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## Strategi Komunikasi Dakwah Dalam Menangani Kenakalan Peserta Didik Di Smpit Almuwahhidiin Kelurahan Panciro Kabupaten Gowa

*Preaching Communication Strategy in Handling Student Delinquency at Smpit Almuwahhidiin, Panciro Village, Gowa Regency*

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### Abstrak

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| <b>Kata Kunci:</b><br>Strategi;<br>Komunikasi;<br>Dakwah; Kenakalan,<br>Peserta Didik;<br>SMPIT<br>Almuwahhidiin. | <b>Tujuan</b> penelitian ini adalah untuk mengetahui bentuk-bentuk kenakalan peserta didik di SMPIT Al-Muwahhidin, mengidentifikasi strategi komunikasi dakwah yang digunakan dalam mengatasi kenakalan tersebut, serta mengevaluasi dampak yang dihasilkan dari penerapan strategi komunikasi dakwah di SMPIT Al-Muwahhidin. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif untuk menafsirkan fenomena strategi komunikasi dakwah dalam menangani kenakalan peserta didik di SMPIT Almuwahhidiin Kelurahan Panciro Kabupaten Gowa. Data diperoleh dari wawancara, observasi, catatan lapangan, dan dokumentasi. Subjek penelitian terdiri dari guru, orang tua peserta didik, dan para peserta didik, sedangkan objek penelitian adalah strategi komunikasi yang digunakan oleh ketiganya dalam menangani kenakalan peserta didik. Penelitian ini dilaksanakan di SMPIT Almuwahhidiin Kelurahan Panciro Kabupaten Gowa. Hasil penelitian ini menunjukkan bahwa kenakalan peserta didik di SMPIT Al-Muwahhidin Kelurahan Bontoramba Kabupaten Gowa meliputi terlambat masuk sekolah, bertengkar atau berkelahi, serta mencuri. Strategi komunikasi dakwah yang digunakan untuk mengatasi kenakalan tersebut adalah komunikasi persuasif, keteladanan, dan konseling islami. Dampak dari penerapan strategi komunikasi dakwah ini terlihat pada perubahan sikap dan perilaku peserta didik, tumbuhnya kesadaran diri, serta terwujudnya lingkungan sekolah yang sehat dan religius. |
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### *Abstract*

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**Keywords:** *Strategy; Communication; Da'wah; Delinquency; Students; SMPIT Almuwahhidin.*

*The purpose of this study was to determine the forms of student delinquency at SMPIT Al-Muwahhidin, identify the da'wah communication strategies used in overcoming the delinquency, and evaluate the impact resulting from the implementation of da'wah communication strategies at SMPIT Al-Muwahhidin. This study used a qualitative research method with a descriptive approach to interpret the phenomenon of da'wah communication strategies in dealing with student delinquency at SMPIT Almuwahhidiin, Panciro Village, Gowa Regency. Data were obtained from interviews, observations, field notes, and documentation. The research subjects consisted of teachers, parents of students, and students, while the object of the research was the communication strategies used by the three in dealing with student delinquency. This research was conducted at SMPIT Almuwahhidiin, Panciro Village, Gowa Regency. The results of this study indicate that student delinquency at SMPIT Al-Muwahhidin, Bontoramba Village, Gowa Regency includes being late to school, arguing or fighting, and stealing. The Islamic missionary communication strategies used to address this delinquency include persuasive communication, role modeling, and Islamic counseling. The impact of implementing these Islamic missionary communication strategies is evident in changes in student attitudes and behavior, growing self-awareness, and the creation of a healthy and religious school environment.*

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## INTRODUCTION

The problem of young people is an interesting problem to discuss, especially lately, there has been a very confusing negative impact as a result of wanting to bring bankruptcy to the young people themselves and residents in general. The era of young people is an era that proves a span of time from the era of children to adulthood which begins with seemingly the signal of early puberty and ends at the duration of young people reaching physical and psychological maturity.<sup>1</sup>

