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**Peran Bidang Dakwah Himpunan Mahasiswa Program Studi
Komunikasi dan Penyiaran Islam Periode 2023 2024
Dalam Berdakwah di Lingkungan Masyarakat**

*The Role of the Da'wah Division of the Student Association Islamic
Communication and Broadcasting Study Program Period 2023-2024
in Preaching in the Community Environment*

Muhammad Fauzi Afif Rahmat¹, Aliman², Ramli³

Universitas Muhammadiyah Makassar¹ | rf997767@gmail.com
Universitas Muhammadiyah Makassar² | aliman@unismuh.ac.id
Universitas Muhammadiyah Makassar³ | ramli@unismuh.ac.id

Abstrak

Kata Kunci:

Himaprodi KPI;
Peran Dakwah;
Masyarakat;

Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan tujuan untuk mengetahui Bagaimana peran bidang dakwah himpunan mahasiswa program studi komunikasi dan penyiaran islam periode 2023 2024 dalam berdakwah di lingkungan masyarakat serta faktor pendukung dan penghambatnya. Penelitian ini juga bertujuan untuk mengidentifikasi faktor pendukung dan penghambat dalam penerapan strategi komunikasi tersebut. Penelitian ini dilaksanakan di Himaprodi KPI Unismuh Makassar selama periode Mei hingga Juli 2025. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa bidang dakwah dan keilmuan memiliki peran penting dalam meningkatkan minat berdakwah di lingkungan masyarakat. Strategi yang diterapkan cukup variatif dan menyesuaikan dengan konteks sosial masyarakat, mulai dari pelatihan, kajian, hingga pendekatan melalui media sosial. Selain sebagai penyelenggara, bidang dakwah juga berperan sebagai fasilitator dan pendamping bagi masyarakat yang ingin berdakwah. Faktor pendukung dalam pelaksanaan kegiatan dakwah di masyarakat antara lain adanya semangat dan komitmen dari pengurus bidang dakwah, dukungan dari tokoh masyarakat, ketersediaan media sosial sebagai alat penyebaran dakwah, serta antusiasme mahasiswa dalam mengikuti pelatihan dan kegiatan dakwah. Sementara itu, faktor penghambat yang ditemukan meliputi kurangnya fasilitas yang memadai, keterbatasan sumber daya manusia yang terlatih, kurangnya minat sebagian masyarakat karena merasa tidak percaya diri, tidak cukup ilmu agama, atau karena kesibukan lain. Selain itu, dakwah sering diasosiasikan secara sempit

dengan ceramah formal sehingga terkesan membosankan bagi sebagian orang.

Abstract

Keywords:

Himaprodi KPI; Role of Da'wah; Society;

This research uses a qualitative descriptive approach to determine the role of the Islamic Communication and Broadcasting Student Association's Da'wah Division for the 2023-2024 period in community da'wah, as well as the supporting and inhibiting factors. This research also aims to identify the supporting and inhibiting factors in the implementation of this communication strategy. This research was conducted at the Student Association of Islamic Communication and Broadcasting (Himaprodi KPI) of Unismuh Makassar from May to July 2025. Data collection techniques were conducted through observation, interviews, and documentation. The results of this study indicate that the da'wah and scientific fields play an important role in increasing interest in da'wah in the community. The strategies implemented are quite varied and adapt to the social context of the community, ranging from training and studies to approaches through social media. In addition to serving as an organizer, the da'wah division also acts as a facilitator and mentor for those wishing to preach. Supporting factors in implementing da'wah activities in the community include the enthusiasm and commitment of da'wah division administrators, support from community leaders, the availability of social media as a tool for spreading da'wah, and student enthusiasm in participating in da'wah training and activities. Meanwhile, inhibiting factors identified include a lack of adequate facilities, limited trained human resources, and a lack of interest among some due to a lack of self-confidence, insufficient religious knowledge, or other busy schedules. Furthermore, da'wah is often narrowly associated with formal lectures, which can seem boring to some.

