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Analysis of Representation of Tolerance and Da'wah Communication in the Film My Name Is Khan

Analisis Representasi Toleransi dan Komunikasi Dakwah Dalam Film My Name Is Khan

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Abstract

Keywords: Da'wah
Communication; My
Name is Khan;
Tolerance

This research aims to find out the profile of the film *My Name is Khan*, to find out the representation of tolerance values contained in the film *My Name is Khan*, and to find out the ethics/principles of da'wah communication in the film *My Name is Khan*. In this study, it was found that the movie *My Name is Khan* is a challenge for a person with *Asperger's syndrome* to keep his promise. In addition, the message in this film also tells about good and bad morals. We must always remember that there is no difference between religion, race, ethnicity or skin color because we can do good to anyone. The ethics/principles of da'wah communication in the film *My Name is Khan* are *Qaulan Sadidan*, *Qaulan Baligha*, *Qaulan Ma'rufa*, *Qaulan Maysura*.

Abstract

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This research aims to determine the profile of the film *My Name is Khan*, determine the representation of the values of tolerance contained in the film *My Name is Khan*, and determine the ethics/principles of da'wah communication in the film *My Name is Khan*. His name is Khan. In this research, it was found that the film *My Name is Khan* is a challenge for people with *Asperger's syndrome* to keep their promises. Apart from that, the message in this film also tells about good and bad morals. We must always remember that there is no difference in religion, race, ethnicity or skin color because we can do good to anyone. The ethics/principles of da'wah communication in the film *My Name is Khan* are *Qaulan Sadidan*, *Qaulan Baligha*, *Qaulan Ma'rufa*, *Qaulan Maysura*.

INTRODUCTION

Films have a close relationship with society, have a long history in the study of communication experts. Oey Hong Lee mentioned, "film as the second mass communication tool that appeared in the world after radio, film had its growth period at the end of the 19th century, film also reached its peak between World War I and World War II, but then declined sharply after 1945, along with the emergence of the medium of television, (Sobur, 2006:126)

The power and ability of film to reach many social segments, thus making experts believe that film has the potential to influence its audience. Since then, research has spread on the impact and what can be seen from a film on society such as: the influence of film on children, film and aggressiveness, film and politics and according to the author, the relationship between film and the meaning of tolerance between religious communities should also not be spared from research, because various kinds of violence and oppression carried out on the basis of racism and religious ideology have become the breakers of world unity.

Film shows a continuous event that functions as a medium of entertainment, education and enlightenment. In addition, film is also one of the information media, film will automatically bring an impact, both positive and negative, to the audience, (Sadliy, 1980: 1007). The film will also have a big impact on changing for the better if the message in the film reaches

the audience. Likewise, the film "*My Name is Khan*" which is full of the value of tolerance between religious people, which is wrapped in Islam, remains entertaining and does not judge or judge other religions.

Durkheim's theory says that religion strengthens social bonds or solidarity. However, another view also says that it is the bond of solidarity that causes division.

The case of the world motivated by religious conflicts is even more severe and very much considering the lack of tolerance that is embedded in humans. The biggest example of this conflict is the ceasefire between Iran and Palestine that is still going on today, and the 9/11 or September 11, 2011 attacks where a plane hijacking by a group 'claiming' as Muslim militant 'Al-Qaeda' crashed 2 planes into the twin towers of the World Trade Center in New York City. And at that time Islam became a terrifying scourge for Americans, Muslims around the world became bad in the eyes of everyone, because of the actions of a few irresponsible people who used Jihad as a cover to start divisions. That's why '*My Name is Khan*' is the perfect film to show what tolerance is and why we should instill tolerance early in us. In addition, this film also makes it very clear that Islam is actually not a religion that has been violent: Allah SWT in Q.S Al-Fuqan/25:68-69 said:

وَالَّذِينَ لَا يَدْعُونَ مَعَ اللَّهِ إِلَهًا آخَرَ وَلَا يَقْتُلُونَ النَّفْسَ الَّتِي حَرَّمَ اللَّهُ إِلَّا بِالْحَقِّ

وَلَا يَزْنُونَ ۚ وَمَنْ يَفْعَلْ ذَلِكَ يَلْقَ أَثَامًا
يُضَاعَفْ لَهُ الْعَذَابُ يَوْمَ الْقِيَامَةِ
وَيَخْلُدْ فِيهِ مُهَانًا

Translation:

"And those who do not worship other gods with Allah and do not kill souls that Allah forbid except for the right reason, and do not commit adultery, whoever does such a thing will surely have (atonement) for his sins. (Namely) the punishment will be multiplied for him on the Day of Resurrection and he will remain in the punishment, in a state of disgrace."

