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Da'wah Communication Strategy in Moral Development of Students Lab. School SMP Unismuh Makassar

Straegi Komunikasi Dakwah Dalam Pembinaan Akhlak Siswa Lab. School SMP Unismuh Makassar

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Abstract

Keywords: Morals;
Da'wah;
Communication;
Coaching; Strategy;

This study aims to find out the da'wah communication strategy in fostering the morals of the Unismuh Makassar Junior High School Lab School students, and to find out the inhibiting and supporting factors in fostering the morals of Unismuh Makassar Junior High School Lab School students. In this study, it was found that the strategies used by teachers and coaches in fostering the morals of students of the Lab School of SMP Unismuh Makassar are, Exemplary (*Uswatun Hasanah*). Practice and habituation, Taking lessons (*Ibrah*), Discipline, Praise and punishment (*Targhib and Tahzib*) and Educating through independence. The supporting and inhibiting factors in the process of fostering student morals at the Lab School of SMP Unismuh Makassar are supporting facilities and infrastructure, the integrity of coaches and teachers in working together, while the inhibiting factors are the influence of the environment outside the school, lack of parental attention and the influence of friends in violating the rules.

Abstract

Kata Kunci:
Akhlak; Dakwah;
Komunikasi;
Pembinaan;
Strategi;

Penelitian ini bertujuan untuk mengetahui strategi komunikasi dakwah dalam pembinaan akhlak siswa Lab School SMP Unismuh Makassar, dan untuk mengetahui faktor penghambat dan pendukung dalam membina akhlak Siswa Lab. School Smp Unismuh Makassar. Dalam penelitian ini ditemukan bahwa Strategi yang digunakan oleh guru maupun pembina pada pembinaan akhlak siswa Lab School SMP Unismuh Makassar yaitu, Keteladanan (*Uswatun Hasanah*). Latihan dan pembiasaan, Mengambil pelajaran (*Ibrah*), Kedisiplinan, Pujian dan hukuman (*Targhib dan Tahzib*) serta Mendidik melalui

kemandirian. Adapun faktor pendukung dan penghambat dalam proses pembinaan akhlak siswa di *Lab School* SMP Unismuh Makassar yaitu sarana dan prasarana yang mendukung, integritas pembina dan guru dalam bekerjasama, adapun faktor penghambat yaitu pengaruh lingkungan luar sekolah, kurangnya perhatian orang tua serta pengaruh teman dalam melanggar aturan.

INTRODUCTION

Man is a creature of God who is created at his best. Humans live in the world accompanied by positive and negative attitudes. Humans as social beings will always be instructive to others. In the process of development, each human being has different behaviors or characters, including in the study of religion, education, economics and the like. In this case, communication is needed to create a good message.

In the world of education, strategy is a management skill, especially in using strategies that are concocted from knowledge and experience. Strategy is the achievement of goals, the preparation of learning steps, utilization, and learning resources, all directed in an effort to achieve goals. Every activity that demands abilities and demands on the learning objectives is a learning strategy activity. The ability to move students to have the will to learn and change, is a learning strategy, (Uno, 2020: 1-2). The term strategy extends to various aspects of people's lives, including in the field of communication and da'wah, (Katuk, 2021: 27).

Among the meanings of communication is a process of

exchanging information between individuals through a system of symbols, signs or behaviors. Communication is also interpreted as a way to communicate ideas with other parties, either by writing or correspondence, (Katuk, 2021: 27). Communication is something urgent in human life. Therefore, the position of communication in Islam is under strong pressure for humanity as a member of society and as a creature of God.

Islam is a religion of da'wah, which is a religion that assigns its people to spread and broadcast Islam to all mankind as a religion of *Rahmatan Lil 'Alamin*. Islam can guarantee the realization of happiness and prosperity when its teachings are used as a guideline for life and are implemented consistently and consistently. Efforts to disseminate Islam to realize its teachings through da'wah, (Muriah, 2020: 30).

