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Analysis of Dzulqarnain Muhammad Sunusi's Da'wah Rhetoric in the Youtube Channel @Dzulqarnainms

Analisis Retorika Dakwah Dzulqarnain Muhammad Sunusi Dalam Channel Youtube @Dzulqarnainms

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Abstract

Keywords:

Analysis; Rhetoric;
Da'wah; Dzulqarnain

This research aims to find out the rhetoric of Dzulqarnain Muhammad Sunusi's da'wah and the analysis of his rhetoric on the DzulqarnainMS youtube channel. This study uses a type of qualitative descriptive research, namely content analysis. This research was conducted by collecting primary and secondary data sources through observation, interviews and documentation. Observations in this study are not structured because the researcher does not observe by going directly into the field, but observation by developing his observation power in observing an object, interviews by involving subscribers from DzulqarnainMS as informants, documentation obtained from data sources, such as books, official documents, and so on. DzulqarnainMS always uses a standard language so that it can be understood by all circles. In delivering the content of the lecture, it is always strengthened with evidences both from the Qur'an and from the hadith so that the worshippers are more confident and believe in what is conveyed. Based on his da'wah rhetoric from the three existing methods, he uses *the mau'izah hasanah* method. In delivering his lectures, he always uses the principles of communication in Islam and Stephen E. LucaS's theory of public speaking

Abstrak

Kata Kunci:

Analisis; Retorika;
Dakwah;
Dzulqarnain

Penelitian ini bertujuan untuk mengetahui retorika dakwah Dzulqarnain Muhammad Sunusi serta analisis dari retorikanya dalam *channel youtube* DzulqarnainMS. Penelitian ini menggunakan jenis penelitian deskriptif kualitatif yaitu analisis konten (*conten analysis*). Penelitian ini dilakukan dengan cara

mengumpulkan sumber data secara primer dan sekunder melalui observasi, wawancara dan dokumentasi. Observasi dalam penelitian ini tidak berstruktur karena peneliti tidak mengamati dengan turun langsung kelapangan, tetapi observasi dengan mengembangkan daya pengamatannya dalam mengamati suatu objek, wawancara dengan melibatkan subscriber dari DzulqarnainMS sebagai informan, dokumentasi yang diperoleh dari sumber data, seperti buku, dokumen-dokumen resmi, dan lain sebagainya. DzulqarnainMS selalu menggunakan bahasa yang baku sehingga dapat dipahami semua kalangan. Didalam penyampaian isi ceramahnya selalu dikuatkan dengan dali-dalil baik dari Alquran maupun dari hadist sehingga membuat para jamaahnya semakin yakin dan percaya terhadap apa yang disampaikan. Berdasarkan retorika dakwahnya dari tiga metode yang ada, dia menggunakan metode *mau'izah hasanah*. Dalam penyampaian ceramahnya selalu menggunakan prinsip-prinsip komunikasi dalam islam serta Teori *public speaking* Stephen E. LucaS

INTRODUCTION

Rhetoric is a discipline that studies the art of speaking which is needed by everyone, especially for a communicator. The theory of rhetoric used by a communicator will make it easier for him to influence his audience as Aristotle assumed rhetoric as an art to influence others. While the definition of da'wah science some people view that da'wah is the delivery and explanation of Islamic teachings alone. There are also some who view it as a science and teaching, and classify it from the dimensions of application and implementation, as well as various other theories.

Da'wah is one of the obligations for Muslims to change their attitudes, behaviors and human habits to be in accordance with their nature. Carrying out da'wah in the midst of people's lives according to their

respective abilities and abilities is an absolute obligation for every Muslim without exception during his or her life. This is in line with the words of Allah SWT in QS. At-Taubah: 9/71

وَالْمُؤْمِنُونَ وَالْمُؤْمِنَاتُ بَعْضُهُمْ أَوْلِيَاءُ بَعْضٍ يَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ وَيُقِيمُونَ الصَّلَاةَ وَيُؤْتُونَ الزَّكَاةَ وَيُطِيعُونَ اللَّهَ وَرَسُولَهُ أُولَئِكَ سَيَرْحَمُهُمُ اللَّهُ إِنَّ اللَّهَ عَزِيزٌ حَكِيمٌ

Translation:

"And the believers, men and women, some of them are helpers to others. They call upon the makruf, and prevent from the ungodly, perform prayers, pay zakat, and obey Allah and His Messenger. They will be given Grace by Allah. Indeed, Allah is mighty, all-wise."

