

 — FAI UNISMUH MAKASSAR —	International Conference on Actual Islamic Studies		
	Vol. 3, No. 1	August 2024	e-ISSN: 2988-7925

Buya Hamka in the Perspective of Da'wah Communication

Buya Hamka Dalam Perspektif Komunikasi Dakwah

Fatimah Az-zahra¹, Dahlan Lama Bawa², Ali Bakri³

University of Muhammadiyah Makassar | Fatimahimha285@gmail.com

University of Muhammadiyah Makassar | dahlan_ib@yahoo.co.id

University of Muhammadiyah Makassar | alibakri@unismuh.ac

Abstract

Keywords: Buya Hamka; Da'wah Communication; Da'wah Strategy.

This research aims to find out Buya Hamka's da'wah strategy and how Buya Hamka's perspective in da'wah communication, with the formulation of the problem, namely: 1). How is Buya Hamka's da'wah strategy. 2). What is Buya Hamka's perspective in da'wah communication. The type of research used is library *research*. Namely data collection through the library, reading books and scientific works that are related to the problems discussed. Buya Hamka's Da'wah strategy includes various forms of strategies. First: Buya Hamka took Fardiyah da'wah or da'wah in the form of advice. Second: Buya Hamka takes da'wah in the form of journalism, in the form of CDs or tapes and novels, in addition to CDs Buya Hamka is also known for various works or novels that he lyrates. Third: Buya Hamka takes partnership-based da'wah, Buya Hamka's partnership-based da'wah includes dawn Sufism at RRI and also lectures on TVRI. In Buya Hamka's perspective on da'wah communication, there are several points, first: Buya Hamka preached with the principle of rationality, where the principle was passed down from his father, and from his previous grandmothers. Second: Buya Hamka firmly and strongly defended his principles. Third: Buya Hamka preached with various media, be it books, magazines/newspapers, or radio.

Abstract

Kata Kunci: Buya Hamka; Komunikasi Dakwah; Strategi Dakwah.

Penelitian ini bertujuan untuk mengetahui strategi dakwah Buya Hamka dan bagaimana perspektif Buya Hamka dalam komunikasi dakwah, dengan rumusan masalah yaitu: 1). Bagaimana strategi dakwah Buya Hamka. 2). Bagaimana perspektif Buya Hamka dalam komunikasi dakwah. Jenis penelitian yang digunakan adalah penelitian pustaka (*Library Research*). Yaitu pengumpulan data melalui perpustakaan membaca buku-buku dan karya ilmiah yang ada hubungannya

dengan permasalahan yang dibahas. Strategi Dakwah Buya Hamka mencakup berbagai bentuk strategi. Pertama: Buya Hamka mengambil dakwah Fardiyah atau dakwah dalam bentuk nasehat. Kedua: Buya Hamka mengambil dakwah dalam bentuk jurnalistik, berupa CD atau kaset dan Novel, selain CD Buya Hamka juga dikenal dengan berbagai karya-karya atau novel-novel yang beliau liris. Ketiga: Buya Hamka mengambil dakwah berbasis kemitraan, dakwah berbasis kemitraan Buya Hamka mencakup tasawuf subuh di RRI dan juga ceramah di TVRI. Dalam perspektif Buya Hamka tentang Komunikasi dakwah terdapat beberapa poin, pertama: Buya Hamka berdakwah dengan prinsip rasionalitas, yang di mana prinsip tersebut diturunkan dari ayahnya, dan dari nenek-nenek sebelumnya. Kedua: Buya Hamka teguh dan kuat mempertahankan prinsip-prinsip beliau. Ketiga: Buya Hamka berdakwah dengan berbagai macam media, baik itu buku, majalah/ koran, maupun radio.

