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Analysis of Da'wah Messages in the Film Cinta Subuh by Indra Gunawan Based on Roland Barthes' Semiotics

Analisis Pesan Dakwah Dalam Film Cinta Subuh Karya Indra Gunawan Berbasis Semiotika Roland Barthes

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Abstract

Keywords: Da'wah Message, Film, Roland Barthes Semiotics

The message of da'wah is the content or material conveyed by da'i to mad'u in the form of Islamic teachings through various means, namely da'wah through oral, or through technology. With the development of information and communication technology, da'wah activities can be accepted anytime and anywhere. A da'i must be smarter and more careful in utilizing the existing mass media, both print, internet, and electronic mass media are media facilities that are considered effective and efficient in conveying da'wah messages, one of which is through films. The film Cinta Subuh is an Indonesia drama, religious, and romance genre film in 2022 directed by Indra Gunawan. This film is an adaptation of a novel titled "Cinta Subuh" by Ali Ghifari and contains many da'wah messages in it. The focus of the problem that will be researched in this thesis is what are the da'wah messages in the film "Cinta Subuh" by Indra Gunawan. This study uses a qualitative method with a descriptive qualitative approach, and using Roland Barthes semiotic analysis, data collection is carried out by means of documentation or written data sources, photos, and statistics. The results of the study show that da'wah through the film Cinta Subuh by Indra Gunawan contains elements of da'wah of faith, sharia, and morals. However, in the film Cinta Subuh does not only provide a meaning that seems simple, but also gives meaning based on the existing signs.

Abstrak

Kata Kunci: Pesan Dakwah, Film, Semiotika Roland Barthes	Pesan dakwah adalah isi atau materi yang disampaikan da'i kepada mad'u berupa ajaran Islam melalui berbagai cara yaitu dakwah melalui lisan, ataupun melalui teknologi. Dengan berkembangnya teknologi informasi dan komunikasi, aktivitas dakwah bisa diterima kapan saja dan di mana saja. Seorang da'i harus lebih pandai dan cermat dalam memanfaatkan media massa yang ada, baik media massa cetak, internet, maupun elektronik menjadi sarana media yang dinilai efektif dan efisien dalam menyampaikan pesan dakwah, salah satunya melalui film. Film <i>Cinta Subuh</i> merupakan film bergenre drama, religi, romance Indonesia pada tahun 2022 yang disutradarai oleh Indra Gunawan. Film ini merupakan adaptasi dari novel berjudul " <i>Cinta Subuh</i> " karya Ali Ghifari dan didalamnya banyak mengandung pesan-pesan dakwah. Fokus masalah yang akan diteliti dalam skripsi ini adalah apa saja pesan dakwah dalam film " <i>Cinta Subuh</i> " karya Indra Gunawan. Penelitian ini menggunakan metode kualitatif dengan pendekatan kualitatif deskriptif, dan menggunakan analisis semiotika Roland Barthes, pengumpulan data dilakukan dengan cara dokumentasi atau sumber data tertulis, foto, dan statistik. Hasil dari penelitian menunjukkan bahwa dakwah melalui film <i>Cinta Subuh</i> karya Indra Gunawan mengandung unsur dakwah akidah, syariah, dan akhlak. Namun dalam film <i>Cinta Subuh</i> tidak hanya sekedar memberikan makna yang nampak saja, akan tetapi juga memberikan makna berdasarkan tanda-tanda yang ada.
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INTRODUCTION

As a Muslim, da'wah is an essential component for his life, namely providing motivation and encouragement, as well as being able to guide others. The goal is none other than that people can accept the teachings of Islam with full awareness for themselves and not for the sake of dai. Generally, inviting people to goodness is a common obligation, especially if it is done by a da'i. As a person who already has knowledge related to religion, preachers should convey their da'wah to humans so that they always do things that are beneficial to their lives.

(Arabi, 2017). As in Q.S. Ali-Imran verse 104:

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

Translation:

"Let there be among you those who call for virtue, instruct (do) the makruf, and prevent from the unrighteous." (Ministry of Religious Affairs, 2021).

Currently, da'wah is in the modern era or it can also be called contemporary da'wah, namely da'wah that utilizes modern technology through mass media and social media, such as audio media, visual media, and audiovisual media. In order to penetrate

all sections of space and time, the concept of "*rahmatan lil 'alamin*" in da'wah needs to be held, as well as this space and the current moment. (Shoki Huda, 2008). Kiai Satori explained, da'wah can utilize various media and methods. Starting from oral bil da'wah (i.e. verbal such as sermons or lectures), bil *kitabah* da'wah (with writing like a book), and bil *qudwah da'wah* (utilizing various media).

