THE INFLUENCE OF THE MOTIVE FOR THE USE OF AUDIO-VISUAL DA'WAH MEDIA ON INCREASING THE SATISFACTION OF DA'WAH MESSAGES IN SURABAYA ISLAMIC STUDENTS

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Abstract

The studies background of audio-visual media use as the da'wah media often accessed by Surabaya Islamic students. The study aims to see how the motive of the use of audio-visual da'wah media on the increasing satisfaction of the da'wah message on Surabaya Islamic students has been. Research answer the problems, 1) what was the motive behind the use of audio-visual da'wah media toward the increasing satisfaction of the da'wah message on Surabaya Islamic students? 2) what percentage of the motive behind the use of audio-visual da'wah media on the increasing satisfaction of the da'wah message on Surabaya Islamic students?. Data collection techniques this research through questionnaires, observation, interviews, and documentation. The technical data analysis is done in statistical quantitative. Based on research, it is known that there has been a significant influence on the use of audio-visual da'wah media toward the increased satisfaction of the da'wah message on Surabaya Islamic students. The motive for the use of audio-visual da'wah media on raising the satisfaction of the da'wah message on Surabaya Islamic students is 10,8 %.

Keywords: *Da'wah, Audio-visual Media, Da'wah Message.*

Introduction

Islam is a religion of proselytizing which means it always encourages its adherents to always be active in proselytizing. The progress and decline of Muslims is closely related to the proselytizing activities carried out. The Qur'an mentions that proselytizing activities are called ahsanul qaula, which is the best speech and deed. Then, khaira ummah is called the kindest people and the chosen people who are only given by Allah Almighty to groups of people who are actively involved in proselytizing activities. Proselytizing is an attempt to transform people, both individuals and societies from unfavorable situations to better situations. The existence of

proselytizing can provide a better transformation of society and provide a point of information from the misunderstanding of the teachings of the Islamic religion in society.[12]

In proselytizing, perpetrators of proselytizing or da'i always realize the message of proselytizing as well as possible, one of which is with the medium of proselytizing. The proselytizing media is an element that plays an important role in proselytizing activities. Without the media, da'i could not realize his proselytizing as it should. There are several experts who disagree on the medium of proselytizing. One of them is Abdul Kadir Munsyi, a Malay literati from Saudi Arabia who explains six types of proselytizing media, including; oral, written, painting or drawings, deeds (morals), audiovisual, and organization. It can be known that there are various kinds of media that can be chosen and used for preaching.[34]

However, in this century the development of information and communication technologies is increasingly inevitable. Technology that is developing rapidly is influenced by the flow of information and technology in the world. The development of a technology, one of which is the media that we can enjoy in this era called audio-visual media.

Audio-visual media or hearing media is a medium that contains live images that can be seen and heard, such as movies, videos, television and the like. The media is inseparable from the existence of the internet. If the media is connected to the internet, the use of media is more practical and easy to reach. In addition to being practical, the audio-visual media used can also be enjoyed well, especially as entertainment because the proselytizing content is more interesting, such as YouTube, Instagram videos, movies and the like. Especially now that many young men and women such as students are getting used to enjoying proselytizing through audio-visual media.

Da'wah messages conveyed through audio-visual media can provide their own enjoyment for users. By listening to da'wah through listening to the media, users can find out who the speaker of the proselytizing is, how to preach, his body movements, and so on. In addition, if you follow one of the content or the proselytizing community through Instagram videos, we can ask questions through the question and answer column, even though we don't meet face to face with da'i.

In using media, it is also inseparable from the name of the motive or impulse in using it. Everyone in using the media, has different motives. Such differences create a level of satisfaction for each individual. The use of a medium occurs because of human needs in satisfying and meeting their needs. Motives or impulses can be due to curiosity, more interesting proselytizing content, and even enjoying technological advances that occur in proselytizing media. [5]

In addition, audio-visual proselytizing media is also easy to reach for everyone. Make it easier for them to watch and enjoy proselytizing content anywhere and anytime. Mad'u or the object of proselytizing can watch proselytizing in between their busy lives. In addition to their activities in world affairs, they can also obtain spiritual kultums or flushes through the

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[1]   Didin Hafidhuddin, *Dakwah Aktual* (Jakarta: Gema Insani Press, 1998), 76.
[2]   Syamsudin AB, *Introduction to the Sociology of Da'wah* (Jakarta: Kencana, 2016), 10.
[3]   Moh. Ali Aziz, *Da'wah Science* (Jakarta: Kencana, 2017), 345.
[4]   Ibid. , 347.
[5]   M. Burhan Bungin, Sociology of Communication: *Paradigm Theory and Discourse Teknology of Communication in Masyarakat* (Jakarta: Fajar Intrapratama Mandiri, 2013), 32.

proselytizing they watch. So that mad'u who cannot participate in the study of proselytizing directly, can still enjoy proselytizing content.