INTRODUCTION

Da'wah is a sacred duty that is imposed on all Prophets. The da'wah of the Apostles spreads the teachings of Islam, namely surrendering to Allah and obeying Him, telling the *ma'ruf* and preventing the *ungodly*. Until humans can achieve a good life. Da'wah activities can be understood well because they are usually related to daily life, da'wah evaluates all human actions (DR. Bambang S. Ma'arif, Dr. Ibnu Hamad, 2022:23).

Da'wah brings a flow of life, especially people who pay attention and are enthusiastic about implementing this pattern. in QS. Ali-Imran /3:104.

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

Translation:

And let a group of you call for virtue, instruct the majestic, and prevent the unrighteous. And they are the lucky ones.

Communication is essential to convey human thoughts. Human beings always describe themselves through well-lived and well-maintained thoughts.

Prof. Dr. H. Abdul Malik Karim Amrullah or popularly known as Buya Hamka was born on February 17, 1908 in West Sumatra. When he was a child.

Hamka often listens to rhymes about the natural beauty of Minangkabau. When he was 7 years old,

Hamka had started attending school in a village school. After a few years, he moved to Thawalib which is a school that emphasizes Islamic religious education. When he entered his teens, Hamka went to migrate to the island of Java, he migrated to Yogyakarta to continue his education. This is where the experience of hamka organizations was formed. He was a member of the Islamic union and a student of H.O.S Tjokroaminoto (Irfan Hamka, 2022; 23).

From the activities and daily life of a Buya Hamka, he is a critical person. However, Buya Hamka was critical of his arrest during the administration of President Soekarno, in 1964 in Sukabumi for allegedly carrying out subversive movements. Two years later, Hamka was free, after being free he filled his time by preaching at the Al-Azhar Grand Mosque and lecturing on the radio of the Republic of Indonesia on TVRI. Hamka returned to live his life until he died on July 24, 1981 and his body was buried at the TPU Tanah Kusir, Jakarta

From this background, the author is interested in researching Buya Hamka's perspective in da'wah communication, so the author gives this thesis the title "**BUYA HAMKA IN THE PERSPECTIVE OF AKWAH COMMUNICATION**"

Definition of Communication in General

Definition of Communication

The first communication that humans make is crying when it comes

out of their mother's womb, through crying and body movements, they can communicate what they feel and what they want.

Intrapersonal Communication

Intrapersonal *communication* is communication that occurs within an individual. This communication occurs when a person is thinking and speaking in his own mind, asking questions and solving problems in the mind, in this case a person receives and sends messages at the same time.

Interpersonal Communication

Interpersonal communication is communication that is carried out face-to-face between two people and many people, each person involved in this communication can provide opinions and can influence each other's perceptions of the other speaker.

The author made this proposal with the aim of Analyzing Buya Hamka's da'wah strategy and Analyzing Buya Hamka's da'wah communication perspective.

RESEARCH METHODS

The author uses secondary data where secondary data is the source data obtained from several supporting data. Such as literature, books, scientific articles, journals, or documents (Hadari Nawawi 2011:17). Secondary data sources can be written data.

This thesis uses Library Research data collection techniques. Library

Research is the collection of data through the library reading books and scientific works that are related to the problems discussed.

RESULTS AND DISCUSSION

Buya Hamka's Da'wah Strategy

Taking Fardiyah Da'wah

Hamka is a person who opens himself up to being an outpouring of his heart or a listener from various circles. Hamka, who is also a scholar, also routinely gives a cult or short lecture at the Al-Azhar mosque, opening his door wide on Raden Fatah III street, for people who want to express their hearts, ask about life problems or ask about religion (Irfan Hamka, 2022:1)

Taking Journalists' Da'wah Communication

1. Buya Hamka's Lecture in the form of CD or Tape Recording.
2. Buya Hamka's Da'wah in the Form of a Novel.

Besides being known as a scholar, Buya Hamka is also famous for his works, both poetry and novels. Even though it is titled a novel, Hamka's work cannot be separated from the element of da'wah. Like Hamka's novel entitled *On the Banks of the Dajlah River*, the novel tells about how Shia beliefs began to spread in the era when Umar died, how Uthman faced the division of the ummah, and the rebellion that occurred after Uthman was killed due to misunderstanding. The appointment of Ali ra.