How can a tolerance be raised to make anyone who watches this film moved and respect other people's religions, races, tribes or countries, as in Islam it teaches that Islam is the only most true religion, but we must not judge other people's religions or beliefs. In Islam it is also taught in the Qur'an that we should not hate a people just because they do not think the same as us, Allah SWT requires his people to always be fair to anyone even though they have different ideologies from us.

My Name is Khan was also screened at the International Film Festival in Berlin, Germany and was recorded as the most successful Bollywood film in the history of the United Kingdom box office, because in less than a week this film ranked sixth at the United Kingdom box office and grossed US\$734,000 in just 2 days. In addition to changing other people's perception of Islam, that all adherents of Islam are terrorists is wrong, this film

also teaches people to live in harmony, harmony and coexistence in a difference as well as a teaching to respect each other so that our differences will also be appreciated.

RESEARCH MOTODE

This research is classified as a type of library research, which is research that is collected or excavated through literature such as books, encyclopedias, scientific journals, newspapers, and other documents. The approach in this study is included in the category of qualitative research. Qualitative research explains the phenomenon in depth through collecting as much data as possible. This research does not prioritize the size of sampling or population if the data collected is in-depth and can explain the phenomenon being studied, then there is no need to look for other samples

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

Film as a Da'wah Media

Film is an effective communication medium that instills values in a community, and can change the behavior of the audience after watching various films. Therefore, this film is very suitable to be used as a vehicle for spreading Islamic sharia or da'wah to the wider community. Film is not only a medium that reflects reality, but also shapes reality. Movies are a very effective tool for spreading certain ideas and opinions. The film is also credited with equating the perception of the audience with the perception of the filmmaker. Viewers can capture audiovisual messages that contain many values of human life. In this world, hundreds of thousands of people watch movies. Every week, in the cinema, on TV, and in laser video movies. Therefore, films have a unique value in the minds of the public and can cause emotional pressure, which can also have a positive impact if the film contains elements of education and learning (Fadillah, 2018). For example, an Islamic-themed film that received an extraordinary response among the Muslim community, especially among

young Muslims, was titled *Saat Cinta Bertasbih* by senior director Cherul Umm. Like previous Islamic-themed films, this film is adapted from the novel *Saat Cinta Bertasbih* by Cherul Umm. The setting of the film that depicts the atmosphere of the city of Egypt is a special attraction for the audience. In recent years, the phenomenon of the rise of domestic films with Islamic themes in the Indonesia film industry deserves attention and tracking. The depiction of Islamic cinema in the domestic film industry can be seen as a form of da'wah idealism as well as a form of religious commodification, (Khaeruddin).

Synopsis of the film "*My Name Is Khan*"

In the film *My Name is Khan*, it tells the story of a Muslim named Rizwan, a sufferer of *Asperger's Syndrome*, living with his younger brother Zakir and his mother Razia in a poor family in [Borivali](#). Rizwan's condition required him to get special guidance from a reductive supervisor and his mother's extra attention, making Zakir jealous and then leaving them to stay in San Francisco. After the departure of his mother, Rizwan then went to the city to meet Zakir and live with him. There, Rizwan met Mandira, a Hindu, and the son of Mandira's first marriage, Sameer. Rizwan and Mandira, who have fallen in love with each other, decided to get married and live in Banville. They are neighbors of the Garrick family, and Sameer is friends with the family's son, Reese.

In 2007, a Muslim terrorist attack occurred, leaving Rizwan and his family discriminated against. It also affected Sameer, resulting in him being killed after being physically bullied by his schoolmates. Knowing this, Mandira blames Rizwan for the incident and then separates, but, Mandira gives Rizwan the opportunity to get back together, on the condition that he meet the President of the United States and say that he is not a terrorist.

Rizwan went to Los Angeles, and joined a motorcade of President George W. Bush. There, he shouted, "My name is Khan and I am not a terrorist!", but people instead heard, "I am a terrorist!", leading to Rizwan's arrest. He was interrogated as a suspected terrorist, but was released after a campaign by Indian journalists proved his innocence.

In addition, Mandira manages to find her son's killer with the help of Detective Garcia and Reese's testimony. He and Rizwan then met again in Georgia and, after the change of president, they met with Barack Obama and Rizwan told him, "My name is Khan and I am not a terrorist!".