By using the media positively for da'wah, da'i can spread useful religious messages, build a deep understanding, and motivate imaginaries to practice Islamic religious teachings in their lives, one of which is using films as a da'wah medium. Using films as a da'wah medium can be an effective way to convey Islamic teachings to a wider audience.

In Indonesia, there have been many releases of religious genre films, such as the film *Ayat-Ayat Cinta* (2008) directed by Hanung Bramantyo which is quite popular to this day because the film is packaged neatly so that the da'wah messages conveyed reach the imaginary who watch it. There is also the film *Habibie & Ainun* (2012) which successfully inspired the audience because the film tells the story of the life of the third President of Indonesia, B.J. Habibie and his wife, and there are many more Indonesia religious films that have been released and succeeded in inspiring the audience. And one of the religious films that has just been released recently is the film *Cinta Subuh*.

The film *Cinta Subuh* directed by Indra Gunawan and produced by Falcon Pictures, tells the story of a teenage boy who is heartbroken due to being broken up by his lover and looking for a new lover. The 112-minute

film *Cinta Subuh* is an adaptation of the novel of the same name, namely *Cinta Subuh* which was worked on by Ali Ghifari.

It was scheduled to air in 2020, but the screening of the film *Cinta Subuh* had to be postponed for 2 years due to the Covid-19 pandemic in Indonesia in early 2020. Finally, the *Cinta Subuh* Film aired on May 19, 2022 after Falcon Pictures as the film producer announced its new release schedule. The film *Cinta Subuh* certainly has its own uniqueness, its content contains a lot of da'wah messages and is played by a number of young artists. This film managed to gather 338,978 viewers until it hit the screens on June 10, 2022.

This film tells the story of a student named Angga, a student who rarely prays on time, especially dawn prayers. She falls in love with Ratih, a religious and intelligent student. Angga's sincerity, cheerfulness, and uniqueness are able to make Ratih open her heart to her. Ratih hopes to have a partner who is ethical, intelligent, and carries out his obligations as a Muslim and is able to maintain his views. All of these hopes are in Arya who also has feelings for Ratih. Arya is able to live every rule and value of Islamic religious teachings. Therefore, Arya does not want to approach Ratih carelessly. According to him, the marriage bond is the only way to be together with Ratih. Ratih's only request to Angga was to pray the dawn prayer on time, but his request was never done well. Angga objected to the request, which then Ratih chose to end her relationship with Angga.

Based on the description above, the researcher considers it necessary to

know what da'wah messages are in the film *Cinta Subuh* by Indra Gunawan.

RESEARCH METHODS

This research is qualitative descriptive in which this research is aimed at finding out the truth about what the subject of the research is experiencing as a whole by describing it in a certain situation that is natural and the existing scientific methods can be used in the form of language and words.

This study uses a qualitative research approach. Qualitative of course aims to explain the research in depth through a deeper data collection. It does not prioritize the size of sampling or population in a study like this, because the sampling or population is very limited. There is no need to look for the sample if the data collected is in-depth and can carry out the research being researched. In this case, what is more emphasized is the issue of data depth, not data quantity.

The description of this study analyzes the message of da'wah in the film *Cinta Subuh* by Indra Gunawan. Where the researcher analyzed the findings that were considered important and the da'wah message in the film *Cinta Subuh* by Indra Gunawan.

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

RESULTS AND DISCUSSION

Storyline of the film *Love Dawn* by Indra Gunawan

This film tells the story of religious love between Ratih and Angga. Ratih herself is a religious and intelligent Muslim female student. Ratih always tries to protect herself from all sinful

acts, one of which is by not having a forbidden romantic relationship (dating). This story started from Angga, who is also a student, who felt heartbroken after being broken up by his lover, then Angga conveyed his feelings to his best friend Ghani. To comfort Angga, Ghani invited her to join the congregational prayer at the campus mosque. Although he seemed to refuse, finally Angga wanted to participate in the congregational prayer but for one reason, it turned out that Angga was again trying to chase a beautiful female student who he accidentally saw in the mosque which for him felt like his soul mate. The student is Ratih. Although he was very indifferent to Angga, Angga managed to get Ratih's phone number. But the phone number given to him was not Ratih's real phone number. Even though his first chance failed, Angga didn't want to just give up to catch Ratih's attention. Thanks to her cool and humorous personality, Angga managed to make Ratih open her heart to him until he got Ratih's real phone number. For Ratih, Angga is nothing more than a strange student who continues to harass him every time he is on campus. However, after getting to know him better, he realized that Angga was a cool figure and could give him happiness. However, Ratih felt disappointed in Angga for asking her to date. Even though it is clear that Ratih has said that she has never and will not date anyone. However, Angga convinced her, so Ratih wanted to date Angga behind closed doors. They are committed and make an agreement in which Angga is required to be diligent in prayer, especially dawn prayers, focus on lectures and no physical contact or touch. The first few months of their relationship went well, but