Taking Partnership-Based Da'wah

1. Study of Sufism at dawn at RRI

Buya Hamka has been known for his lectures and works that are worldwide, as a scholar, Hamka is a guideline for dai-dai out there. He also routinely gives da'wah at dawn lectures at RRI (Radio Republik Indonesia) (Irfan Hamka 2022:1)

2. Hamka's Lecture on TVRI

The generation of the 70s must have felt no stranger to Buya Hamka, he was a scholar who regularly gave lectures at the *Islamic pulpit* at TVRI (Jakarta) in 1975 to 1980.

Buya Hamka's Da'wah Communication Perspective ***Da'wah with Principle.***

The late Haji Abdul Malik bin Haji Abdul Karim Amrullah or more popularly known as Buya Hamka, he was a poet scholar, who was not famous only in Asia but his name was known all over the world. His presence as one of the scholars was very influential, as seen from the trust of the Indonesian people in him who placed him as the chairman of the Indonesia Ulema Council in 1977 until his death in 1981. Thousands of people expressed their condolences for the passing of Hamka, a great Indonesia scholar who was once present on our earth, Indonesia.

Buya Hamka's father, Sheikh Abdul Karim Amrullah, is a great scholar who has big dreams so that his son can later follow in his footsteps to become an alim.

Firm and Strong in Holding the Principle of Da'I

Hamka is different, Hamka is a scholar who really lives in the midst of the people. Almost every day, many people flock to Hamka's house. They come for a variety of purposes, including asking for advice on personal and household matters. All were well received by Hamka and without paying a single percent. "We must do lillahi taala for Allah alone," Hamka emphasized (Rusydi Hamka, 1983:70).

Da'wah Through Book Media

Buya Hamka is an intelligent scholar who is self-taught in all kinds of sciences, he is also a writer and also a poet. Hamka is proficient in Arabic and with it Hamka learns a lot about the works of writers and writers in the Middle East, there are even works containing lectures that Hamka heard while working in a magazine printing house in Arabia.

Da'wah Through Radio Media

"Good morning, now we continue to talk again about the matter of love or mahabah, which is fixed in the heart of every Sufis, who has cleansed his soul to God. It's like if we go to the big glass in our room, if the glass is dirty or foggy, you have to clean the dirt first, or the fog, so that it is clear when it is clear that our face will be visible in it. If the glass is dirty and foggy, then we are prevented from seeing. What is the true truth of the self. But if the dirty part is not in front of us, but in another part, we need

someone else to clean it. Just like the heart, we can clean what is visible, but God is the one who clears the obstacles that hinder us. We can love others when we know His nature, when we know the beloved nature of God into us 99 many fill our hearts, remembering no one but Him. Abu Yazid Bustami went to tawaf and when he returned was asked by his disciple what he felt when he saw it, he replied "at first when I entered the Grand Mosque, I saw the Kaaba, but when I remembered Allah, who was before me was no longer the Kaaba, but Allah".

Da'wah Through Magazine and Newspaper Media

Buya Hamka and Community Guidelines are two things that are interconnected. Community Guidelines is a magazine about religion published in the city of Medan and then spread throughout the archipelago during the Netherlands colonization in the early 20th century. The first implementer of the Community Guidelines was Haji Abdul Malik Karim Amrullah, better known as Buya Hamka as the head redacteur (Editor-in-Chief) and Yunan Nasution as the compiler. The Community Guidelines at that time was a newspaper that had a high circulation of up to 4,000 copies. The Community Guidelines Magazine is organized into a media of da'wah and Islamic habits with the motto "Advancing knowledge and civilization based on Islam". Through this magazine, Buya Hamka spends the power that is liked by reasoners in the

archipelago. A number of Hamka's works known in the Community Guidelines include Modern Sufism compiled in the Bahagia and the Sinking of the Van Der Wijk Ship from various romance announcements related to the Literature rubric. The Community Guidelines Magazine is useful for educating young people and reviving the intention of the struggle of the Indonesian people to attract independence together with other Islamic magazines such as Panji Islam in Medan and Adil in Solo.

