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**The Effectiveness of Bi Al-Kitabah Da'wah through the Media of Nurul  
Jadid Islamic Boarding School Newspaper**

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**ABSTRACT**

This article discusses da'wah through print media (Bi Al-Kitabah). This paper aims to determine the effectiveness of spreading da'wah through print media, namely newspapers. In Islamic boarding schools, newspapers become an alternative medium for students to channel their thoughts and share knowledge. Being in the Pesantren environment does not close the boundaries for students in developing their insights. The development of technology today requires the younger generation to become an innovative and highly intellectual generation. Print media must now follow the flow of the times to maintain the existence of the media, one of which is by maintaining the actuality of writing. In the Nurul Jadid Paiton Islamic boarding school in Probolinggo – especially in the Qur'an Education Center of Nurul Jadid Islamic Boarding School, print media is the main media that is efficient and effective in disseminating information and knowledge for readers. In this descriptive qualitative research, researchers use data collection techniques through interviews, observations, and documentation from both offline and online sources. Based on the analysis of the collected data, it can be concluded that the use of print media in the form of newspapers in Islamic boarding schools can have a good impact on the development of knowledge, productivity of written works, and the effectiveness of spreading da'wah.

**Keywords:** Effectiveness, Da'wah Bi al-Kitabah, Print Media

**ABSTRAK**

*Artikel ini membahas dakwah melalui media cetak (Bi Al-Kitabah). Tulisan ini bertujuan untuk mengetahui efektivitas penyebaran dakwah melalui media cetak, yaitu surat kabar. Di pesantren, koran menjadi media alternatif bagi santri untuk menyalurkan pikiran dan berbagi ilmu. Berada di lingkungan Pesantren tidak menutup batasan bagi mahasiswa dalam mengembangkan wawasannya. Perkembangan teknologi saat ini menuntut generasi muda untuk menjadi generasi yang inovatif dan intelektual tinggi. Media cetak kini harus mengikuti arus zaman untuk mempertahankan eksistensi media tersebut, salah satunya dengan menjaga aktualitas tulisan. Di pondok pesantren Nurul Jadid Paiton Probolinggo – khususnya di Pusat Pendidikan Al-Qur'an Pondok Pesantren Nurul Jadid, media cetak merupakan media utama yang efisien dan efektif dalam menyebarluaskan informasi dan pengetahuan bagi pembaca. Dalam penelitian kualitatif deskriptif ini, peneliti menggunakan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi baik dari sumber offline maupun online. Berdasarkan analisis data yang terkumpul, dapat disimpulkan bahwa penggunaan media cetak berupa surat kabar di pondok pesantren dapat berdampak baik bagi pengembangan pengetahuan, produktivitas karya tulis, dan efektivitas penyebaran dakwah.*

**Kata kunci:** Efektivitas, Dakwah Bi al-Kitabah, Media Cetak

## INTRODUCTION

In today's technological situation, da'wah through writing (print media) can make a broad contribution and also has a great opportunity to be received or conveyed (easily accessible) to the wider community. Especially for certain communities in an area that is not easy to tradition massive internet access.

The influence of print media as a da'wah medium can influence readers to increase religious knowledge to practice. Every medium has a positive or negative effect, depending on how the reader receives the message that the author wants. Similarly, social media is a trend of the current era, according to Syaifuddin and Abdul Muhid, "social media can be said to be effective if the frequency of the intensity of someone using the media then practices the content of the message conveyed related to existing da'wah studies".<sup>1</sup>

The existence of print media in the country has shifted along with the times and the advancement of science, especially in the fields of technology and information. Public opinion is increasingly shifted in print media due to economic interests and the emergence of internet media (online) which is prioritized so that the existence of print media is increasingly unattractive and there are even print media that go out of business, but some still survive because they follow the trend by making online versions of media both daily, monthly and so on.<sup>2</sup>

Print media has a different character from other media, namely clear, complete and detailed news (able to explain complex things better) no doubt if conventional media readers generally prefer print media in trusting the content of the news or information presented. Therefore, in the digital era like today, print media managers must still maintain credibility and trust in the information presented.<sup>3</sup>

In pesantren, which still applies traditional Islamic culture by limiting students in the use of technology including in preaching. Continue to develop all efforts so that the younger generation of students does not become a lagging generation, such as by creating student organizations in the field of journalism (print media) bil-kitabah da'wah method. So that interest in reading and writing continues to increase. Along with increasing insight, students are encouraged to produce works, especially in writing.