Surabaya is a city in East Java with a variety of universities. Many people are educated at colleges located in the region. Universities in Surabaya are in great demand by students, especially Islamic students in pursuing higher education. Islamic students in this case are Muslim students who study at Islamic universities. The existence of several Islamic universities spread across the Surabaya area, the researcher made one of the Islamic universities, namely Sunan Ampel State Islamic University Surabaya.

Surabaya Islamic students in studying at Islamic universities are inseparable from the cultivation of Islamic religious teachings, one of which is through proselytizing. However, nowadays proselytizing can not only be received directly through certain studies or proselytizing assemblies, but can be received through audiovisual media. Many Surabaya Islamic students access audiovisual media to obtain information on proselytizing content. In this regard, the author conducted a study on "The Influence of Motives for the Use of Audio Visual Da'wah Media on Increasing Satisfaction of Da'wah Messages in Surabaya Islamic students".

Literature Review

The literature review in this study through several previous research results consists of books and research journals. Literature books are obtained about the study of audiovisual proselytizing media and various types of proselytizing messages. The results of the previous research were entitled "The Influence of the Use of Visual and Audiovisual Da'wah Media on the Understanding of Islamic Religious Teachings". the results of his research showed that the influence of the use of visual and audiovisual proselytizing media on the understanding of Islamic religious teachings on Al Barokah Muslim pilgrims in Sekarjoho village, Prigen district, Pasuruan regency was quite influential with a value of 0.643.

The author wants to know the use of proselytizing media, especially audiovisual, in providing an understanding of the teachings of the Islamic religion. furthermore, it was analyzed and compared the use of audiovisual da'wah media for Surabaya Islamic students in increasing the satisfaction of da'wah messages. Whether using audiovisual media in obtaining proselytizing messages provides satisfaction for these students.

1.   Audio Visual Da'wah Media
        The term da'wah comes from the Arabic word da'a-yad'i-da'watan, meaning to invite, to call, to call. Terminology is expressed directly by Allah Almighty in the verses of the Qur'an. In the Qur'an, the word proselytizing is expressed about 198 times spread over 55 verses or 176 verses. On the other hand, in terminology experts have different opinions in interpreting the word proselytizing.
        According to Adi Sasono, proselytizing is to invite people to the path of goodness and guidance to obtain happiness in the world and the hereafter or is a social transformation. Ali Makhfudh interpreted proselytizing as an effort to encourage people to do virtue and follow religious instructions, calling them to goodness and preventing impossibility in order to obtain the happiness of the world and the Hereafter. Then, Quraish Shihab also

said that proselytizing is a call or invitation to conversion or an attempt to change the situation to a better and perfect situation, both to the individual and the community.[6]

Based on some of the meanings of proselytizing above, it can be said that proselytizing is an activity or effort to convey something to individuals and communities that are of good value to live their daily lives. In Islam, with proselytizing, it is sought to form a society based on the teachings of the Qur'an and Hadith. So as to create a civil society that always adheres to the teachings of the Islamic religion.

While the word media comes from the Latin word "medius" meaning intermediary, or introductory. Communication experts define media as a tool that connects communication messages conveyed by the communicator (sender of the message) to the communicant (recipient of the message). Whereas in Arabic, media is the same as wasilah (وسيلة) or in the plural, wasail (وساءل) means tool or intermediary.[7]

According to Abdul Kadir Munsyi, proselytizing media is a tool that becomes a channel that connects ideas with mankind. This opinion is similar to the expression Hamzah Ya'qub which interprets the medium of proselytizing as an objective tool that becomes a channel that connects ideas with the people. Meanwhile, Al-Bayanuni stated that the medium of proselytizing is something physical and non-physical that can lead preachers to implement proselytizing strategies. Based on the definition of proselytizing media by experts, it can be known that da'wah media is a tool or something that intermediaries the delivery of proselytizing messages to da'wah partners (mad'u).[8]

Audio-visual media is a medium of listening which means it can be seen and heard. Movies or live images are usually called movies. Living images are a form of art, popular entertainment, and also business. Film is the production of footage of people and objects with cameras and animations. In the film contained normative, educational, as well as persuasive functions. The factors that can show the characteristics of the film are the big screen, shooting, full concentration and psychological identification. Movies can be story films, news films, documentaries, and cartoons.

