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Analysis of the Content of Da'wah Messages in the Film 3 : Alif Lam Mim by Arie Untung

*Analisis Isi Pesan-Pesan Dakwah Dalam Film 3 : Alif Lam Mim
Karya Arie Untung*

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Abstract

Keywords: Alif Lam Mim;
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This research aims to find out the general overview of the storyline in film 3: Alif Lam Mim, to describe the message of da'wah reflected in film 3: Alif Lam Mim, and to find out the da'wah method used by the main actors in the film: Alif Lam Mim. With the formulation of the problem, What is the general overview of the storyline of the film 3: Alif Lam Mim?, What is the content of the da'wah messages in the film 3: Alif Lam Mim?, and What is the da'wah method used by the main actors in the film 3: Alif Lam Mim? This research is a descriptive research with a qualitative approach. The object of this research is the film 3: Alif Lam Mim which is also produced by a well-known artist, namely Arie Untung. The data collection technique uses video observation methods and documentation methods. The data obtained is then analyzed descriptively by collecting data and drawing conclusions which are then poured into scientific papers, namely thesis. This research was conducted on September 20, 2023. The results of the research are known that: Film 3: Alif Lam Mim tells about how Indonesia in the future, with all its technological sophistication and also under the guise of being a country that evolves with peace and also provides a lot of benefits in the field of da'wah, especially can be seen from the messages and also da'wah methods that are used as examples to help advance Islamic civilization. Among them are the message of muamalah about the halal haram in seeking sustenance, the message of sharia, where as Muslims it is mandatory to carry out the five-time prayer, because prayer is a pillar of religion, and also a moral message about sincerity in accepting destiny. There are also exemplary methods, including al-hikmah, which is that we can spread writings containing

truths to fight blasphemy, *al-maw'idhah al-Hasanah*, that is, we can use quotes from the verses of the Qur'an or the Hadith of the Prophet (saw) to spread Islam, and al-mujlà by directly fighting terrorists.

Abstrak

Kata Kunci: Alif Lam Mim; Dakwah; Film 3.

Penelitian ini bertujuan untuk mengetahui gambaran umum alur cerita yang ada pada film 3 : Alif Lam Mim, untuk mendeskripsikan pesan dakwah yang terefleksi dalam film 3 : Alif Lam Mim, dan untuk mengetahui metode dakwah yang digunakan oleh para pemeran utama dalam Film : Alif Lam Mim. Dengan rumusan masalah, Bagaimana gambaran umum alur cerita film 3 : Alif Lam Mim?, Apa isi pesan-pesan dakwah dalam film 3 : Alif Lam Mim?, dan Bagaimana metode dakwah yang digunakan oleh para pemeran utama dalam film 3 : Alif Lam Mim? Penelitian ini merupakan penelitian deskriptif dengan pendekatan kualitatif. Objek dari penelitian ini yaitu film 3 : Alif Lam Mim yang juga diproduksi oleh artis ternama, yaitu Arie Untung. Teknik pengumpulan data menggunakan metode pengamatan video dan metode dokumentasi. Data yang diperoleh kemudian dianalisis dengan secara deskriptif dengan mengumpulkan data-data dan penarikan kesimpulan yang kemudian dituangkan dalam karya tulis ilmiah, yaitu skripsi. Penelitian ini dilakukan pada 20 September 2023. Hasil penelitian diketahui bahwa : Film 3 : Alif Lam Mim ini menceritakan tentang bagaimana Indonesia di masa depan, dengan segala kecanggihan teknologinya dan juga kedok sebagai negara yang berevolusi dengan kedamaian dan juga memberikan banyak sekali manfaat dalam bidang dakwah, terutama dapat dilihat dari pesan-pesan dan juga metode dakwah yang dijadikan contoh untuk membantu memajukan peradaban Islam. Di antaranya ada pesan muamalah tentang halal haramnya dalam mencari rezeki, pesan syariah, dimana sebagai umat muslim wajib untuk melaksanakan salat lima waktu, karena salat merupakan tiang agama, dan juga pesan akhlak tentang keikhlasan dalam menerima takdir. Juga terdapat metode yang dapat dicontoh, di antaranya al-hikmah, yaitu kita dapat menyebarkan tulisan yang berisi kebenaran-kebenaran untuk melawan para penista agama, *al-maw'idhah al-Hasanah*, yaitu kita dapat menggunakan kutipan-kutipan dari ayat Al-Quran atau Hadist Rasulullah saw. untuk menyebarkan agama Islam, serta al-mujadalah dengan langsung memerangi para teroris.