In da'wah there are several forms of da'wah strategies that can be done. The *first*, *bil-Lisan* da'wah is the activity of calling, inviting and conveying Islamic teachings through oral. Such as lectures, sermons, discussions and others. *Second*, da'wah *bil-hal* is an activity of calling and inviting which is done through concrete actions or deeds. For example, real works that can be felt useful are building Islamic schools, building pesantren and other community needs. *The third* da'wah *bil-qalam* or *bi al-kitabah* is the activity of calling, inviting and

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<sup>1</sup> Syaifuddin, Abdul Muhid. "The Effectiveness of Da'wah Messages on Social Media on the Religiosity of Muslim Communities: Literature Review Analysis". Faculty of Da'wah and Communication Sciences Antasari, Alhadarah Journal, Vol 20, No 01, 2021.

<sup>2</sup> Poti, Jamhur. "Political economy, media and public space", SEMIOTICS: Journal of Communication, Vol 13, No 02 (2019).

<sup>3</sup> Made, Suyara, I Nyoman Sedana. "Maintaining the Existence of Print Media in the midst of Online Media Onslaught" National Education University (Undiknas) Denpasar. JKB (Journal of Communication and Culture), Vol 01, No 01, June 2020.

conveying Islamic teachings through writings such as those circulating in newspapers, magazines, books and the internet.<sup>4</sup>

Islam that encourages its people to always call for, invites good things as a form of da'wah manifestation. As stated in the Qur'an Surah An-Nahl verse 125 about the legal basis of the obligation to preach:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجِدْلُهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

*It means: "Call (people) to the way of your lord with wisdom and good lessons and refute them in a good way. Verily it is your Lord who knows better who strays from His way, and He knows better those who are instructed."*<sup>5</sup>

There have been many pesantren in the archipelago that hone the skills of students in the field of writing (*Literacy*). Given that santri is a generation of the nation that contributes well to nation building from the colonial era to the present. It was also mentioned that da'wah in the modernization era is a necessity to have a media that can attract the quality of the surrounding community. Because the media is an element of da'wah that determines the effectiveness or failure of a da'wah broadcasting.<sup>6</sup>

Da'wah bil kitabah is also referred to as da'wah literacy or da'wah literacy. A da'wah strategy that makes reading materials as a medium for delivering information to the community.<sup>7</sup> Dakwah bil-kitabah (*writing*) also has many advantages including that the author can bind many elements of society in all circles by using language that is relevant to the age of each reader. Notonly that, da'wah bil kitabah is fairly efficient in its more thorough dissemination. Because unlike other da'wah strategies that must gather mad'u in a place to da'i and are not constrained by mad'u that cannot be present. Da'wah bil kitabah, can be conveyed at any time to mad'u with no time constraints.

In one of the Islamic boarding schools in Indonesia, namely the Nurul Jadid Islamic boarding school in Probolinggo. also helped develop literacy potential in its students by providing a forum and space in preaching through writing. Precisely at the institution of the Center for Qur'an Science Education (PPIQ) Az-Zainiyah Region. Forming a Press organization '*Barqo'i*' (Print media) as a forum for students to measure information and written works created.

By using the bil-kitabah da'wah strategy, namely print media as a tool for disseminating information that is easily touched by students, it is considered very efficient in its use. Thus, the '*Barqo'i*' Press organization innovated to create a monthly newspaper. This monthly newspaper was officially first published in

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<sup>4</sup> Khasanah, Noor lailatul. "Dakwah Bil-Qalam Through the Santri Movement to Write the Voice of Freedom Semarang" Islamic Communication and Broadcasting Thesis, UIN Walisongo Semarang, 9,6,2017, pp.5-6.