INTRODUCTION

Communication is an essential activity for humans that is always present in daily life. This can also be interpreted as a step in which a conveyor of information conveys. Over time, communication is influenced by rapid developments in the field of information and communication technology. The emergence of a new form of communication means of a combination of computers, telephones, and televisions, namely international networks or the internet. Currently, the internet is the focus of attention for many people, both for seeking information, learning, gaining knowledge, entertainment, or for business purposes. This media has also brought significant changes to society with all the positive and negative consequences it causes. When viewed from its historical aspect, the development of information and communication technology seems to be an inseparable unit in the media industry. It is summarized starting from the era of written media, print media, telecommunication media, interactive media, to the emergence of data journalism. The era of telecommunications technology development is increasingly rapid compared to the previous era. As QS. Ar Rahman 55/33 explained the importance of utilizing or mastering science and technology optimally.

يَمْعَشِرِ الْجِنَّ وَالْإِنْسَ إِنِ اسْتَطَعْتُمْ أَنْ تَنْفُذُوا مِنْ
أَفْطَارِ السَّمَوَاتِ وَالْأَرْضِ فَانْهَضُوا^ه لَا تَنْفُذُونَ إِلَّا
بِسُلْطَنِ^ع

Translation:

"O the jinn and the people! If you are able to penetrate (cross) the corners of heaven and earth, then penetrate it. You will not be able to penetrate it except by the power (of Allah)." (Ministry of Religion of the Republic of Indonesia, 2010: 532)

The Islamic Communication and Broadcasting Study Program (KPI) is designed to produce graduates who are not only qualified in the field of media and communication, but also have the capacity as da'wah agents. The curriculum in Islamic Communication and Broadcasting combines communication theory, broadcasting skills, and strengthening Islamic science so that graduates are expected to be able to convey Islamic values effectively through various media, both traditional and digital.

At the campus level, the synergy between study programs and da'wah activities is realized through the Study Program Student Association (HIMAPRODI). This organization formed a special division for da'wah activities, which became the spearhead in the planning and implementation of religious programs. Its activities include recitation, religious counseling, socialization to schools and the

community, and the production of digital da'wah content.

The role of Himaprodi in Islamic Communication and Broadcasting is increasingly concrete through various programs: sharing takjil during Ramadan, national dialogue, and digital media-based debriefing.

However, there is a gap between strategic objectives and existing support. Constraints of facilities and infrastructure such as da'wah laboratory facilities, internet access, and creative teams reportedly reduce the potential for innovation in da'wah activities. Islamic Communication and Broadcasting students, even though they understand the concept of digital da'wah (for example through Adi Hidayat's study on YouTube), are still limited in practice in the community because of the support of infrastructure and the mentality of cadres who are not yet strong.

The social changes that occur in Indonesian society are closely related to the role of television media. This shows that contributions in the field of broadcasting are very important, with media theory showing that mass media has a great influence on society, not only in shaping ways of thinking and acting but also in encouraging social action. If da'wah can use this media effectively, then the reach of da'wah will be wider and the spiritual impact conveyed will be more felt.

Departing from this, an important question arises: **What is the role of the Da'wah Division of the Islamic Communication and**

Broadcasting Study Program for the 2023–2024 period in designing, implementing, and evaluating their da'wah activities in the community, as well as what factors affect the success and failure of their da'wah activities.

This study seeks to answer by examining: how the organizational structure and division of roles in the da'wah division, the communication and broadcasting strategies used, da'wah methods (direct and digital), as well as the response and impact of activities on the community. By uncovering this dynamic, the research is expected to help Himaprodi KPI strengthen its da'wah capacity, overcome operational obstacles, and increase the relevance of its da'wah media as well as become a reference for other campus institutions that want to optimize the contribution of student da'wah in a comprehensive and sustainable manner.

METHODS

This study uses a qualitative research design with a descriptive approach to understand in depth and systematically the phenomenon being studied. The type of data used is descriptive, in the form of words, images, and not numbers, which describes the role of the Da'wah Division of the Islamic Communication and Broadcasting Study Program (Himaprodi KPI) in da'wah in the community. This descriptive qualitative

research aims to explain, analyze, and interpret facts as they are.