The youth era is the span of ages between 12- 21 years old which is covered by the instability of the child's psyche. The era of young people is a step in life that is worthy of the wisdom of not afdal. On the other hand, the era of young people is an era that is prone to negative influences. But the era of young people is also a very good era to improve all the positive abilities they have such as abilities, skills, and attention. Not only that, this era is an era of searching for life values.<sup>2</sup>

But at this time, because of technological advances that continue to be advanced and the integration of customs from various countries, it is not uncommon for young people from various countries to face the destruction of attitudes and intellectuals. As a result, there are often tensions that are tried by young people who are expected to be the next generation of the nation. This matter is also often said with juvenile delinquency. The level and type of delinquent behavior of these adolescents is diverse and all have diverse impacts in society.

So it is not surprising that many parents send their children to religious schools, so that their children can grow up to be a generation that has moral values, knowledge, and faith. Sometimes, parents don't take into account how much they have to spend for the sake of their children. They must go through sacrifice after sacrifice for the future success of their children. But sometimes, after children are admitted to religious schools and considered as students, their behavior is not as expected and even becomes more mischievous. What's worse, sometimes they pass this behavior on to their friends. All of this can happen because of the different backgrounds of children, both in the social environment, social, educational, and especially the family environment and the education provided by parents.

This is a challenge for parents and teachers in religious schools. Handling inappropriate children's behavior is not an easy thing, but there must be cooperation between parents and teachers because if parents and teachers do not work together, the child will not be able to be formed as we expect or become a civilized, knowledgeable and religious child. Parents definitely need children with good morals, as for Zakiah Daradjat, "Every parent and all teachers want to nurture their children to become good people, have a strong personality and a healthy mental attitude and commendable morals".<sup>3</sup> Because basically parents need the best learning for their children, good in official, non-official or faith learning.

<sup>1</sup> Rini Nurul Fadillah, *Adolescent Development Psychology*, (Jakarta: Prenadamedia Group, 2021), p. 102.

<sup>2</sup> Rini Nurul Fadillah, *Adolescent Development Psychology*, p. 102.

<sup>3</sup> M. Quraish Shihab, *Islamic Psychology: An Integrated Approach*, (Bandung: Mizan, 2018), p. 25.

Faith school learning is considered a much more winning position for children's learning than when it is located at home, because religious schools are able to cope with all the changes of the times. The existence of rules and activities in it makes parents very confident in putting their children's learning in a faith school.

When children are at school, of course, older people share all the responsibility at school to focus on their children. The child becomes the greatness of his parents, the occurrence of a good personality certainly leads to having a good attitude, positive values and of course sharing benefits for himself, the elderly, and the community. The events that are intertwined at this time have been many more modern learning, but religious school learning is having many enthusiasts even though there is modern learning.

Therefore, many people of age are lured to send their children to religious schools. Religious schools are considered by older people as a sufficient place to study knowledge, especially for those who have a busy schedule.

Many activities of parents to make a living to fulfill their daily life desires, one of the aspects is wanting to include their children in religious school education so that children get good learning, because parents think that areas in faith school learning can share positive circumstances for children. Parental alibi does not sort out official learning because parents have concerns about the area in the school.

In schools with a platform of faith, learning runs almost no leisure duration to carry out activities that are not valuable to religious learning. However, there are many violations and delinquency of students that occur in religious schools. One of the reasons is that the child does not

have the desire to study in a religious-based school so that there is no strong desire to deepen religious knowledge, as well as the possibility of negative influences from peers in the home environment.

Parents who force their children to enter religious schools because of social pressure (prestige) and impose their will, without considering the child's true desires and interests, can often cause infighting and discomfort, which can ultimately make the child naughty or rebellious.

To prevent the possibility of children becoming naughty in religious schools, it is very important for parents to establish good communication with the child. In addition, parents must also establish an open relationship with the school, by communicating with each other and exchanging information about children's development at school. Thus, an environment will be created that supports the growth and progress of children to the maximum in school.

Sourced from the above case, the researcher was motivated to carry out more in-depth research on methods to overcome the deviations that existed in the area of the faith school. Remembering that students are *agents of change* who are expected to face the challenges of modernity in society.