Television is a pictorial broadcast capture device. The term television comes from the words tele (far) and vision (visible), which means to appear or be able to see from a distance. The function of television is to provide information, entertainment, and influence the audience. Messages or information conveyed through television require certain considerations so that the message can be received by the audience.

Electronic cinema (soap opera) is a serialized play broadcast through a television station. In general, soap operas tell the story of human life that is colored by conflicts, such as dramas or skits. In the 2000s, almost all television stations in Indonesia featured soap operas with da'wah nuances. For example, soap operas with the titles "Divine Destiny", "Hidayah", "Himah", and so on.[9]

Youtube is an application that provides video services and is a medium that is free to upload. For free, users can load, watch, and share video clips. Youtube is also very suitable for finding information without having to read articles. The videos that are shown through Youtube are video clips, TV shows, movies, as well as videos made by the users themselves.

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6   Syamsudin AB, *Introduction to the Sociology of Da'wah* (Jakarta: Kencana, 2016), 6-9.
7   Moh. Ali Aziz, *Da'wah Science* (Jakarta: Kencana, 2017), 345.
8   Ibid., 346.
9   Moh. Ali Aziz, *Da'wah Science* (Jakarta: Kencana, 2017), 365.

The benefit of using youtube is that its content can be broadcast to millions of audiences. Almost every country in the world and every computer that is accessed by the internet provides social media youtube. Youtube is a place to share data (files) for each member, and audiences can search or upload other people's recorded videos for those who access it to watch. In terms of proselytizing, the public's need for short-form videos is very high. They access videos to meet their needs.[10]

In addition, there is also Instagram, which is a mobile application based on iOS, Android, and Windows Phone, where users can shoot, edit, and post photos or videos into Instagram and other social networks. Videos and photos shared on the Instagram page will be visible in the feeds of other users (followers). From year to year, the interest in using Instagram is increasing. So this is a reason for proselytizing activities to be carried out through Instagram media.[11]

1.   Da'wah Message

In Communication Science, the message of proselytizing is called message, meaning symbols. The term proselytizing message contained in Arabic literature is called maudhu' al-da'wah. The term proselytizing message is more appropriate than "proselytizing material" with Arabic maaddah al-da'wah. The latter word can lead to misunderstandings as the logistics of proselytizing. In perspective, the message of proselytizing is to explain the content of proselytizing such as words, pictures, and so on. The proselytizing message conveyed by da'i is expected to provide understanding and even changes in the attitudes and behavior of da'i partners (mad'u). Any message can be called a proselytizing message as long as it does not contradict the main sources of the Qur'an and hadith.

Broadly speaking, the message of proselytizing is divided into two, namely, the main message sourced from the Qur'an and Hadith, and additional or supporting messages (other than the Qur'an and Hadith). These additional messages include the opinions of scholars, the results of scientific research, exemplary stories and experiences, news and events, literary works, and works of art.

Research Methods

This research uses a type of quantitative research that is processed by statistical methods. The population in this study were students of Sunan Ampel State Islamic University Surabaya. Given such a large population, the researchers sampled 46 students from 9 faculties.

Researchers used a probability sampling technique of cluster sampling type (random group samples). Sampling is carried out on unit samples, and sampling units consist of one group. In this case, the researcher chose students at Sunan Ampel State Islamic University Surabaya which consisted of 9 (nine) faculties.

This research instrument uses a questionnaire that contains several statements accompanied by items as alternative answers as many as five pieces. The answer model uses a Likert scale consisting of:

1.   Strongly agree5

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[10] Muhammad Habibi, "Optimalisasi Dakwah Melalui Media Sosial Di Era Milenial," Jurnal Dakwah Vol. 12 No. 1 (2018): 113.

[11]   Ahmad Pakhri M, "The Use of Vidgram Feature as a Da'wah Media Trend (Qualitative Descriptive Study on @yufid.tv Account on Instagram)," Master thesis., Alauddin State Islamic University Makassar (2017).

