strategy. Strategy evaluation is necessary because the success that has been achieved can be measured again to set the next goal. Evaluation for strategic benchmarks that will be re-implemented by an Islamic boarding school and evaluation is needed to ensure that the stated goals have been achieved. The evaluation carried out by the Kiai Marogan Islamic boarding school is to solve problems, look for deficiencies and try to find a way out by discussing with each division.

The leadership of the Kiai Marogan Islamic boarding school conducted a review of what tasks were the obstacles for each of the sections that had become their responsibility. For example, does the news content section provide good information, that is, does not display violence, racial issues, bloody issues, and so on.

Because the news program about the Islamic boarding school program is the flagship program on Marogan TV. Thus, it is necessary to have discussions to minimize the impact of losses between each. Sometimes, there are not only meetings

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[19] *Ibid.*, p. 3

with clients, but also general meetings, namely meetings of all for the respective departments or heads of divisions.

Next, all the preparation or stages in carrying out the strategy regarding the establishment of formal or informal procedures, which begin with the establishment of formal or informal procedures, which begin with setting the objectives of reporting on the Kiai Marogan Islamic boarding school's programs and continuing with a series of activities until review return to activity. Actively involve leaders and members at every level of Islamic boarding schools. Both to improve performance and to increase the existence of the Kiai Marogan boarding school as a community empowerment center.

After carrying out a series of activities, starting from formulation, implementation and then carrying out the final stage, namely evaluation. The goal is that activities that have been carried out before which there are various deficiencies, can be improved again in future activities. The ranks of the company's divisions evaluate the strategy in terms of strengths, weaknesses, opportunities and threats. After evaluation, the use of mass media in socializing Islamic boarding schools needs to be improved, especially interesting content and information is needed, so that people are interested in following the development of the Kiai Marogan Islamic boarding school.

The benefits of a communication strategy enable an Islamic boarding school to be proactive in shaping its future. This is the main benefit of each part of the division to carry out careful planning. These benefits include: First, the existence of strategy-making activities will enhance the ability of the Kiai Marogan Islamic boarding school to prevent problems from arising in the future. Second, involvement between divisions in strategy formulation will further enhance their performance and improve the quality of the Kiai Marogan Palembang Islamic boarding school program. Third,

the involvement of inter-divisions in making strategies will further improve their work performance and can improve the quality of the Kiai Marogan Palembang Islamic boarding school. Fourth, provide a long-term direction to be addressed. Fifth, make an organization adapt to the changes that occur.

Conclusion

Every Islamic boarding school is very important to carry out a long-term planning to improve the quality of Islamic boarding schools by utilizing the mass media like; Line, Path, Twitter, Facebook, Instagram, Youtube, and others. Therefore, the strategy to be implemented greatly affects the performance of all stakeholders at the Kiai Marogan Islamic boarding school. Of course, the Kiai Marogan Islamic boarding school can increase its existence in the Palembang area. The strategy that has been implemented, first, is to formulate a strategy to design a one-year working meeting that discusses the mass media used in the socialization of Islamic boarding school programs, marketing targets, and also work programs. Second, preparing and socializing programs in print, electronic, online and social media. Meanwhile, da'wah programs on Marogran TV include preaching programs for religious lectures, interpretation studies, humming music sung by Islamic boarding school students, waqf programs, educational tours, and memorizing the Koran.

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