Da'wah Through the Works of Tafsir Al-Quran Al-Azhar

Tafsir Hamka was named *Al-azhar* because it resembles the name of the mosque established in his hometown, Kebayoran baru (Hamka). The name was inspired by Shaykh Mahmud Syalthuth, the hope that knowledge and intellectual influence would develop in Indonesi.**CONCLUSION**

Buya Hamka's Da'wah strategy includes various forms of strategies. First: Buya Hamka took Fardiyah da'wah or da'wah in the form of advice. Second: Buya Hamka takes da'wah in the form of journalism, in the form of CDs or tapes and novels, in addition to CDs Buya Hamka is also known for various works or novels that he lyrates. Third: Buya Hamka takes partnership-based da'wah, Buya Hamka's partnership-based da'wah includes dawn Sufism at RRI and also lectures on TVRI. In Buya Hamka's perspective on

da'wah communication, there are several points, first: Buya Hamka preached with the principle of rationality, where the principle was passed down from his father, and from his previous grandmothers. Second:

Buya Hamka firmly and strongly defended his principles. Third: Buya Hamka preaches with various media, be it books, magazines/newspapers, or radio

BIBLIOGRAPHY

Acep Aripudin, Syukriadi Sambas, 2007. *Peace Da'wah: Introduction to Peace Da'wah: Introduction to Bandung Intercultural Da'wah*: PT. Rosdakarya Youth

Amrullah, Ahmad, 1986. *Islamic Da'wah Methodology; Da'wah Method and Technique System*, Yogyakarta: Masitda

Anggraini, Citra, Tritonga, Denny Hermawan, Kristina, Syam, Lina Muhammad, Kustiawan, Windah, *interpersonal communication*, 2022. State Islamic University of North Sumatra, Indonesia, Vol. 1 No. 3 july

Al-Fathoni, Ibn Ahmad, 2015. *Biography of Malay Educator and Revolution Buya Hamka*, cet; first

Badiatul Razikin, (ddk), p. 101. Traces of Islamic figures, p. 191, and Islah Gusmian, Khazanab of Indonesia interpretation from hermeneutics.

Bambang S. Ma'arif, Ibnu Hamad, 2022. *da'wah communication research*, Ujungberung-Bandung: publisher of scholar nuancesDasrun Hidayat, 2012. *Interpersonal Communication and Medicare*, Yogyakarta: graha ilmu

Department of Religion, Al-Qur'an and its Tafsir, 2009 (enhanced edition), Volume 5, Jakarta: Ministry of Religion of the Republic of Indonesia

Diana Ariswanti Triningtyas, S.Pd., M.Psi., *interpersonal communication*, Magetan: graphic media

Hamka, My Father, 1982. Jakarta: Pustaka Panjimas

Hamka, Principles and wisdom of Islamic da'wah, 1984. Jakarta: PT pustaka panjimas