2. Agree 4
3. Undecided 3
4. Tidak setuju 2
5. Strongly disagree 1

Data analysis is the process of simplifying data into a form that is easier to read, understand and interpret. The data obtained from the field are analyzed by the method of statistical analysis in spss. The data analysis technique used in this study is quantitative analysis.

Data analysis in this study used a product moment correlation test from Pearson (The Pearson Product Moment Corelation Coeffisien) to determine a quantity that expresses the strength of a variable's relationship with other variables. The product moment correlation formula is:

$$r_{xy} = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{(n\sum x2 - (\sum x)2) - (n\sum y2 - (\sum y)2}}$$

Information:
r_{xy} : Product moment correlation coefficient
n: Number of samples
x: Number of scores per item
y: Number of item scores

The value of r_{xy} describes the correlation between two variables with three explanations, namely the presence or absence of correlations, the direction of the correlation, and the magnitude of the correlation. The presence or absence of correlation is explained through calculations with a significance of $\alpha < 0.05$. The direction and magnitude of the correlation are seen from the existence of an r value, where the r value is between -1 and +1. Here is the magnitude of the correlation coefficient:[12]

Table
Interpretation of the Correlation Coefficient

Coefficient Interval	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Keep
0,60 – 0,799	Strong
0,80 – 1,000	Very powerful

Results and Discussion

Quantitative data analysis was processed using pearson's product moment formula. Here's the product moment formula data:

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[12]   Sugiyono, *Statistics for Research* (Bandung: Alfabeta, 2011), 231.

$$r_{\kappa y} = \frac{\sum xy - \dfrac{(\sum x)(\sum y)}{N}}{\sqrt{\left(\sum x^2 - \dfrac{(\sum x)^2}{N}\right)\left(\sum y^2 - \dfrac{(\sum y)^2}{N}\right)}}$$

$$= \frac{31770 - \dfrac{(1199)(1214)}{46}}{\sqrt{\left(31569 - \dfrac{(1199)^2}{46}\right)\left(32508 - \dfrac{(1214)^2}{46}\right)}}$$

$$= \frac{31770 - \dfrac{1455586}{46}}{\sqrt{\left(31569 - \dfrac{(1437601)}{46}\right)\left(32508 - \dfrac{(1473796)}{46}\right)}}$$

$$= \frac{31770 - 31643,17}{\sqrt{(31569 - 31252,19)(32508 - 32039,04)}}$$

$$= \frac{126,83}{\sqrt{(316,81)(468,96)}}$$

$$= \frac{126,83}{\sqrt{148571,21}}$$

$$= \frac{126,83}{385,44} = 0,329$$

Significance test
Significance test based on the results of data obtained from the product moment formula, namely:
r кy $_o$: $r_{кy\,t}$ = 0,329 : 0,291

N	Significance 0.05
44	0,297
45	0,294
46	0,291

Table r (Pearson Product Moment)

Based on this, it can be seen that the observation rxy (r кy $_o$) was obtained 0.329, while the table rxy ($r_{кy\,t}$) as 46 subjects as the sum of the data (N) was 0.291. So that the significance of r кy $_o$ > r кy $_t$ = 0.329 > 0.291, or r кy observation is greater than r $_{кy}$ table, then Ha is accepted and Ho is rejected or it can be said that the working hypothesis (Ha) is accepted while the null hypothesis (Ho) is rejected.

A hypothesis is a provisional conjecture that must be tested for truth. The hypothesis consists of the working hypothesis (alternative hypothesis Ha or H$_1$) and the

null hypothesis (Ho). The working hypothesis is a hypothesis formulated to answer problems using theories that are relevant to the research problem and not yet based on facts in the field. While the null hypothesis is a statement that there is no relationship, influence, or difference between one variable and another.[13]

In this study, the hypothesis of the influence of the motive for the use of audio-visual da'wah media on increasing the satisfaction of da'wah messages in Surabaya Islamic students is:

Ho: There is no significant influence on the motive for the use of audio-visual proselytizing media on increasing the satisfaction of proselytizing messages in Surabaya Islamic students.

Ha: There is a significant influence on the motives for the use of audio-visual da'wah media on increasing the satisfaction of proselytizing messages in Surabaya Islamic students.

Multiple Linear Regression Test

To find out how much influence the independent variable (motive for the use of audiovisual proselytizing media) has on the dependent variable (increased satisfaction of the proselytizing message).

