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Da'wah Rhetoric Development Method in Improving the Da'wah Ability of Madrasah Aliyah Muhammadiyah Datarang Students, Tombolo District Pao, Gowa Regency

Metode Pengembangan Retorika Dakwah Dalam Meningkatkan Kemampuan Berdakwah Siswa Madrasah Aliyah Muhammadiyah Datarang Kecamatan Tombolo Pao Kabupaten Gowa

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Abstract

Keywords: Da'wah;
Da'I; Muhadarah;
Rhetoric

This study aims to find out what methods are used in the development of da'wah rhetoric in improving the da'wah ability of students of Madrasah Aliyah Muhammadiyah Datarang, Tombolo Pao District, Gowa Regency. Then to find out what forms of activities are carried out in improving the development of da'wah rhetoric as well as supporting and inhibiting factors of muhadarah activities of Madrasah Aliyah Muhammadiyah Datarang students. The type of research I use is qualitative research, which is a research that leads to more descriptive and objective data analysis. In this study, the researcher uses observation, interview, and documentation methods. This research was located in Madrasah Aliyah Muhammadiyah Datarang for approximately two months, from September to November. The results of this research are to find out the rhetoric development methods applied by students in supporting the ability to da'wah. The form is in the form of muhadhrah and student training. In these activities, of course, it is inseparable from supporting and inhibiting factors. The supporting factors are the audience or object that is the target of da'wah paying attention to the students who are lecturing, the will of oneself, mastering the concept to be conveyed, the material presented is easily accepted by the mad'u. Then the inhibiting factor is boring material, where a student feels that the audience does not pay attention to what he is conveying, and feels that the concept he brings is boring, and lack of confidence from students.

Abstract

Kata Kunci:

Dakwah; Da'I;
Muhadarah; Retorika

Penelitian ini bertujuan untuk mengetahui metode apa yang digunakan dalam pengembangan retorika dakwah dalam meningkatkan kemampuan berdakwah siswa Madrasah Aliyah Muhammadiyah Datarang, Kecamatan Tombolo Pao, Kabupaten Gowa. Kemudian untuk mengetahui bentuk kegiatan apa yang dilakukan dalam meningkatkan pengembangan retorika dakwah serta faktor pendukung dan penghambat dari kegiatan muhadarah siswa Madrasah Aliyah Muhammadiyah Datarang. Jenis penelitian yang saya gunakan yaitu penelitian kualitatif yaitu sebuah penelitian yang mengarah pada analisis data yang lebih deskriptif dan objektif. Dalam penelitian ini peneliti menggunakan metode observasi, wawancara dan dokumentasi. Penelitian ini berlokasi di Madrasah Aliyah Muhammadiyah Datarang selama kurang lebih dua bulan, dari bulan September hingga November. Adapun hasil penelitian ini adalah mengetahui metode pengembangan retorika yang diterapkan siswa dalam menunjang kemampuan berdakwah. adapun bentuknya adalah berupa muhadhrah dan pelatihan dai pelajar. Dalam kegiatan tersebut tentu tidak terlepas dari faktor pendukung dan penghambat. Faktor pendukungnya yaitu audiens atau objek yang menjadi sasaran dakwah memperhatikan siswa yang sedang berceramah, adanya kemauan dari diri sendiri, menguasai konsep yang akan disampaikan, materi yang dibawa mudah diterima oleh mad'u. Kemudian faktor penghambatnya yaitu materi yang membosankan, dimana seorang siswa merasa bahwa audiens tidak memperhatikan apa yang disampaikannya, dan merasa bahwa konsep yang ia bawa membosankan, dan kurangnya percaya diri dari siswa.