Angga had difficulty getting up for dawn prayers, even though Ratih had helped her by calling her every morning. One day Ratih came to a guest, Arya, a man who was a perfect priest candidate for her and according to the criteria she wanted. Even Sapta, who is Ratih's older brother, strongly agrees that Ratih is married to Arya, who according to her is already established both in terms of religious knowledge and finances. This incident makes Ratih very dilemmatic, because Angga has never shown good progress until now. Until finally they fought until they didn't realize that Sapta saw their argument. With this incident, Ratih decided to end her relationship with Angga. This made Angga lose his enthusiasm for life again. Then Ghani came to him and made Angga realize his mistake that the worship was carried out only because of Allah SWT. not because of someone else.

Da'wah Message in the Movie Love of Dawn

Message of Da'wah of Faith

Aqidah is Arabic or linguistically derived from the word "aqada", which means bond or means something that is applied or believed by the heart and also feelings or conscience which is something that is believed and believed to be true by humans. While aqidah in terminology is something that is fully held and firmly embedded in the heart and cannot be transferred to others. So, if a human being has faith in his heart, then he indirectly has a bond that is believed in his heart. This is related to every aspect of his life, where every behavior and words are able to reflect the faith or belief that he believes.

Aqidah is a motivation to maintain and improve religious knowledge. If the understanding of the

religion is wrong, then there is no motivation to correct it, then it is said that the creed is crooked. A straight creed is very necessary in this versatile era to fortify oneself with monotheism in Allah SWT.

Sharia Da'wah Message

a) Not shaking hands with non-muhrim

Regarding not touching the opposite sex who is not a muhram/mahram, it can be concluded that it is permissible to touch even if it is just shaking hands with a non-mahram.

From Ma'qil bin Yasar that the Messenger of Allah (peace and blessings of Allaah be upon him) said:

لَأَنْ يُطْعَنَ فِي رَأْسِ رَجُلٍ بِمَخِيطٍ مِنْ حَدِيدٍ خَيْرٌ لَهُ مِنْ أَنْ يَمَسَّ امْرَأَةً لَا تَحِلُّ لَهُ

Means:

"Piercing a person's head with an iron and a stake is better for him than touching a woman who is not his mahram." (HR. Thabrani).

b) Do not approach adultery

One of the major sins that is strictly forbidden in Islam that can result in torture for the perpetrators is committing adultery. The definition of adultery itself is an act of sexual intercourse between a man and a woman who are not a halal couple or a non-mahram.

- c) Apply in accordance with Islamic law

Message of Da'wah Akhlak

- d) Grateful

Some scholars interpret that the verse contains the command to remember Allah without forgetting Him and obey Him without defiling him with iniquity. Gratitude for such people is born from sincerity to Him, so that those who are grateful are sincere people who are based on submission to the grateful, love His Lord, acknowledge His favors,

worship Him because of the favors obtained, and do not use those favors for something that Allah hates.

- e) Helping others in kindness

Ta'awun comes from the Arabic word *Ta'awana*, *Ya Tata'aawwuna*, *Ta'awunan*, which means to help, mutual cooperation, help with fellow humans. Humans are weak creatures who are unable to meet their own needs without help from other parties. In order to meet the needs of life, humans need to cooperate, help, and help in various things.

CONCLUSION

The film *Cinta Subuh* has several da'wah messages in the form of creed, sharia, and morals. The film *Cinta Subuh* as a whole contains a call or invitation to pray in mosques, especially dawn prayers, especially men, propose to women according to Islamic sharia, help others in kindness, and not shake hands with non-mahrams, and stay away from adultery.

The entire content of the da'wah message through the markers on the

film, represents the signs and is accompanied by references to complete the meaning of the markers and signs.

The film *Cinta Subuh* is not only a film in the religious genre, but the film has a moral message that has da'wah value so that it is not only entertainment, but can be a work that is able to provide meaning that is also important for the life of a Muslim.

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