The success of a da'i in preaching is more supported and determined by the rhetorical ability possessed by the da'i. Rhetoric can be said to be a tool and means to achieve the goals of da'wah. The dai usually in conveying a message has their own style or characteristics that are the characteristics of the dai. The author sees that the rhetoric of Dzulkarnain Muahammad Sunusi's da'wah is very appropriate for research. Many worshippers liked his lectures ranging from young people to the elderly, as seen from the number of worshippers who attended to listen to his lectures at large mosques in South Sulawesi, even his fans from outside South Sulawesi came to listen to his lectures, because the da'wah material brought by Dzulkarnain was easy to understand, very clear in his delivery, not long-winded when delivering his da'wah and sometimes interspersed with spontaneous humor that fresh so that it does not make Mad'u bored when listening to his lectures. With the sophistication of information technology today, we can witness the emergence of da'i-da'i who have rhetorical abilities that amaze the public. Their da'wah can be witnessed through various media, both mainstream media and social media. Dzulkarnain Muhammad Sunusi also conveyed his da'wah through several social media such as Youtube and Instagram.

RESEARCH METHODS

This study uses a type of qualitative descriptive research, namely content *analysis* and uses two data sources, namely primary data and secondary data. Primary data can be interpreted as accurate data, because the data obtained by the researcher is directly from the object of the research. The primary data source obtained from this study is the data collected by the researcher by analyzing the Dzulkarnain Muhammad Sunusi youtube account. Secondary data is data that has been collected by other parties and the researcher only quotes it. This means that the researcher is the second hand of the data he gets from the previous researcher which he gets can be from journals, books, reports and so on. In this study, observation, interview, and documentation data collection techniques were used. In this study, the researcher uses unstructured observation, meaning that the researcher does not observe by going directly into the field, but the researcher only observes by developing his observation power in observing an object. In this observation, the researcher observed *the Youtube Channel* of Dzulkarnain Muhammad Sunusi regarding how his rhetoric is in preaching. The researcher used interview techniques to obtain information from informants regarding the questions asked by the researcher. The researcher uses a written documentation technique with all objects that have a relationship and information to be compiled. Therefore, this documentation technique is a data

collection technique obtained from a data source, such as books, official documents and so on.

Dzulqarnain Muhammad Sunusi's Da'wah Rhetoric in DzulqarnainMS Youtube Channel

As we know that what is really needed by a preacher is how he can appear in front of his mad'u well so that they sympathize to hear what is conveyed, as a da'i, especially in this day and age, it is not only a matter of good appearance that is needed, but he must also have the skills to be able to appear attractive in front of the worshippers. One of them must have rhetorical skills. As has been researched by researchers, the da'wah rhetoric used by Dzulqarnain Muhammad Sunusi is good, clear and easy to understand. As said by a teacher at the madrasah Islamic boarding school Imam Malik and also one of the *subscribers* of Dzulqarnain Muhammad Sunusi who said that:

"The rhetoric of Ustad Dzulqarnain Muhammada Sunusi is straightforward, concise and easy to understand, I am interested in him because his lecture material is so thick with evidence and this shows that he when he gives a lecture based on knowledge. Ustad dzulqarnain in my opinion is very influential in his da'wah for us, and we are increasingly convinced of the main things in religion and faith."

According to him, the rhetoric of Dzulqarnain Muhammad Sunusi is straightforward, meaning that what is conveyed is clearly not convoluted and also easy to understand, the material conveyed is also reliable because the delivery is always strengthened with postulates so that it makes more confident in religious matters and creeds.

Analysis of Dzulqarnain Muhammad Sunusi's da'wah rhetoric in the youtube channel @DzulqarnainMS

Starting with data analysis, this study relies on the analysis of language style rhetoric based on tone and rhetoric using the da'wah rhetoric method, Principles of communication in Islam and Stephen E Lucas' Public Speaking Theory applied by Dzulqarnain Muhammad Sunusi on *his youtube channel*.

1. Rhetoric With Language Style (based on tone/intonation)

Language styles based on tone are grouped into three, namely, simple language styles, noble and energetic language styles, and intermediate language styles.

a. Simple language style

Simple language styles are used to give commands, lessons, lectures, and the like. Using this style, the speaker conveys facts and evidence to convince the listeners. This style does not use emotions, because it will reduce

the value of a fact and evidence presented by the speaker.

A da'i or preacher must have language skills and experience, so that when a da'i preaches in front of his worshippers, the style of language based on his tone will be simple and easy to understand, and what is spoken must have a clear evidence as sourced from the Qur'an and hadith.