## RESEARCH METHODS

The research procedure used in this research is by using qualitative research methods, which is research that uses the framework of natural activities, meaning interpreting the intertwined incidents and trying to relate the various methods that exist. Share Denzin & Lincoln qualitative research is research that uses the framework of natural activities in the sense of interpreting the intertwined incidents and is

tried by methods of relating various methods. Ericsonda qualitative research seeks to produce and describe in a narrative way the activities attempted and the consequences of the actions attempted to his life

## RESULTS AND DISCUSSION

### A. *Delinquency of Students at SMPIT Al-Muwahhidiin*

At SMPIT (Integrated Islamic Junior High School) Al-Muwahhidiin, students' delinquency is usually still in the light to moderate category, according to the characteristics of early adolescence. Some forms of delinquency that often occur include:

#### 1. Late School

Students often arrive late for no apparent reason. This is usually due to a lack of personal discipline or bad habits in managing time. As the results of the interview with Lukman Nur Hakim, M.M, stated that:

"The main factors are diverse, ranging from lack of discipline in managing time, waking up in the afternoon, to transportation reasons such as traffic jams or unavailable vehicles. There are also those due to family factors, for example parents cannot deliver or do not pay attention to their children's schedules."<sup>4</sup>

Based on the interview above, it can be concluded that the problem of tardiness is actually quite serious, because it not only

interferes with the learning process of the student concerned, but can also affect the overall atmosphere of the classroom. When one student arrives late, the attention of other students can be distracted, and the rhythm of learning is disrupted, therefore One of the most effective is a personal approach to students, providing an understanding that time is part of life discipline. This is reinforced by the results of the interview with Humairah:

"I have been late several times, usually because I woke up late or the vehicle came late, sometimes I slept too late, either because I was doing assignments, playing cellphones, or watching. As a result, it is difficult to wake up on time in the morning."<sup>5</sup>

#### 2. Fighting or Fighting

Fights between students that sometimes lead to mild physical violence, usually triggered by ridicule, envy, or group rivalry. As the result of an interview with Amirah Fadhilah, S.Pd, that:

"Fights between students are an indication of problems in managing their emotions and communication. This is quite worrying behavior because it can have an impact on the safety and comfort of all school residents."<sup>6</sup>

Based on the interview above, it can be concluded that the causes can be various, such as mutual ridicule, misunderstandings, fight over friends, or even the influence of social media. Sometimes, small problems can escalate due to adolescent emotions that

<sup>4</sup> Lukman Nur Hakim, Principal, *interview*, in Panciro, Wednesday, April 2, 2025

<sup>5</sup> Humairah, Grade VIII Student of SMIT Almuwahhidiin, *Interview*, Wednesday, May 2, 2025

<sup>6</sup> Amirah Fadhilah, S.Pd, Teacher of SMPIT Al Muwahhidiin, *interview*, in Panciro, Friday, April 4, 2025.

are still labile and have not been able to manage conflicts with adults. This is reinforced by the results of an interview with Dian Fadhillah Fauziah:

"Actually, at first it was just a joke, but over time we became offended each other. Maybe it was because my emotions were not good at that time, so I got angry easily."<sup>7</sup>

### 3. Steal

Stealing in schools is a behavior that reflects a moral crisis and a lack of character development among students. This action not only harms the victim materially, but also creates an atmosphere of distrust, fear, and damage to social relations between students. The causes can be diverse, ranging from economic pressures, environmental influences, to a lack of understanding of the value of honesty and responsibility.

Schools as educational institutions have an important role in instilling integrity values through example, character development, and the provision of educational sanctions. With the right approach, students who have made mistakes can be guided to repent, improve themselves, and return to being honest and responsible individuals.