INTRODUCTION

Islam has obliged Muslims to carry out Islamic da'wah at all times and circumstances. Muslims are obliged to try to change their situation, especially when disbelief has become rampant and Islam has disappeared from life. Also, Islam obliges its adherents not to allow themselves to be led by infidel rulers (non-Muslims), or Muslims but moderates, especially those who openly oppose Islam. Therefore, Muslims have been obliged to change the situation. Even such determination is emphasized even more if the leader cooperates with

the superpowers infidels, becomes their agents and accomplices, and betrays Allah, the Messenger and the Muslims. All of this includes the obligation to da'wah that Allah SWT has imposed on all Muslims.

Da'wah is considered important in life because it can guide a person to the right path, spread a message of peace, build one's moral awareness, provide guidance and advice, help build personal and social, and improve attitudes and behaviors.

There are several evidences in the Quran that emphasize the importance of da'wah in life. As Allah SWT said in QS Al-Imran/ 3:104:

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 makruf and prevent from the wicked, they are the fortunate ones."

Communication has a very important role in the implementation of da'wah in Islam. Da'wah is the process of conveying religious messages to individuals or communities with the aim of guiding them to the right path according to Islamic teachings and communication is the means used to convey the message effectively.

Da'wah orally, especially through lectures, speeches or sermons, is a form of da'wah that cannot be separated from the teachings of Islam itself. Rhetoric is part of communication science, communication is inviting people to participate or change their attitude to act in the same way as the communicator intended, in da'wah the communicator in question is *the missionary* and *da'i*. Thus, in addition to mastering the concept of Islam and experience of da'wah material, success is also highly determined by the ability to communicate between the *da'i*, *missionary* or *khatib* and his *mad'u*,

namely the congregation who is the object of da'wah.

In the process of developing da'wah rhetoric, various methods have emerged that can be applied so that the da'wah conveyed can be achieved according to what is desired by the audience. So, the importance of finding what methods can be used in da'wah rhetoric, rhetoric itself is interpreted as a person who is proficient in public speaking.

Based on the description above, the researcher took the initiative to conduct research in order to find out what methods are used in da'wah rhetoric to improve the da'wah ability of Madrasah Aliyah Muhammadiyah students, Tombolo Pao District, Gowa Regency.

RESEARCH METHODS

This type of research is a descriptive qualitative research with a qualitative approach, namely research that contains a systematic, factual and accurate description of the facts, properties and relationships between the phenomena investigated and produces data in the form of speech or writing and behaviors obtained to reveal the process of implementing da'wah rhetoric in every activity carried out at Madrasah Aliyah Muhammadiyah Datarang, Tombolo Pao District, Gowa Regency. This research aims to describe and search for phenomena encountered in the implementation of research. The use of qualitative design aims to explore the

facts about what delivery methods (da'wah rhetoric) are used in every student activity at Madrasah Aliyah Muhammadiyah Datarang, Tombolo Pao District, Gowa Regency.

In this study, the researcher used a communication approach and a psychological approach.

The focus of this research, the researcher focuses on what methods are applied in the development of da'wah rhetoric in improving the da'wah ability of students at Madrasah Aliyah Muhammadiyah Datarang, Tombolo Pao District, Gowa Regency, as well as supporting and inhibiting factors in improving the da'wah rhetoric ability of students of Madrasah Aliyah Muhammadiyah Datarang, Tombolo Pao District, Gowa Regency.

Data collection techniques are the most strategic step in research, because the main goal in research is to obtain data. Without knowing the data collection technique, the researcher will not get data that meets the set data standards. The techniques used to obtain the data needed in this study are observation, interviews, and documentation

RESULTS AND DISCUSSION

Methods used in the Development of Da'wah Rhetoric in Improving the Da'wah Ability of Madrasah Aliyah Muhammadiyah Datarang Students, Tombolo Pao District, Gowa Regency

Islam has obliged Muslims to carry out Islamic da'wah at all times and

circumstances. Muslims are obliged to try to change their situation, especially when disbelief has become rampant and Islam has disappeared from life. Da'wah is an effort to convey religious teachings or Islamic values to others. Da'wah is carried out through various ways, both oral and written, formal and non-formal.