Da'wah itself is an activity and effort to change people to a better path. In general, da'wah is an invitation or call to the good and the better. Da'wah contains the idea of progressivity, a continuous process to the good and better in realizing the goals of da'wah, (Munir, 2021: 21)

In the context of da'wah the term *Amar Ma'ruf Nahyi Munkar* in full and

popularly used is what is recorded in the Qur'an, Surah Ali Imran: 104:

وَلْتَكُنْ مِنْكُمْ أُمَّةٌ يَدْعُونَ إِلَى الْخَيْرِ وَيَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ
عَنِ الْمُنْكَرِ ۚ وَأُولَٰئِكَ هُمُ الْمُفْلِحُونَ

Translation:

And let there be among you a group of people who call for virtue, instruct the ma'ruf, and prevent the unrighteous. Those are the lucky ones.

In semi-pesantren schools such as the *Lab School* of SMP Unismuh Makassar, it is not comprehensively required that education must be centered on textbooks only, but also the students' insights are more emphasized on memorization of the Qur'an and Hadith.

Coaching is a process, result or question is better, in this case it manifests a change, progress, improvement, growth, evaluation or possibility of something, (KBBI: 2020).

The characteristics in student coaching are determined by the coaches involved in it. What the coach conveyed, how to deliver it, and what was the response of the students from the fostered. It should be noted that changing students to be better is a big challenge for the Supervisors within the scope of the Islamic Boarding School. Coaches will face many challenges, especially caused by differences in backgrounds that will affect the way to nurture students, such as differences in culture, language, habits, and also the reasons why students enter Islamic boarding schools.

The differences mentioned above, gathered in one place such as a

semi-boarding school which will cause problems such as students who find it difficult to understand what is good and which is bad, students who lack discipline, and students who violate the rules that have been set in the school. In this case, it can be known that effective da'wah communication strategies are used by teachers and coaches in fostering students' morals. Therefore, the author is motivated to take the title "Da'wah communication strategy in fostering student morals at the *Lab School* of Junior High School Unismuh Makassar".

The reason the author chose this title is because of interest and also curiosity about how the students respond (perception) to the Rukun Indonesia *youtube channel*, the content is attractively packaged with very light topics and easy for listeners (*audiences*) to understand. Based on this, the author is interested in conducting research with the title: "Perception of Mahasantri Tahfidz Al-birr Putri Towards *Rukun Indonesia* Youtube Channel".

RESEARCH MOTODE

The descriptive analysis method is used in this study, where descriptive research is only used to present conditions or events. This research does not attempt to find or elaborate on relationships, nor does it test hypotheses or make predictions, (Rahmat, 2007: 24). The approach applied to this study is a qualitative approach, meaning not too detailed, does not detail a concept in

general, and allows adjustments if more basic, interesting, and unique facts are found in the location, (Bugin, 2010: 39).

Research data is all information and information of a person who is used as a respondent as well as from documents, either in the form of statistics or in other forms for research purposes. The data taken from the object of this research include: primary data and secondary data. Primary data (primary data) is data designed by researchers for a specific purpose, namely solving the problem being addressed. The data is collected by the researcher directly from the first source or the place where the object of the study was conducted. Secondary data is data that has been collected for a specific purpose, namely solving the problem at hand. This data can be found quickly. In this study, the data sources are literature, articles, journals, and sites on the internet related to the research conducted.

The data collection techniques used are observation, interviews, and documentation.

RESULTS AND DISCUSSION

Communication Strategy and Morals

Strategy in communication is how to organize the implementation of communication operations to be successful. Communication strategy is essentially planning and management to achieve one goal. To achieve these goals, the strategy does not function as

a roadmap that shows the direction, but must also show its operational tactics, (Abidin, 2015: 155). Therefore, communicators when communicating must be able to make communication strategies first so that the message conveyed can achieve the desired communication target.

Communication is the process of conveying a message in the form of a symbol or code from one party to another with the effect of changing attitudes, or actions, (Humaidi: 16). According to Effendy Uchjana, communication is the process of conveying messages by one person to another to inform, change attitudes, opinions, or behaviors, either verbally (directly) or indirectly (through the media), (Efendy, 2020: 32).