As the results of the interview with St. Sahdana Husnaini, S.Pd, that:

"There are many factors. It could be due to economic pressure, envy of friends, or simply wanting to try because of environmental influences and weak self-control. There are also those who steal because they are not aware that their

actions are wrong, especially in early childhood students who do not understand the value of ownership correctly."<sup>8</sup>

Based on the interview above, it can be concluded that stealing can be caused by economic pressure so that there is a great opportunity to steal because of necessity. This is reinforced by the results of the interview with Dg.so'na:

"I have seen them take other students' belongings without permission. I myself watched directly, took stationery from his friend because it was quiet at that time, but I didn't tell him."<sup>9</sup>

## ***B. Da'wah Communication Strategies to Overcome Student Delinquency at SMPIT Al-Muwahhidin***

### **1. Persuasive Communication**

Persuasive communication among schools plays an important role in shaping character, building healthy relationships, and creating a conducive learning environment. Through a convincing approach while still respecting the opinions of others, teachers can instill positive values in students, while students can also learn to convey ideas in a polite and impactful way. This communication is not only useful in the learning process in the classroom, but also in resolving conflicts, encouraging discipline, and fostering cooperation between students, teachers, and the school. If applied appropriately, persuasive communication can be an effective tool in fostering positive attitudes and behaviors in the educational

<sup>7</sup> Dian Fadhillah Fauziah, Grade VIII Student of SMIT Almuwahhidiin, *Interview*, in Panciro, Friday, May 4, 2025.

<sup>8</sup> St Sahdan Husnaini, S.Pd, Teacher of SMPIT Al Muwahhidiin, *interview*, in Panciro, Wednesday, April 9, 2025.

<sup>9</sup> Dg.so'na, Panciro Community, *Interview*, in Panciro, Wednesday, April 9, 2025.

environment. Based on the results of the interview with Lukman Nur Hakim, M.M, stated that:

"Persuasive communication among schools plays an important role in shaping character, building healthy relationships, and creating a conducive learning environment. Through a convincing approach while still respecting the opinions of others, teachers can instill positive values in students, while students can also learn to convey ideas in a polite and impactful way. This communication is not only useful in the learning process in the classroom, but also in resolving conflicts, encouraging discipline, and fostering cooperation between students, teachers, and the school. If applied appropriately, persuasive communication can be an effective tool in fostering positive attitudes and behaviors in the educational environment."<sup>10</sup>

Based on the interview above, it can be understood that this Communication is effective because it builds influence through empathy, logic, and credibility, so that the message is not only received intellectually but also emotionally.

## 2. Example (Uswah Hasanah)

Exemplary or *uswah hasanah* in schools is the main foundation in the formation of strong and noble character of students. Teachers, as the main figures in the educational environment, have a strategic role in being role models through daily attitudes, speeches, and behaviors that

reflect the values of honesty, discipline, responsibility, and care. The exemplary display not only becomes a stronger learning than theory, but also creates an inspiring educational atmosphere, where students are encouraged to imitate kindness consciously and sustainably. In such an environment, moral and spiritual values are not simply taught, but brought to life in real interactions. Based on the results of the interview with Imbran pamaru, S.Pd, stated that:

As teachers, we not only teach subject matter, but also have to be good examples in terms of behavior, attitudes, and life values. Students tend to imitate what they see, so we have to show characters that are in accordance with the teachings of the religion and the prevailing norms."<sup>11</sup>

Based on the interview above, it can be understood that the example given by teachers or the school can shape the character of students, such as increasing discipline, honesty, sense of responsibility, and empathy. Students who see real examples from the adults around them tend to imitate these good attitudes, both in academic and social life. In addition, example also strengthens a more harmonious relationship between teacher and student, as students feel valued and more motivated to follow the rules and values taught. Thus, example not only leads to individual change, but also creates a more positive and productive environment in schools.

<sup>10</sup> Lukman Nur Hakim, Principal, *interview*, in Panciro, Wednesday, April 2, 2025.

<sup>11</sup> Imbrab pamaru, S.Pd, Teacher of SMPIT ALMUWAHHIDIIN, *Interview*, at panciro, Tuesday, April 15, 2025.