"And narrated by Bukhari and Muslim from Uqbah bin Amir, the Prophet PBUH said: Be careful when you enter to meet women. A Muslim is taken care of, do not get into things that can harm him in it. Allah SWT has said that you should not approach adultery, do not do it, it is forbidden to approach it. So everything that brings it closer is forbidden."

The quote above is clear that Ustad Dzulqarnain Muhammad Sunusi uses a simple language style, by giving an order not to approach adultery and is strengthened with strong and reliable evidence so that it supports the truth conveyed.

As said by an informant of a STAI student, Syarif Muhammad Raha, that:

"His language style brings his material is very easy to understand, light and not convoluted, I am sure that all people can understand the material he brings."

According to him, the language style of Dzulqarnain Muhammad Sunusi in preaching he brought his material was very easy to understand so that all circles could accept the content of his da'wah.

An informant's response from a student who also said that:

"The language is easy to understand, the way he carries is also good, the way he delivers is authoritative, his way of conveying is calm but firm, which makes me interested in his way of preaching."

The response of the informant above is not much different from the response of other informants that the way of preaching is easy to understand which makes the informants interested in their da'wah.

b. Noble and energetic language style

This noble and powerful style means that a speaker is fully capable of influencing in a noble way. Here a speaker is able to distinguish when the tone is soft, medium, or loud. As in the quote:

"But this is a matter of no need then he chatted, this is a source of slander. Therefore, the Prophet PBUH reminded about the dangers of relationships with women, he said in the hadith Narrated at-tirmidhi ibn mas'ud "Women are the awrah" the aurat is maintained and maintained, that is what should be done. Then there is a Limit in that regard!."

The above quote shows that Dzulqarnain Muhammad Sunusi used an energetic and noble tone which shows that what was conveyed was forbidden in religion.

In this quote, Dzulqarnain Muhammad Sunusi conveyed it in a tone accompanied by a happy, gentle and peaceful atmosphere seen from his facial expression.

As said by an informant of a student of STAI Syarih Muhammad, Raha, that:

"With his laughter, calmness, gentleness, and politeness, it feels that after following his study, the spirit of charity is very strong, and I want to emulate his piety, may Allah always bless him and take care of him".

As said by an informant of a STAI student, Syarif Muhammad Raha, that:

"He is one of the da'i who does not corner other mass organizations in carrying his material and does not carry his own da'wah platform. So that everyone can comfortably sit in his study, not feel the wrong place to study, and even make those who come want to attend his study again in the future."

From the informant's response above, we can understand that with the noble and powerful language style, Dzulkarnain Muhammad Sunusi made his worshippers comfortable.

c. Medium style

The intermediate style is used by speakers whose purpose is to create a happy, gentle and peaceful atmosphere.

CONCLUSION

Dzulkarnain Muhammad Sunusi's da'wah rhetoric uses a simple language style that is easy to understand and understand because the delivery of the material is clear and not convoluted, with the aim of making it easier for

"That's not the distance to qashar, 40 kilos is a short distance, obviously, 80 kilos is okay that's an approach."

In this quote, Dzulkarnain Muhammad Sunusi conveyed it in a tone accompanied by a happy, gentle and peaceful atmosphere seen from his facial expression.

As said by an informant of a student of STAI Syarih Muhammad, Raha, that:

"With his laughter, calmness, gentleness, and politeness, it feels that after following his study, the spirit of charity is very strong, and I want to emulate his piety, may Allah always understand him and take care of him".

According to him, because of his calmness, gentleness and politeness, it makes pilgrims who have participated in his studies, want to emulate his attitude.

Of the three existing da'wah rhetorical methods, Dzulkarnain Muhammad Sunusi uses the *Mau'izah Hasanah* method. Da'wah with the *mau'izah hasanah* method means that a preacher gives advice, guidance to mad'u on a good path, and gives warnings without acts of violence.

worshippers to understand by using simple language. He always uses standard language so that it can be understood by all circles. In delivering the content of the lecture, it is always strengthened with evidences both from the Qur'an and from the hadith so that the worshippers are more confident and believe in what is conveyed. From the

results of the above research, it shows that he applies rhetoric with a very good rhetorical style, the delivery of his da'wah message on his youtube channel seems to flow without any rigidity. He applies a style of language based on tone. Also based on his da'wah rhetoric from the three existing methods, he uses the *mau'izah hasanah* method. In delivering his lectures, he always uses the principles of communication in

Islam and *Stephen E. Lucas'* theory of public speaking.

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