<sup>5</sup> Ministry of Religious Affairs of the Republic of Indonesia. 1971. The Qur'an and its Translation Perfected Edition 2019, Jakarta: Yayasan Organisasi Penterseer / pentafsir Al-Qur'an.

<sup>6</sup> Seftiani, Ayu. (2019). Model of da'wah bil-kitabah in schools: Descriptive study in Madrasah Aliyah Al-Holiliyah, Jayanti Port, Cidamar Village, Cidaun District, Cianjur Regency.bandung.Digital Library UIN Sunan Gunung Djati.

<sup>7</sup> fdikom.uinjkt.ac.id. (2021). Da'wah literacy and da'wah literacy <https://fdikom.uinjkt.ac.id/kh-dr-syamsul-yakin-ma-pentingnya-dakwah-literasi-dan-literasi-dakwah>.

2020 and continues to publish newspapers until now. Still relatively new in producing written works. However, the newspaper media '*Barqo'i*' has received a lot of positive praise because of its consistency in work.

The initial spread was only in the area of the PPIQ institution and now it is starting to expand to the Az-Zainiyah area. The newspaper '*Barqo'i*' is usually affixed to the information board of the Az-Zainiyah region. The rubrics presented are opinions, news, and literary piggy banks (poems and short stories). All works published are purely from the students of the PPIQ institution itself because the main purpose of the establishment of the monthly newspaper '*Barqo'i*' in addition to da'wah is also to hone the ability of students in the field of writing, increase interest in reading and actively work. In addition, as a medium to introduce the PPIQ institution to all PP students. Nurul Jadid.

Passionately and enthusiastically working in the midst of his limitations in digging for information in da'wah and a slightly decreased interest in reading. The author considers it necessary to look further at how PPIQ students in region Az-zainiyah remain conducive and productive in developing writing skills and making works that are very competent so as to make the bi al-kitabah da'wah method run effectively.

## **RESEARCH METHODS**

This research uses qualitative research with descriptive methods. Descriptive qualitative research is a method of examining the status of a human group, an object, a condition and a system of thought, or a class of events. Researchers obtained data through in-depth interviews with information sources and limited field observations from sources.

With this method, researchers can find out a lot about Nurul Jadid Islamic Boarding School, the content in the newspaper media '*Barqo'i*' and the effectiveness of applying da'wah bil-kitabah.

In this study, the author checks the validity of data by Triangulation of Data Sources, namely by exploring the truth of certain information through various methods and sources of data acquisition, such as through interviews and observations. Then the results of the meeting are reviewed again and combined into a journal.

## **RESULTS AND DISCUSSION**

Judging from the understanding of da'wah in terms and language, the sentence da'wah comes from Arabic, namely da'a-yad'u-da'watan which means to invite, call and invite.<sup>8</sup> Da'wah is also defined and is a goal as an activity to influence and change someone from less good to better. In the practice of da'wah a person who does an exclamation or invitation is called Da'i. A preacher is usually equated in general with a missionary. While someone who receives da'wah is called Mad'u and in da'wah there is also a need for da'wah material (Maddah Dakwah). In addition, what is also required in preaching is the existence of media for its delivery, whether in the form of oral, written, visual or audio visual.

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<sup>8</sup> Rohman, Fathur. "DAKWAH BIL-KITABAH (Analysis of Persuasive Communication in Overseas Children's Islamic Novels)". (Lampung: ath-Thariq, 2020).