### 3. Islamic Counseling

Islamic counseling in schools is an approach that integrates the principles of Islamic teachings with modern counseling techniques to help students face the various challenges of their lives. This approach emphasizes the importance of spiritual values, such as tawakkul, patience, and sincerity, in resolving personal, social, and academic problems. By exploring the potential of students through an empathetic and compassionate approach, Islamic counseling focuses not only on problem solving, but also on building students' character and closeness to God. This helps students to not only find practical solutions, but also to deepen the meaning of life and seek peace of mind through religious teachings, which ultimately form strong, noble individuals, and ready to face life's challenges. Based on The results of the interview with Mawadda husnatul Rizkika, S.Pd, stated that:

"In our school, Islamic counseling is more about a personal approach and empathetic communication. We often remind students to get closer to Allah in dealing with their problems, such as through prayer, dhikr, or seeking peace through prayer. In addition, we also teach Islamic concepts of patience, sincerity, and maintaining self-respect in resolving conflicts or personal problems. We use the method of speaking openly and giving students space to express their feelings."<sup>12</sup>

Based on the interview above, it can be understood that Islamic counseling is not only short-term problem solving, but also contributes to the formation of character and the mental and spiritual well-being of students in the long term.

### C. The Impact of Da'wah

#### *Communication Strategy at SMPIT Al-Muwahhidin*

##### 1. Changes in Attitudes and Behaviors of Students

Changes in students' attitudes and behaviors in schools are a dynamic process and are influenced by various factors, such as the family environment, peer associations, teachers' parenting, and the educational approach applied. In the context of character education, these changes can be seen from increased discipline, responsibility, respect, and better communication skills. Positive change usually occurs when learners get good examples, consistent direction, and coaching that touches on their emotional and spiritual aspects. Therefore, comprehensive and sustainable educational efforts are very important in shaping the attitudes and behaviors of students so that they grow into individuals with integrity and noble character. Based on The results of the interview with Lukman Nur Hakim, M.M, stated that:

"I see that there are quite significant changes. Many students who used to be less disciplined or often break the rules, are now starting to show a more positive attitude. They are more orderly, more polite in their speech, and begin to show a sense of

<sup>12</sup> Mawadda husnatul Rizkika, S.Pd, Teacher of SMPIT ALMUWAHHIDIIN, *Interview*, Panciro, Thursday, April 17, 2025.

responsibility for school assignments."<sup>13</sup>

**Based on the results of the interview, it can be understood that with the change in attitudes and behaviors of students** It can be seen from the increase in discipline, responsibility, manners, and social concern in daily life in the school environment and outside of school. Students who experience positive change tend to appreciate rules more, show good ethics in interacting, and have a higher enthusiasm for learning. These changes also strengthen the relationship between students and between students and teachers, creating a more conducive and productive learning atmosphere. In addition, changes in attitudes and behaviors are indicators of the success of the continuous character education process, which ultimately forms a more mature, independent, and ready person to face the challenges of life with their noble values.

## 2. Growing Self-Awareness

The growth of self-awareness among schools is an important foundation in the formation of character and independence of students. Self-awareness includes the ability of students to recognize feelings, thoughts, strengths, weaknesses, and responsibility for every action taken. This process develops along with proper guidance from teachers, a supportive school environment, and learning experiences that encourage reflection and self-evaluation. As self-awareness begins to grow, students tend to be better able to control emotions, make wise decisions, and show a more

positive attitude towards tasks and social relationships. Thus, the growth of self-awareness is an important pillar in building a mature, responsible, and ready person to face life's challenges. Based on the results of an interview with Imbran Pamaru, S.Pd, stated that:

"Self-awareness in students actually begins to grow when they are given space to understand themselves, such as through self-reflection, counseling, or when they face the consequences of their actions. We see that some students are starting to realize the importance of personal responsibility, value time, and understand the impact of their attitudes on others."<sup>14</sup>

**Based on the results of the interview, it can be understood that with the growth of self-awareness** In students, it is an increase in their ability to recognize and manage emotions, understand personal strengths and weaknesses, and act more wisely and responsibly in daily life. Students who have good self-awareness will find it easier to self-regulate, set goals, and evaluate their own behavior without always having to be directed by others. This has an impact on increasing learning motivation, self-control in dealing with pressure, and more mature social skills. In the long run, the growth of self-awareness is an important foundation for the formation of strong character, independence, and the ability to make decisions in a mature and ethical manner.