Profile of Karan Johar as the Director of the Film "My Name Is Khan "

Karan Johar is an India film director, producer, and celebrity. He was born in Mumbai, Maharashtra, India on May 25, 1972 as the son of Hiroo Johar and Yash Johar. He is one of a number of successful directors in

Bollywood. He was educated at *Greenlawns High School* and *H.R. College of Commerce and Economics* in Mumbai. Johar began his entry into the film industry as an actor who played a close friend of Shahrukh Khan in the 1995 film *Dilwale Dulhania Le Javenge*. Apart from being an actor, in the making of this film he is also an assistant director, Aditya Chopra. He launched his first film in 1998 titled *Kuch Kuch Hota Hai*. The film won a number of awards at the *Film Awards* in 1998, including *Best Movie* and *Best Director*. November 2009 Johar has completed the work on a film titled *My Name Is Khan* starring Shahrukh Khan and Kajol Devgan. The film was released on February 12, 2010 and premiered in Abu Dhabi, the United Arab Emirates, and Berlin, Germany.

Profile of Karan Johar as the Director of the Film "My Name Is Khan "

Shahrukh Khan (born 2 November 1965) or commonly known as SRK, is an India film actor, producer and television presenter. On the other hand, it is also dubbed as the "*Baadshah of Bollywood*", "*King of Bollywood*" or "King Khan", for appearing in more than 80 Bollywood films, and winning a number of awards, including 14 *Filmfare Awards*. Khan has a significant number of fans in Asia and the *Indian diaspora* around the world. In terms of audience numbers and revenue, he is called one of the most successful movie stars in the world.

Khan began his career by appearing in several television series in the late 1980s. She made her Bollywood debut in 1992 with the film *Deewana*. Early in his career, Khan was known for playing villainous roles in the films *Darr* (1993), *Baazigar* (1993) and *Anjaam* (1994). He later rose to prominence after starring in a series of romance films, which included *Dilwale Dulhania Le Jayenge* (1995), *Dil To Pagal Hai* (1997), *Kuch Kuch Hota Hai* (1998), *Mohabbatein* (2000) and *Kabhi Khushi Kabhie Gham* (2001). He received critical acclaim for his roles as a drunkard in *Devdas* (2002), a NASA scientist in *Swades* (2004), a hockey coach in *Chak De! India* (2007) and a man with Asperger's syndrome in the film *My Name Is Khan* (2010). His highest-grossing films include the comedy films *Chennai Express* (2013) and *Happy New Year* (2014). Some of his films contain themes of India's national identity and relationships with diaspora communities, or gender, racial, social and religious differences and diversity. For his contribution to cinema, the Government of India awarded him with Padma Shri, and the Government of France awarded him with the *Ordre des Arts et des Lettres* and *Légion d'honneur*.

In 2015, Khan became co-chairman of film production company *Red Chillies Entertainment* and its subsidiaries, and co-owner of *India Premier League* cricket team *Kolkata Knight Riders*. He is a television

presenter and stage performer. The media often refers to it as the "Brand SRK" because of some of its entrepreneurial embassies and customs. Khan's philanthropic work provides health care and disaster recovery, and he was awarded the Pyramide con Marni award by UNESCO in 2011 for his support of children's education. He has been on lists of the most influential people in India's culture, and in 2008, *Newsweek* named him one of the fifty most powerful people in the world. In August 2017, he became the eighth highest-paid actor in the world, and the highest-paid actor in India, according to *Forbes*.

Representation of Tolerance Values in the Film *My Name Is Khan*

Differences are inseparable because differences will always exist in our environment and will continue to emerge with the times. The movie "*My Name is Khan*," depicts the values of tolerance in terms of religion depicted through the journey of the main character, Rizwan Khan, a man with *Asperger's* syndrome, which is committed to overcoming prejudice and providing understanding between different groups of society. After the September 11 attacks in the United States, Khan faced discrimination and injustice because of his Islamic last name, and this was the beginning of his heroic efforts to change people's perception of Islam and build bridges of tolerance.

Rizwan's journey reflects his determination to overcome and combat injustice. He affirmed that "Islam is love," a message that carries a deep meaning about the essence of peace and respect for religious diversity. Through interactions with various characters in the film, Rizwan builds bridges between communities, creating a space for dialogue that carries important messages about unity and diversity.

In this context, *"My Name is Khan"* not only highlights the challenges of individuals with their particular uniqueness, but also explores how the values of tolerance and love can be a unifying force amidst religious differences. The film provides an inspiring picture of the importance of understanding and accepting religious diversity, and emphasizes that the message of peace can be realized through mutual respect and tolerance.