A da'wah practice can be said to be effective if it achieves a desired goal such as: it can be well accepted by the target mad'u (community) and can also motivate a mad'u to be better than before. According to Tubbs and Moss, communication can be effective if it shows five indicators: understanding, pleasure, influence on attitude, better relationships and actions.<sup>9</sup> Here is the description:

1. Understanding

Understanding means that the message can be understood by the recipient as the sender wants. Most phenomena that trigger quarrels or conflicts because the message we send is interpreted differently by the recipient of the message. With the rise of this, writers must be very careful in managing the language and sentences used. If the message is interpreted differently, then there has been a failure in communication.

2. Pleasure

Pleasure means that communication is done to cause pleasure, so it will make a pleasant relationship. It is often shown to influence others to have the perception, attitude or behavior that the communicator wants. In communication that is carried out in writing also requires this. How to carry writing well so that a reader does not feel bored quickly. Failure in this case will make someone feel alienated and lazy to re-inmate with the communicator.

3. Influencing attitude

Influencing attitude means the process by which someone or something influences or changes one's attitude towards something. Attitude is a mental tendency that responds to a particular object or situation in a positive or negative way. Influencing attitudes can be done through various means, such as providing information, providing direct experience, or using persuasive techniques.

4. Good social relationships

In any communication is aimed at fostering good social relationships. Social needs are the need to cultivate and maintain satisfying relationships with others in terms of interaction and association, control and power, and love. All these social needs can only be met with effective interpersonal communication. Similarly, communication that is established in writing must still maintain good language ethics and delivery in order to continue to establish good social relations.

5. Action

Action means a behavior that is expected as a result of the communication process carried out. Encouraging someone to engender understanding is difficult, but it is even harder to influence attitudes and much harder to take action. While the effectiveness of communication is usually measured by concrete actions taken. To engender such action, we must first succeed in instilling an understanding, shaping and changing attitudes.

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<sup>9</sup> Anisah, Nairatul. Padillah, Syindi Putri. Barus, Pahmi. Sepriandito, Refli. Rusdi, Muhammad. Hasibuan, King of Batar. Kustiawan, Winda. "Psychology of Communication". Journal of Computer Science, Economics and Management (JIKEM). Vol. 2, No. 1 (2022).

Therefore, a da'wah communication carried out in print media, namely by writing, must have regulations so that communication is well established and achieves the effectiveness of da'wah. The method of da'wah bil al-Kitabah used is an easy da'wah method in anticipation of bad deliveries from a preacher. Because da'wah uses this writing, it can still be corrected or re-edited by the editorial team before being disseminated.

### **1. Da'wah Bi al-Kitabah (Da'wah with writing)**

Da'wah bi al-kitabah is not a new term in the world of da'wah which in the Qur'an is called for in the first five verses of surah al-'Alaq, Allah also makes writing an activity as a noble activity clearly called for also in the first verse of surah al-Qalam. The companions of the Prophet and previous scholars also applied this method which can be proven by the preservation of the existence of the holy book of the Qur'an and classical books which until now are still being studied as a reference to the problems of the people and can be enjoyed without limited space and time.

This da'wah method in practice uses writing skills and writing media as a tool to spread da'wah to Mad'you and can be accepted by many circles. It can even be read whenever a Mad'u wants. Da'wah media with writings such as newspapers (newspapers), magazines, tabloids, bulletins and even wall magazines. These media are still widely used because of their effectiveness in reaching da'wah targets from various circles, easy to repeat and re-examine into efficient advantages. Therefore, there is nothing wrong with a preacher in this era using written media in developing his da'wah.

### **2. BARQO'I Print Media**

Print media itself can be interpreted as a communication channel where verbal messages in the form of writing or in the form of images such as caricatures and comics carried out in printed form are referred to as print media. This print media plays a very important role in the growth of human knowledge from century to century which is the only means of carpentry and dissemination of information.

So no doubt, if print media continues to grow and is still widely used. Including in Islamic educational institutions (Pesantren) which are still very thick in maintaining the traditional teaching culture of scholars. Educating students by limiting the use of technology such as restrictions on using the internet and electronic goods, because their benefits are considered greater than the benefits obtained. Therefore, by using print media, information dissemination will be more efficient and flexible in Islamic boarding schools.