<sup>13</sup> Lukman Nur Hakim, Principal, *interview*, in Panciro, Wednesday, April 2, 2025

<sup>14</sup> Imbran Pamaru, S.Pd, Teacher of SMPIT ALMUWAHHIDIIN, *Interview*, at the panciro, Tuesday, April 15, 2025.

### 3. The Realization of a Positive and Religious School Environment

The realization of a positive and religious school environment is an ideal in the world of education, because from there grows a conducive learning atmosphere, full of peace, and based on spiritual values. An environment like this not only creates a sense of security and comfort for all school residents, but also encourages the formation of the character of students who have noble, honest, and responsible character. Through the habituation of religious activities, a harmonious relationship between teachers and students, and the application of moral values in every aspect of school life, an educational culture is formed that not only educates intellectually, but also touches the dimensions of the heart and soul. Schools that are able to foster positive and religious nuances will be a place for intelligent, ethical, and religious generations to grow. Based on The results of the interview with Mawadda husnatul Rizkika, S.Pd, stated that:

"There are several excellent programs, such as the habit of praying together before and after learning activities, the implementation of dhuha and dzuhur prayers in congregation, daily cults, and moral guidance by religious teachers and homeroom teachers. In addition, we also encourage the example of teachers and build open and polite communication with students, so Alhamdulillah, I see that our school environment is increasingly

showing positive and religious nuances. This is reflected in the good habits that have begun to be attached, such as students who are used to giving greetings, performing congregational prayers, and the existence of respectful interactions between students and teachers. The school atmosphere also feels more comfortable and conducive."<sup>15</sup>

**Based on the results of the interview, it can be concluded that with the realization of a positive and religious school environment,** It can create a harmonious, safe learning environment, and support the overall growth of students' character—both intellectually, emotionally, and spiritually. In this environment, it is easier for students to develop discipline, responsibility, tolerance, and empathy, because they are in a culture that instills moral and religious values consistently. Relations between school residents have become warmer and more respectful, thereby reducing conflicts and increasing cooperation. In addition, students will be more motivated to learn, more aware of their personal responsibilities, and have a strong foundation of faith in facing life's challenges. A positive and religious environment also encourages the formation of a generation that is not only academically intelligent, but also excels in morals and social concerns.

### CONCLUSION

From the results of the above research, the researcher can conclude: The da'wah communication strategy implemented by the Public Relations

<sup>15</sup> Mawadda husnatul Rizkika, S.Pd, Teacher of SMPIT ALMUWAHHIDIIN, *Interview*, Panciro, Thursday, April 17, 2025.

Division of Himaprodi KPI Unismuh, includes the use of social media, the implementation of educational social activities, and an approach to direct students. The effectiveness of the implementation of several consistent activities such as visits to orphanages, da'wah pamphlets, and media visits by involving all students of the KPI Unismuh Makassar Study Program in every activity they carry out can be said to be quite successful as evidenced by the number of students who have participated in these activities feeling positive things in spiritual matters as expressed by several speakers, so that this has a positive impact on the Public Relations Image of HIMAPRODI KPI Unismuh Makassar itself. The supporting factor for the success of the Da'wah Communication Strategy carried out by the Public Relations Division of HIMAPRODI KPI, cannot be spared from the support of internal parties, lecturers, adequate social media, and students. Without the involvement of these parties, the communication strategy of public relations da'wah cannot be realized properly. The inhibiting factors of this da'wah communication strategy are the lack of student participation in the distribution of da'wah pamphlets, competition with non-da'wah content which is the biggest challenge for the Public Relations Division of HIMAPRODI KPI Unismuh Makassar, and limited funds and content production tools which trigger the lack of stability in the quality of da'wah content disseminated by the Public Relations Division of HIMAPRODI KPI Unismuh Makassar.

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