Communication strategy is a concrete stage in a series of communication activities based on technical units for the implementation of communication goals, while technique is a specific choice of communication actions based on strategies that have been applied previously. A plan that includes methods, techniques, and functional relationships between elements and factors of the communication process for operational activities in order to achieve goals and objectives. In essence, it is a planning and management to achieve a goal.

In the language of morality, (in Arabic *akhlaq*) means the form of events; in this case, of course, the inner (psychic) form of a person, (Daradjat,

2020: 68). In KBBI, morals mean ethics or behavior. According to Ahmad bin Mushthafa, morality is a science from which the types of virtues can be known, where the virtue is the realization of a balance between three forces, namely the power of thinking, anger and orgasm or lust.

Communication Strategies in Moral Development of Lab School Students of Junior High School Unismuh Makassar

Based on the results of data collection carried out by researchers, there are several types of strategies carried out by *da'i*, in this case teachers and coaches through data collection methods in the form of observations, interviews and documentation.

Strategy is a process to formulate and determine a plan to achieve a long-term goal. Every activity has its purpose. It can run effectively and efficiently if it has been prepared and planned in advance carefully, as well as efforts in fostering student morals.

As an educator or coach, have informative and educational duties and position themselves as *da'i* where they are required to provide a good example and teach goodness in accordance with sharia and Islamic guidance, where da'wah requires a strategy, so as a coach it requires skills and good preparation in implementing communication strategies in fostering students' morals.

In the process of fostering students' morals, it is necessary to have an example from coaches and teachers, the application of rules and the use of da'wah media that are in accordance with the skills and level of understanding of students, as well as a good approach.

Based on the results of the observations made by the researcher, the strategies used by teachers and coaches in the moral development of *Lab School* students of SMP Unismuh Makassar, including in the following table:

Example (Uswatun Hasanah)

This example is a form of non-verbal da'wah communication, by providing a reflection of good morals, good habits so that it is hoped that students can also emulate the morals and habits carried out by coaches and teachers.

Practice and Habituation

Practice and habituation in the form of activities such as dhuha prayers, and BTQ (reading and writing the Qur'an) every day before entering the teaching and learning session is a good routine for students in *Lab School* SMP Unismuh Makassar, with the hope that it can become a habit that is well embedded in every student.

Taking Lessons (Ibrah)

Displaying or showing the consequences of each violation

committed by students can provide a deterrent effect and minimize repeated violations. So that every student is expected to be able to learn lessons from the punishment given by students who violate the rules, and make other students not dare or reluctant to commit violations. Such as deeds *Bullying/bullying* that has been displayed earlier.

Advice (Mauidzah)

Advice and direction made by BK teachers and coaches, such as approaching persuasively for students who violate, by asking the reason and then advising well. Do not directly judge students, and give good advice so that every bad deed committed does not happen again. Advice in the form of posters displayed in every corner of the room can also be a reminder for students.

Discipline

Doing morning apples before starting learning activities is expected to be an exercise for the discipline of every student, regarding how to appreciate time.

Praise and punishment (Targhib and Tahzib)

Giving appreciation in the form of praise can be a motivation for students to do good deeds continuously.

Providing sanctions for undisciplined students such as being late several times by standing in front

of other students during the cult, is expected to be a deterrent effect for students so that they do not repeat the mistakes made.

Educating Through Independence

Standing in public and performing a short cult after the dzuhur prayer in congregation can educate children's independence in terms of courage and self-confidence.

Supporting and Inhibiting Factors in Moral Development of Lab School Students of SMP Unismuh Makassar

The process of fostering student morals carried out at *the Lab School* of SMP Unismuh Makassar cannot necessarily run smoothly in accordance with the da'wah communication strategy that has been formed and expected. Sometimes the process of fostering student morals is carried out due to several supporting factors, as well as there are obstacles due to several obstacles.