The strength of the relationship between variables resulting from the correlation analysis can be known based on the size of the correlation coefficient whose value is between -1 to +1. A correlation coefficient close to -1 or +1 means that the relationship of the variable is perfectly negative or perfectly positive. When the correlation coefficient is high, in general the regression coefficient is also high, so the predictive power will be high. If the correlation coefficient is minus (-), then in general the regression coefficient is also minus (-), and vice versa. The following regression values are based on the variable x (the motive for the use of audio-visual proselytizing media) and the variable y (increased satisfaction of the proselytizing message):

1. $\sum \kappa y = \sum xy - \dfrac{(\sum x)(\sum y)}{N}$

$= 31770 - \dfrac{(1199)(1214)}{46}$

$= 31770 - \dfrac{1455586}{46} = 31770 - 31643{,}17 = 126{,}83$

2. $\sum \varkappa^2 = \sum x^2 - \dfrac{(\sum x)^2}{N}$

$= 31569 - \dfrac{(1199)^2}{46} = 31569 - \dfrac{1437601}{46} = 31569 - 31252{,}19 = 316{,}81$

3. $\sum \text{and } 2 = \dfrac{\sum \text{and } 2 - (\sum y)^2}{N}$

$= 32508 - \dfrac{(1214)^2}{46} = 32508 - \dfrac{1473796}{46} = 32508 - 32039{,}04 = 468{,}96$

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[13]   Indra Jaya, *Application of Statistics for Educational Research* (Jakarta: Prenadamedia Group, 2019), 92.

4. $a = \dfrac{\sum \kappa y}{\sum K^2} = \dfrac{126.83}{316.81} = 0.40$

5. $R^2 = \dfrac{a^2 (\sum \varkappa^2)}{\sum \text{and}^2} = \dfrac{0,40^2 (316,81)}{468.96}$

$$= \dfrac{0.16 (316.81)}{468,96} = \dfrac{50.6896}{468,96} = 0.1080 \text{ or } 10.8\%$$

So it is known that the regression value is as much as 10.8%. Or it can be said that the variable x accounts for the variable y by 10.8%.

Based on the results and data analysis, it shows that there is a significant relationship between the motives for the use of audio-visual proselytizing media and the increase in satisfaction of proselytizing messages. The findings revealed the type of audio-visual proselytizing media used by the audience in watching da'wah such as videos, movies, YouTube and Instagram applications. The motive for using audio-visual proselytizing media is that the media is more flexible and can be enjoyed anytime and anywhere, following technological developments because it is easily accessible, and da'wah broadcasts can be played back so that the material or message of da'wah can be understood more deeply by the audience.

Regarding the message of proselytizing, types of messages such as islamic religious teachings that teach goodness in life, and make the audience closer to Allah swt. The increase in proselytizing messages shows that the existence of proselytizing broadcasts that are broadcast through audio-visual media provides a deeper understanding for the audience such as videos that can be played back, so that they can be relearned. The message of da'i conveyed by da'i through videos, be it youtube, instagram or other forms of video can be enjoyed by the audience (respondents) at any time, especially when there is a desire and even the need to watch the proselytizing and take the wisdom (message) of proselytizing, it causes a feeling of doubt in doing despicable.

Somerespondents who after witnessing proselytizing through the accessible and flexible media, gradually aroused the feelings of the audience to draw closer to Allah swt and be able to take the wisdom conveyed by da'i. According to respondents, the message of proselytizing is very important to understand, especially proselytizing which is broadcast through audio-visual media. Thus, it can be concluded that in significance there is an influence on the motive for the use of audio-visual proselytizing media on increasing the satisfaction of proselytizing messages.

Conclution

The results of the study found that the working hypothesis (Ha) was accepted while the null hypothesis (Ho) was rejected, as in the correlation analysis of pearson's moment product with significance r κy $_o$ > r κy $_t$ = 0.329 > 0.291 or r κy observation greater than r $_{\kappa y}$ table. It can be said that there is a significant influence on the motive for the use of audio-visual proselytizing media on increasing the satisfaction of proselytizing messages in Surabaya Islamic students.

While the regression value was obtained as much as 0.1080 or it can be said that the variable x accounts for the variable y by 10.8%. Thus, the motive for using audio-visual da'wah media has an effect on increasing the satisfaction of proselytizing messages in

Surabaya Islamic students. Then the motive for using audio-visual da'wah media contributed 10.8% in increasing the satisfaction of da'wah messages to Surabaya Islamic students .

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