In order for da'wah to be conveyed properly, understanding rhetoric is important because rhetoric involves the use of language and communication techniques to influence the thoughts, feelings, and actions of others. By understanding rhetoric, a *da'i* can more effectively convey da'wah messages.

In the process of developing da'wah rhetoric, various methods have emerged that can be applied so that the da'wah conveyed is easily understood by the community. Therefore, it is important for a *da'i* to find out what method can be used in da'wah rhetoric which can then be applied in society as a da'wah method.

Rhetoric in preaching is a skill in conveying religious messages effectively. It involves the use of language styles, persuasion and communication strategies to influence listeners in achieving the goals of da'wah.

From the results of this study, it is known that the da'wah activities implemented by the students are by inviting their neighbors to participate in the recitation they hold and also giving advice when they see the evils

committed by others. So the method used by students is *the mauidah hasanah* method.

a. The method of da'wah bil Hikmah

The method of da'wah bil Hikmah is the delivery of religious messages in a wise way by taking a gentle approach and providing a good example to the community to be preached.

b. The method of da'wah mauidah hasanah

The da'wah *method of mauidah hasanah* is a da'wah approach that emphasizes the delivery of good, gentle and wise religious messages to achieve good understanding and acceptance.

Student Activities in Improving Da'wah Rhetoric at Madrasah Aliyah Muhammadiyah Datarang, Tombolo Pao District, Gowa Regency

Da'wah rhetoric is very important to learn, because the ability to speak is very important if you have good rhetoric. Being a reliable speaker must be able or smart to understand the situation of the interlocutor and be able to adjust where and in what situation we are speaking.

several forms of activities that can improve student da'wah rhetoric. Of course, with various kinds of activities held at the school, it can further increase the potential of students in preaching.

One of the forms of activities mentioned above, namely muhadarah is the activity

of speaking in public to express opinions or provide an overview and explanation of a matter. At Madrasah Aliyah Muhammadiyah Datarang, this muhadarah activity can be realized in a variety of da'wah activities. Because da'wah activities are one of the main things in the continuity of the delivery of the Prophet's treatises.

This Muhadarah is an obligation given to every class representative to go up to the pulpit to deliver a lecture or sermon at Madrasah Aliyah Muhammadiyah Datarang.

The common thread of a da'wah activity is Islamic da'wah as an activity (process) inviting to the path of Islam and inviting to goodness. In the activity of inviting goodness, of course, it is inseparable from the problems of da'wah, therefore it is important for a *da'i* to have knowledge, provisions, and its own way so that da'wah is easily accepted by *mad'u*.

Supporting and Inhibiting Factors in Improving Da'wah Rhetoric in Madrasah Aliyah Muhammadiyah Datarang, Tombolo Pao District, Gowa Regency

The Muhadarah activity carried out by Madrasah Aliyah Muhammadiyah Datarang is certainly inseparable from several things that are supporting and inhibiting factors. These factors can have their own impact on students, coaches, and the local community. One of the supporting factors in this muhadarah activity is the readiness of the students before going up to the

pulpit. The supporting factors are *mad'u* or objects that are targeted by da'wah paying attention to students who are lecturing, the will of oneself, mastering the concepts to be conveyed, and the

material presented is easily accepted by *mad'u*. Then the inhibiting factors are boring material, and lack of preparation, (not mastering the concept).

CONCLUSION

Based on the results of observations and interviews, muhadarah activities carried out by students at Madrasah Aliyah Muhammadiyah Datarang can improve students' da'wah skills in the community.

It can also be concluded that the da'wah method applied by students in the community is using *the mau'idatuh*

hasanah method and *the bil hikmah* method.

The supporting factors are *mad'u* or objects that are targeted by da'wah paying attention to students who are lecturing, the will of oneself, mastering the concepts to be conveyed, and the material presented is easily accepted by *mad'u*. Then the inhibiting factors are boring material, and lack of preparation, (not mastering the concept).

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