The Values of Da'wah Communication in the Film *My Name Is Khan*

Communication is a fundamental activity in daily life. This can be seen and experienced by every human being as a social being. The role of communication is very important for a da'i when preaching. By using good communication, the da'wah message conveyed will be received by the mad'u or recipient of da'wah.

From the results of the researcher's observations, the values of da'wah communication in the film *My Name Is Khan* are:

Qoulan Sadidan (Firm and true words)

This da'wah communication strategy is to use correct, standard words, in accordance with applicable language rules, be honest, maintain verbal in speaking. The da'wah communication strategy in this film is when Rizwan promotes his beauty products to Mandira and his friends about the benefits of his beauty products, as in scenes 32:20-32:52.

In this scene, it tells the conversation between Mandira and Rizwan in a beauty salon and Rizwan conveys the purpose and purpose of his arrival to Mandira and his friends, by asking for permission to promote his beauty products, where Rizwan honestly says that beauty products cannot beautify themselves but to improve the skin. Honesty means that what is said is in accordance with what is in the heart. Of course, it is in accordance with what has been taught in Islam and what Allah has determined.

Qoulan Baligha (Effective and targeted words)

This da'wah communication strategy is to use effective words, and on target. The da'wah communication strategy in this film is depicted when the da'wah communication strategy in this film is when Razia says to his son, as in the scene 12:43-13:44.

In this scene, it tells the conversation between Razia and Rizwan in the house and Razia conveys

his advice to Rizwan using the media of drawing and according to what he said, that there are only two types of humans in this world, namely good people who do good, and bad people who do evil. The scene above illustrates that the explanation conveyed by Razia is very effective and easy to understand.

Qaulan Ma'rifah (Good words)

This da'wah communication strategy is to use good words, polite, contain advice, and cause goodness. The da'wah communication strategy in this film is that when on the way to Los Angeles, Rizwan meets a couple named Imran and Sajidah, then they get acquainted as in scene 1:39:40-1:40:15.

In this scene, when Rizwan was traveling to Los Angeles, on the way he met a couple who were also traveling, then they got acquainted. However, when Rizwan was getting ready to perform the obligatory prayer, Imran reprimanded him because of the situation and conditions that were safe for Muslims in the west at that time, because of the September 9 conflict which resulted in a massive massacre of the west who were racist against the Muslims at that time.

Then in the next scene, Rizwan also answered Imran's reprimand with a good answer and full of advice.

Qaulan Maysura (Words that are easily accepted)

This da'wah communication strategy is to use words that are easy to accept, understand, simple, and relieve feelings. The da'wah communication strategy in this film is depicted when Mandira explains to her best friend about the obligation of zakat for Muslims, as in scenes 1:04:51-1:05:50.

In this scene, it tells the conversation between Mandira and her son along with Rizwan and her best friend, Mandira and Rizwan came to make a donation to the victim's family in the sad event of September 9, in the conversation Mrs. Garrick was surprised by the donation that Rizwan gave to the victim's family, but Rizwan explained that the donation was zakat, a mandatory thing for Muslims.

Based on the results of the above research, there are 4 values of da'wah communication carried out in the film *My Name is Khan*, namely, *Qaulan Sadidan*, *Qaulan Baligha*, *Qaulan Ma'rufa*, and *Qaulan Maysura*. In the film, it shows the efforts of the character Rizwan Khan, who is a Muslim who is a preacher, by applying the values of da'wah communication. The film highlights the importance of loving communication and awareness to form harmonious relationships amidst cultural and religious differences.

CONCLUSION

Based on the results of the research that has been carried out by the researcher on the film *My Name Is Khan*, the researcher concludes several things as follows:

The profile picture in *the film My Name is Khan* tells the story of Rizwan Khan, an Indian Muslim who was born with Asperger syndrome, a symptom of autism in which sufferers have difficulty communicating with the surrounding environment. In addition, the message in this film also tells about good and bad morals.

The representation of tolerance values in *the film My Name is Khan* depicts tolerance in terms of religion as depicted through the journey of the main character, Rizwan Khan, a man with Asperger's syndrome, who is committed to overcoming prejudice and providing understanding between various groups of society by fostering an attitude of tolerance.

Ethics/Principles of Da'wah Communication in *the films My Name is Khan, Qaulan Sadidan, Qaulan Baligha, Qaulan Ma'rufa, Qaulan Maysura*.

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