The focus of this research includes two main things, namely: (1) The Role of the Da'wah Division of Himaprodi KPI for the 2023-2024 period in preaching in the community, and (2) The supporting and inhibiting factors of Himaprodi KPI KPI Unismuh Makassar for the 2023-2024 period in da'wah activities in the community. The main subject of this research is the management of Himaprodi KPI Unismuh Makassar, especially the Da'wah Field, and the object is the implementation of their da'wah activities in the community.

The data sources of this study consist of Primary Data and Secondary Data. Primary data was obtained directly from informants through interviews, while secondary data was obtained from official organizational documents, activity records, and archives of Himaprodi KPI.

The data collection techniques used are Observation (direct observation of da'wah activities), Interviews (in-depth and structured with da'wah administrators and related parties), and Documentation (collecting written and visual data relevant to da'wah roles and activities).

The data analysis technique used in this qualitative descriptive research refers to the concept of Miles and Huberman, which is carried out interactively and continuously until completion. The stages of data analysis include: (1) Data Collection, (2) Data

Reduction, (3) Data Display, and (4) Conclusion Drawing/Verification (Miles & Huberman, 2014).

RESULTS AND DISCUSSION

The Role of the Da'wah Field of the Islamic Communication and Broadcasting Study Program Student Association for the 2023-2024 Period in Da'wah in the Community

The role of the Himaprodi KPI Da'wah Division for the 2023–2024 period in da'wah in the community includes roles as implementers, facilitators, movers, and companions in da'wah activities. This role is carried out directly through programs that are educational, collaborative, and participatory.

In addition, the field of da'wah himastudy program KPI has its own strategy in increasing interest in da'wah in the community. According to the results of the interview with Husnul Khatimah he said:

"The strategies used in the field of da'wah and science include training of young people, routine studies, religious counseling, the use of digital media, and collaboration with community leaders and religious institutions." (Interview, 2025)

The strategies used by the field of da'wah and science in increasing interest in da'wah in the community involve a multi-aspect approach that is educational, participatory, and contextual. The main strategies

implemented include training young dai, Islamic studies, religious counseling, and the use of digital media for the dissemination of da'wah content. In addition, collaboration with community leaders and religious institutions is also carried out as a form of social support for the da'wah movement in the community.

The training carried out includes basic and advanced training to equip the community, especially youth and students, with the knowledge and skills of da'wah. Routine studies both face-to-face and online are used to expand religious understanding. In addition, community empowerment strategies are also an important part, namely by forming local da'wah communities and providing space for the community to be directly involved in the da'wah process.

In addition, Muhammad Ikbāl as the Head of Da'wah and Science of Himaprodi KPI for the 2023-2024 Period also added:

"The strategy used by Bijak to increase interest in da'wah to the community is the field of da'wah and science must apply various strategies that are educational, participatory and contextual and there are several strategies used, one of which is community empowerment, namely inviting the community directly in da'wah activities, such as forming a local da'wah community." (Interview, 2025)

From the results of the interview above, it shows that holding our

activities starts from students and new communities. So we come from within the scope of the campus and then go out to the community. We carry out activities, training, students are equipped with da'wah knowledge. Then we also go directly to the community on how we socialize to the community, preach, stay in touch with the community.

The da'wah program is also focused on community-based activities such as public recitations, da'wah safaris, and religious competitions. Several activities were carried out in locations such as mosques, prayer rooms, campuses, and community centers in remote areas, including the Balassuka area, Gowa. Social media is used as an alternative means to reach young people and expand the distribution of religious content that is more interesting and easy to understand.

Another strategy identified was the use of emotional and contextual approaches. This is done by understanding the social background of the community and developing da'wah methods that are relevant to daily life. Packaging da'wah messages in the form of visuals, popular narratives, or creative activities such as lecture competitions, speeches, and tahfidz is part of efforts to make da'wah feel closer and more enjoyable.

Not only delivering lectures, they also encourage active participation, forming a da'wah community, educating the public through digital media, and becoming a bridge between the campus

world and the needs of the community. This role is carried out collaboratively, dynamically, and adaptively to the times. As the result of the interview with Muhamad Ikbah he said:

The war in the field of da'wah and science is very important in accommodating people who have an interest in dlong, there are several roles that can be applied, first holding dakwah training, namely the field of da'wah holding basic and advanced training for people who are happy in preaching, second holding studies and knowledge councils, namely da'wah and knowledge councils must hold routine studies in person and online, to improve religious understanding for the community.