INTRODUCTION

Film is one of the means of communication that has a great

influence in shaping people's way of thinking. In addition, film is a means of

conveying important messages to the community in a fun and exciting way.

Islam is the religion of all of Allah's creations, such as *Rahmatan Lil Alamin*. The welfare of all mankind can be guaranteed if Islamic da'wah which covers all parts of life is adopted for life managers and practiced carefully. The struggle to spread Islam and realize its teachings in human life is da'wah, but it must be done by all Muslims everywhere.

In his book *Gagasan Da'wah*, Abdul Wahid said that etymologically da'wah comes from the Arabic word *da'a-yad'u-da'watan*. This word has the same meaning as *An-Nida'*, which means to call.

Allah SWT also explained the essence of da'wah. (Q.S.) Calling Fussilat to the way of Allah through verse 33. with good words and deeds (*ahsanu qaula and ahsanu amalah*).¹ :

وَمَنْ أَحْسَنُ قَوْلًا مِّمَّنْ دَعَا إِلَى اللَّهِ وَعَمِلَ

صَالِحًا وَقَالَ إِنَّنِي مِنَ الْمُسْلِمِينَ

Translation:

"Who has a better word than those who call on Allah SWT to do righteous deeds and say: 'Am I among those who surrender?'"

The definition of Da'wah is a call or invitation to go to the path of Allah SWT. Da'wah is a very important activity in Islam. One can spread and accept Islam.

In the era of globalization, da'wah faces real challenges, especially when (mass media) offers great advantages in the development of science and technology (IPTEK) as a result of science and technology. Apart from being a media and promotion of Islamic da'wah. The possibility of da'wah is increasingly open when da'is can use these means of communication. In order to avoid the impression of using only da'wah media in the implementation of da'wah, da'wah must have a good da'wah strategy to achieve this.

Alif, Lam Mim is an Indonesia-produced film that participated in the 2016 Atlanta Asian Film Festival in Atlanta, United States. This action genre film is produced by Arie Untung with director Anggy Umbara. And this film also features several well-known actors such as Prisia Nasution, Tika Bravani, Cornelio Sunny, Abimana Aryastasya and Agus Kuncoro.

Alif, Lam, Mim is a da'wah message that wants to be conveyed to the audience and provides meaningful wisdom for all who understand the message of the film. With this background, scholars want to know more about the symbolic meaning of the da'wah messages conveyed in the film Alif, Lam and Mim. Researchers are interested in the film Alif, Lam and Mim as the object of this research, because the film has religious value. Based on the above presentation, the researcher wants to compile a

scientific research paper entitled "Analysis of the Content of Da'wah Messages in Film 3: Alif Lam Mim by Arie Untung.

Film as a Da'wah Media

Film in a narrow sense is the presentation of images on a large screen. In a broader sense, images transmitted through television can also be classified as movies. Gamble argued that a movie is a series of still images that play before the eye at high speed. At the same time, French New Wave filmmaker Jean Luc Godard illustrated the film as a "table". According to him, revolutionary films can show how armed struggle can be carried out (Sri Wahyuninggih, 2019:1).

Da'wah has been identified in lectures delivered through oral media. However, as information and communication technology develops, it will soon be replaced by technological media such as films. Although oral da'wah still exists, film media is still considered to play an important role in the spread of religious messages to this day.

In the context of films, the term da'wah film is known as a means of conveying religious messages. Simply put, a film is said to be a da'wah film because it contains certain religious messages. However, da'wah films must combine da'wah with entertainment, lectures with stories or sharia values with imagination in order to play an effective role in conveying the message.

Da'wah in film refers to efforts to convey religious or moral messages through the medium of film. Its main purpose is to inspire, educate, or stimulate thoughts that are in line with certain religious or moral values. Some of the elements that can mark da'wah in a film include stories, characters, dialogues, and the overall message conveyed.

RESEARCH METHODS

The type of research used by the researcher is qualitative. The research approach used by the researcher is a content analysis approach that uses the approach of sociology, anthropology and communication science itself.