Likewise, in communicating, of course, there are many things that are obstacles to communication, including environmental factors, mutual closure, lack of confidence and many things that can hinder communication. Because if someone is communicating, he can create a calm atmosphere without the slightest interruption. Therefore, before communicating with others, we must create a calm atmosphere and

something that makes the audience not bored.

Some examples of obstacles in da'wah communication carried out by coaches are the lack of openness of students to coaches in conveying obstacles and problems faced.

Based on the results of interviews by the interviewees, it can be concluded that there are several supporting invoices and obstacles to da'wah communication in fostering the morals of students of the Lab School of Unismuh Junior High School Makassar. The supporting factors are as follows:

1. The existence of adequate facilities and infrastructure so that it makes the activities or activities at the Unismuh Junior High School Lab School.
2. The existence of Coaches and Teachers who have integrity and capacity high in their respective fields of expertise.
3. There is good coordination and cooperation between the management and students So that they can help each other in achieving each program and vision and mission.
4. There is support from pumpkins in running each program.

Meanwhile, several inhibiting factors in the implementation of da'wah communication activities in

the moral development of students of the Lab School of SMP Unismuh Makassar both obstacles that come from within (*internal*) and from outside (*external*), namely:

1. Environmental factors outside the school, which can also be a big influence on students if moral cultivation is not properly instilled.
2. Parental control is not optimal, where some parents seem indifferent in guiding their children when they are at home, and fully trust their children because they have received materials at school. In fact, parental control is also very necessary so that students' morals can be sustainable, well reflected anywhere and anytime.
3. Peers who sometimes give a bad influence to students to not obey the rules so that students are also affected and commit violations.

From the results of the previous discussion, it can be concluded that the da'wah communication strategy in fostering student morals applied by coaches and teachers can be said to be quite successful, this can be seen from the way coaches and teachers apply rules and punishments to students' daily lives, how coaches provide habituation activities to foster students starting from waking up to going back to sleep, as well as how coaches and teachers

respond to and solve various kinds of problems in the implementation of coaching and in the teaching and learning process.

Although in essence, there are still some difficulties and challenges faced by coaches and teachers in the process of coaching and communicating with students, considering that each student has a different character and level of understanding, but coaches and teachers can respond and handle existing problems well and in accordance with the type of problem. As is the case when there is a violation committed by a student, where one of the ways of handling is carried out by coaches and teachers by taking a persuasive approach beforehand, so that this right becomes a benchmark

whether the student must get sanctions or just by giving advice.

So that such a form of communication strategy can also be one of the factors for students and coaches or teachers to understand each other better and create familiarity, so that when problems occur, students can be more open and give a sense of appreciation to teachers and coaches and to the applicable rules, it can also make coaches and teachers can be wiser in handling a problem. Providing examples, as well as punishment and praise, all of these are communication strategies that can increase the success of coaches or teachers in fostering students' morals. So that students are formed who are emotionally mature, have good morals, discipline and are able to bring benefits in the midst of society.

CONCLUSION

Based on the research conducted on the da'wah communication strategy for the moral development of the students of the *Lab School* of SMP Unismuh Makassar, it can be concluded that:

Strategies used by teachers and coaches in coaching

The morals of *Lab School students* of Unismuh Makassar Junior High School include, a. Exemplary (*Uswatun Hasanah*), b. Practice and habituation, c. Taking lessons (*Ibrah*), d. Discipline, e. Praise and punishment

(*Targhib and Tahzib*), f. Educating through independence.

The supporting and inhibiting factors for the moral development of *Lab School* students of Unismuh Junior High School Makassar are:

Supporting factors include, 1) The existence of adequate facilities and infrastructure so that the activities or activities at the school run smoothly. 2) The existence of Coaches and Teachers who have high integrity and capacity in their respective fields of knowledge. 3) There is good

coordination and cooperation between the management and students so that they can help each other in achieving each program and vision and mission. 4) There is support from school leaders.

Inhibiting factors include, 1) External factors, outside the school

such as the environment outside the school which is a bad influence on students' morals. 2) Lack of parental control. 3) Friends who sometimes give a bad influence to students to not obey the rules so that students are also affected and commit violations.

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