Akbar Mursalin, S.Sos also added regarding the role of the da'wah and scientific fields of Himaprodi KPI:

"Of course, we accommodate by holding competitions, where people outside the campus can participate in competitions in the field of da'wah itself such as lectures, tahfidz qur'an, recitations, sermons, so we accommodate how people can channel their interest in the field of da'wah, as well as we go directly to the community to convey and carry out positive activities in remote areas." (Interview, 2025)

The field of da'wah and science plays a role as a facilitator, companion, and main driver in facilitating people who have an interest in da'wah. This role is realized through the provision of a da'wah community forum, multi-level

training programs, mentoring, and technical guidance. For example, lecture training, sermon training, as well as discussion forums and da'wah seminars are routinely held to equip participants with practical knowledge and skills.

The container is not only available to students, but also open to the general public. Several programs are packaged in the form of competitions that accommodate the creativity of the younger generation, such as lecture competitions, recitation competitions, and speech competitions involving people from outside the campus. In addition, the existence of religious leaders and lecturers is a reinforcement for the process of guidance and the delivery of moderate and contextual Islamic values.

Another important role is in building a da'wah network with the local community. This is reflected in da'wah safari activities to remote areas carried out by students and administrators in the da'wah field. In this activity, students are directly involved in teaching religion to children, adolescents, and adults, as well as fostering them so that they can participate in spreading the value of goodness in the future.

Then Nurul Hikmah added:

"The role of the field of da'wah and science in accommodating people who are interested in da'wah is by providing a forum and facilities to the community so that their abilities can also develop in the future by providing guidance or assistance

for people who want to preach so that they can preach effectively." (Interview, 2025)

In addition, the da'wah field is also tasked with bridging the community's needs for easy and non-exclusive access to da'wah. This means that everyone has the same right and opportunity to learn and convey religious values according to their capacity. This inclusive approach fosters people's confidence and courage in preaching.

Overall, the role of da'wah and science is not only limited to organizing religious activities, but also as an empowerment agent that focuses on developing individual capacity, strengthening da'wah networks, and instilling the value of collective responsibility in spreading Islamic teachings in their respective environments.

Supporting and Inhibiting Factors of the Student Association of the Islamic Communication and Broadcasting Study Program Unismuh Makassar for the 2023-2024 Period in Da'wah Activities in the Community

a. Supporting Factors

- 1) enthusiasm of students and young people.

The high enthusiasm of students and the younger generation is the main driving force in the implementation of the da'wah program. Their enthusiasm in learning and being directly involved provides positive energy for the sustainability of da'wah activities.

- 2) Support from campuses, coaching lecturers, and community leaders.

The support from campus institutions, supervisory lecturers, and local community leaders helped the smooth running of the da'wah program. This form of support is in the form of guidance, facilitation of activities, and opening access to the community environment.

Based on the results of an interview with Nurul Hikma regarding the importance of campus support, in this da'wah activity he explained:

"Those who can contribute directly to activities to increase interest in da'wah in the community can be the KPI Himaprodi administrators, KPI students, KPI lecturers who can provide education and knowledge about Islam to students and support da'wah activities in the community, and the general public can also contribute to da'wah activities such as supporting the running of da'wah activities." (Interview, 2025)

From the results of the interview above, it is true that the support from campus institutions, coaching lecturers, and local community leaders helped the smooth running of the da'wah program.

- 3) Innovation in the use of social media and creative da'wah methods.

The use of social media as a means of da'wah makes the message of Islam easier to receive, especially by the digital generation. Creativity in the form of delivering da'wah content is a special

attraction that is able to reach a wider audience.

Based on the results of the interview with Afif Ashim Syahrul he explained that:

"In order for the public to be interested in preaching, it is necessary to take an educational and inspiring approach, such as providing an understanding that da'wah is a shared responsibility, not just the task of scholars. In addition, da'wah must be packaged in an attractive and relevant way to daily life, using language that is easy to understand. The provision of training, a forum for the da'wah community, and the use of social media are also very important to reach various circles. Support from religious leaders and the surrounding community will foster confidence and the spirit of preaching in the community." (Interview, 2025)

In addition, Nurul Hikmah also added:

"The strategy used by the da'wah and scientific fields in increasing interest in da'wah in the community is in addition to social media used to spread da'wah content, the da'wah field also holds da'wah activities in the community as in the program by using language that is easy for the public to understand." (Interview, 2025)

From the description of the forum above, it is true that creativity in

the form of delivering da'wah content is a special attraction that is able to reach a wider audience.