At the same time, the researchers in this study used primary and secondary data sources. To obtain the validity of the research material, the researcher used the documentary method and the video observation method.

Data analysis began by observing the film 3: Alif Lam Mim then the researcher collected the data that had been captured and then poured it into a scientific proposal in the form of da'wah messages contained in the film. This research is a qualitative research that uses John Fiske's semiotic analysis approach, his theory *The Codes of Television* (*The Codes of Television*), which is divided into three levels, namely the level of reality, the level of representation, and the level of ideology.

RESULTS AND DISCUSSION

Film Overview 3: Alif Lam Mim by Arie Untung

3 : Alif Lam Mim is (2015) is a film directed by Anggy Umbara which aired on October 1, 2015. Film 3: Alif Lam Mim is a futuristic action film about brotherhood, friendship, and family with a duration of 2 hours and 5 minutes. The screenplay was written by the Umbara brothers. Unfortunately, this Indonesia religious film has only been shown in theaters for a week.

Alif Lam Mim told about the conditions of life in Indonesia in 2036. Where Indonesia at that time experienced a revolution after the civil war. Indonesia has returned to being a peaceful country and changed its name to Libernesia which adheres to liberal ideas and upholds human values. This film also tells the story of the friendship between Alif, Lam, and Mim. Three of them are silat champions from the Al-Ikhlas Islamic boarding school.

Alif Lam Mim's film combines elements of action, drama and religion. Simply put, this film raises one of the riches of the Indonesia nation, namely the martial art of pencak silat. However, the content is very connected to the analogy of Alif Lam Mim itself. This film is classified as a religious film because its setting and values are sourced from Islamic teachings. Furthermore, film 3: Alif Lam Mim is a drama genre film because it is made as if the audience knows the events experienced by the characters, so that

the audience feels like they are in the film. And not infrequently the audience is sad, happy, disappointed and even angry.

The Messages Contained in Film 3: Alif Lam Mim.

1) Muamalah Message

Based on the film that has been watched, namely film 3: Alif Lam Mim, there are several muamalah messages that can be taken, namely the first, halal haram in making a living. It can be seen from the show when Lam was forced to write hoax news that it was also against his conscience, so Lam decided to quit the office where he worked because he did not want to continue to feel haram sustenance by writing fake news. What Herlam does is also part of the values of honesty and integrity.

2) Sharia Message

The message of sharia in this film is prayer which is a religious principle, so Allah SWT forces every Muslim to fulfill it. It can be seen from the conversation between Lam, Gendis, and also Gilang after meeting the principal of Gilang, where Gilang said that his father was insinuated by people because he was caught praying at the school basement. However, that did not make Gilang stop praying, he even wanted to show people that prayer is the obligation of every Muslim. Then, Mim who is always obedient to worship because she

has a dream of dying with Husnul Khotimah.

3) Moral Message

The first moral message that can be studied is sincerity in accepting fate because of the loss of both parents and also a commendable moral that tells us all that anger is useless and behaves well, because revenge is not the solution to the problem. Losing a loved one is indeed very heavy, especially losing parents to people who are unable to take responsibility for their actions and do it to fulfill their own ego and interests. As felt by Alif who lost both of his parents.

CONCLUSION

Based on the results of the general description of the story, research and analysis of the message and da'wah method in the film 3: Alif Lam Mim, it tells the story of three friends who meet at a pesantren and separate because they choose their own life path. In this film, da'wah messages can also be found, namely: Halal livelihood and avoid the haram, Beware of slander and wise speaking, Sincerity and persistence, Prayer as a pillar of religion, Rejection

Da'wah Method Used by the Cast of Film 3: Alif Lam Mim

Not only the message of da'wah is inserted in this film, but also the da'wah method that is not forgotten to be added as an example by the people who watch it.

Some of the da'wah methods contained in Film 3: Alif Lam Mim are *Al-Hikmah*, *Al-Maw'idhah Al-Hasanah* and *Al-Mujadalah*.

of revenge and Rejection of violence and tyranny.

In addition to the general description and message of da'wah, there are also da'wah methods used by the actors of this film, namely Smiling in the midst of slander, The use of the word "Assalamualaikum", Journalism as a da'wah medium, Selection of quotes from the Prophet Serya Anti-terrorism action.

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