- Hamka, 1974. *Muhammadiyah in Minangkabau, Kebayoran, the foundation of Nurul Islam*
- Hamka, *Tafsir Al-Azhar*, Juz. XIII-XIV. Jakarta: Pustaka Panjimas
- Hamka, *Memories of Life*, Volume I, 1979. Jakarta: Bulan Bintang
- Hamzah Ya'kub, *Islamic Publicity*, , 1981. Bandung: CV. Diponegoro
- Hamka, edited by Mardiaty, *on the banks of the dajlah river*, 2019. Jakarta: Gema Insani
- Hamka, *Tafsir al-Azhar*, Islah Gusmian, *Khazanab Indonesian Tafsir from Hermeutics to Ideology*, 2003. Bandung: Teraju
- <http://meja-miftah.blogspot.com/2010/12/metode-dakwah-islam.html>. Accessed, January 01, 2024
- <https://www.risalahislam.com/2021/08/pengertiankomunikasi-dakwah.html#point3>, a website about Islam and Muslims. Accessed Saturday 10:57 AM
- <https://umma.id/post/pengertian-dakwah-arti-kata-istilah-dan-ruang-lingkup-327001?lang=id>. Accessed Sunday, at 9:37 p.m.
- <https://archive.org/download/KaryaHamka/Biografi%20HAMKA.pdf> Accessed week, hit, 12:05 p.m.
- <https://pdmgk.org/2014/03/10/ingin-kembali-pada-jaman-buya-hamka-dan-kh-ar-fachruddin/>, accessed February 18, 2024
- <https://www.youtube.com/watch?v=2fid45TPdjE>, accessed February 16, 2024
- <https://www.youtube.com/watch?v=YNmg3ffeDRI>, accessed February 16, 2024
- <https://www.youtube.com/watch?v=4zG1qcvNhTA>, accessed: February 18, 2024
- <https://pdmgk.org/2014/03/10/ingin-kembali-pada-jaman-buya-hamka-dan-kh-ar-fachruddin/>, accessed February 18, 2024
- <https://www.cnnindonesia.com/nasional/20220511100307-31-795337/profil-buya-hamka-ulama-sastrawan-Indonesia>, accessed February 18, 2024

https://id.wikipedia.org/wiki/Pedoman_Masyarakat, accessed February 18, 2024

Irfan Hamka, 2022. Father. Jakarta: republika publisher, XX edition

Great Dictionary of Indonesian Language, 2008. Definition of Communication, Indonesian Language Dictionary/Language Center Dictionary Preparation Team, Jakarta: Language Center

Ministry of Religion of the Republic of Indonesia, 2020. The Qur'an and Its Translation, Jakarta: Muslim Library

M. Munir and Wahyu Ilaihi, 2006. Da'wah Management, Jakarta: Fajar Interpratama Offset

M. Alfian Alfian, 2014. "Hamka Dan Bahagia: Reactualization of Tasauf, (Pondok Gede, Bekasi Design Team Corner of Science, 1st Printing

Nawawi, Hadari, 2011. Social Research Methodology, Yogyakarta: Gadjra Mada University Press

Nuridin, Ali, group and organizational communication, Surabaya: publisher of UIN Sunan ampel press

Najhan Dzulhusna, Nunung Nurhasanah and Yuda Nur Suherman, 2022. Qaulan Sadida, Qaulan Ma'rufa, Qaulan Baligha, Qaulan Maysura, Qaulan Layyina and Qaulan Karima as the basis of communication ethics in da'wah, volume 1, number 2, Journal of Islamic Social Science and Communication,.

Quraish Shihab, Tafsir Al-Misbah "Message, Impression, and Harmony of the Qur'an", Vol.6, 2002. Jakarta: Lantern of the Heart

Rusydi Hamka, 1983. Buya Hamka's Personal and Dignity. Jakarta: Pustaka Panjimas

Sugiono, 2010. quantitative research methods and R&D, Bandung: Alfabeta

Stanley J. Baran, 2009. Introduction to Mass Communication Media Literacy & Culture, New York: McGraw Hill Higher Education

Syukir, Asmuni, 1983. *Basics of Islamic Da'wah Strategy*, Surabaya: Al Ikhlas

Syukir, Asmuni, 1983. *Surabaya Islamic Da'wah Strategy* : National Effort
Teddy Dyatmika, 2021 *Communication Sciences*, Yogyakarta: Zahir Publishing
Divine revelation, da'wah communication, 2010. Bandung: Remaja Rosdakarya
Yetti Oktarina, Yudi Abdullah, 2017. *Communication in the Perspective of Theory
and Practice*, Yogyakarta: deepublish.