- 4) The program is designed to be flexible and touches all groups.

Da'wah activities that are designed to be flexible both in time, place, and approach allow the involvement of various circles of society. This creates an atmosphere of da'wah that is inclusive and not limited to just one group.

Based on the results of an interview with Akbar Mursalim, S.Sos he said:

"Of course, the way is to convey and carry out activities that can reach a wide community, especially from remote communities, where they are encouraged to study religion so that when they already have knowledge, they can convey their knowledge back to other people." (Interview, 2025)

The da'wah method is not monotonous. Himaprodi KPI utilizes lecture competitions, creative recitations, Islamic competitions, and da'wah safaris as a fun method and attracts wide participation.

b. Inhibiting Factors

- 1) Limited facilities and funding for field activities.

Limited facilities such as transportation, equipment, and operational funds are the main obstacles in carrying out da'wah programs to off-campus areas or remote areas.

Based on the results of an interview with Akbar Mursalim, S.Sos as the General Chairman of Himaprodi for the 2023-2024 period:

"Inadequate facilities make it difficult for us to carry out activities in the community." (Interview, 2025)

From the results of the interview above, it is true that so far the inhibiting factor of Himaprodi KPI's da'wah activities is the limited facilities and funding when in the field.

2) Lack of public understanding of da'wah.

Some people still consider da'wah only as a lecture activity or the task of scholars. This makes them reluctant to be actively involved in the da'wah activities that are organized.

Based on the results of an interview with Nurul Hikma as the administrator of Himaprodi KPI Unismuh Makassar, he explained:

"People are less interested in da'wah because of their lack of Islamic knowledge and awareness of the importance of da'wah, as well as their busyness with other activities that they think are more interesting. (Interview, 2025)

3) Feeling insecure and afraid to deliver da'wah in the community

Lack of confidence, fear of misconveying material, and fear of being judged negatively by the environment are psychological obstacles for some people to preach.

Based on the results of an interview with Afif Ashim Syahrul he said:

"Da'wah activities are not in demand, busy with personal affairs, or consider da'wah only the task of scholars." (Interview, 2025)

From the results of the interview above, **the main obstacles** include lack of facilities, limited funds, lack of public understanding of the importance of da'wah, lack of confidence, to the assumption that da'wah is the task of scholars only.

4) The perception that da'wah is only for those who are religious experts.

People are less interested in preaching because of a lack of religious understanding, not feeling capacity, lack of environmental support, and fear of facing rejection or criticism.

Based on the results of an interview with Afif Ashim Syahrul he said:

"People are less interested in preaching because of a lack of religious understanding, not feeling capacity, lack of environmental support, and fear of facing rejection or criticism." (Interview, 2025)

CONCLUSION

Based on the results of the research and discussions that have been carried out, a common thread can be drawn that as a whole answers the research objectives regarding the role of the Da'wah and Scientific Division of the Student Association of the Islamic Communication and Broadcasting Study Program (Himaprodi KPI) in increasing interest in da'wah in the community.

The field of Da'wah and Science, Himaprodi KPI has a very important role in driving interest in da'wah, not only as a program organizer but also as a facilitator and companion for people who want to be involved. The strategies applied proved to be varied, including training, scientific studies, and the use of social media, all of which were adapted to the social context to counter the narrow perception that da'wah is only limited to boring formal lectures.

The implementation of this role is supported by the high enthusiasm and commitment of the administrators, the support of community leaders, the availability of social media, and good enthusiasm from students. However, there are significant obstacles that affect effectiveness, namely limited facilities and trained human resources, as well as a lack of interest from some communities. This lack of interest is generally based on psychological factors such as lack of confidence or a lack of religious knowledge, which requires the Da'wah Field to continue to seek a more inclusive and transformative approach.

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