PP. Nurul Jadid Paiton is one of the pesantren in Indonesia which is proof that a pesantren can be an educational institution that has learning discipline. By continuing to innovate in forming good character and increasing the knowledge of students. Pesantren Nurul Jadid Paiton is a boarding school that is fairly advanced in the field of classical and contemporary science. Traditional education culture is still very thick in implementation. Even so, PP. Nurul Jadid can always give birth to students who have the ability in technology and have high competitiveness. This can be proven by the quality of print media and online media owned by PP. Nurul Jadid.

The print media '*Barqo'i*' is published by the central institution for Qur'anic science education (PPIQ), Az-Zainiyah Region under the auspices of PP. Nurul

Jadid in early 2020. The print media 'Barqo'I is a newspaper produced every month. The initial purpose of making it was to improve the scientific ability of PPIQ students, not only in the science of the Qur'an. But, also in the science of writing writing (Journalism) and also as a place to share knowledge, inspiration and give birth to a culture of literacy. Over time the newspaper 'Barqo'i' grew and its range became wider. Initially only intended for PPIQ students but, now it has expanded to all students of Az-Zainiyah Region. The newspaper 'Barqo'i' is also a forum to introduce the PPIQ institution to all students.

The newspaper 'Barqo'i' contains many rubric works such as news, opinions, literary piggy banks (poems, short stories, rhymes), aspiration patterns, word space and activity documentation. The writings published are not only about the science of the Qur'an but about general science and news updated every month. The crew of the newspaper 'Barqo'i' there are 9 people consisting of: editor-in-chief, deputy editor-in-chief, secretary, treasurer, reporter, editor, layother, publishing, marketing. With a strong spirit, the crew of the 'Barqo'i' newspaper continues to work consistently despite the limitations of tools and technology.

Figure 1. Sample Barqo'I Newspaper





Figure 2. Sample Barqo'I Newspaper



Figure 3. Sample Barqo'I Newspaper



The above are examples of some magazines that have been successfully published by the Barqo'i crew. The published works are not only from the Barqo'i crew itself, but also accommodate from other students. It contains many positive papers for the development of student knowledge. And the messages contained in it can motivate students to continue to muhasabah themselves to be better.

"With Barqo'i, I feel happy, because I get a lot of insight and information, also I can preach by channeling my written works to be enjoyed by students," said Aisyah Balqis, one of the crew of Barqo'i newspaper. In an interview on October 26, 2023.

"Reading Bar'qoi newspaper is my routine because the delivery of information in writing is easy to understand and the rubrics presented are also very interesting," said one of the students, Rohma Najwa who read the newspaper at that time. In an interview on October 27, 2023.

With the statement above, it can be proven that media literacy for students is very important to be preserved. The many benefits besides being able to broaden their horizons also make students productive in their work.

**CONCLUSION**



Barqo'I newspaper is an application of da'wah with journalism using print media to provide information and share knowledge to all students in Nurul Jadid Islamic Boarding School, especially the Az-Zainiyah area.

Quantitative is the method chosen in this study. Aims to provide a comprehensive and in-depth picture of the phenomena of da'wah, assist in exploring various perspectives and test the effectiveness of da'wah methods used in preaching.

This newspaper media is also a mouthpiece to introduce the PPIQ institution (Center for Qur'an Science Education) and increase interest in reading and writing students. That it is realized that a sharpening of the morning literacy of the younger generation is very necessary in developing open-mindedness and increasing insight.

According to the data that has been collected from the quantitative research process. The existence of newspaper media in the pesantren environment is very influential for students, including in the development of knowledge. The method of da'wah with print media, namely bi al-Kitabah, is very effective, efficient and flexible in its dissemination. Santri can easily access to read also not constrained by time. In addition to getting additional insights, students can also channel written works so that students can be productive in working in the field of literacy. Therefore, the bi al-Kitabah da'wah method is very suitable to be instilled in the pesantren environment.

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