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**THE IMPORTANCE OF LANGUAGE AND ICT IN REALIZING  
ISLAMIC MISSION DA'WAH**

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**Abstract**

Da'wah is an obligation for all adult Muslims. But this preaching must be adapted to the development of science and technology, as well as the background of the target people. This article tries to explore the role of language and ICT in Islamic da'wah. The method used in developing this article is based on the study of literature. The results of this study indicate that language and ICT play a major role in the success of the mission of Islamic da'wah. This is because of the tendency of the community at this time to access more propaganda content through technology. Besides preaching also must use good and polite language so that it is well received by the public.

**Keywords: Da'wah, Language, ICT& Islam**

**INTRODUCTION**

Da'wah comes from Arabic which literally means to call, to invite and ask to come. Da'wah is an invitation to mankind to the path of Allah, both oral, written, and deed, with the aim that they get guidance so that they can feel happiness in their lives, both in this world and the hereafter (Tajiri, 2015).

The nature of da'wah is an attempt to appeal or call for awareness or change the situation to a situation that is better and perfect according to Islamic teachings for both individuals and the community. In other words, preaching is an effort of believers to realize Islam in terms of life both for individuals, families, communities. Da'wah is the actualization of the Faith and the obligations and sacred duties of each Muslim in accordance with their respective capacities and capabilities (Ariani, 2014).

A preacher is required to have individual skills that are not only limited to the expertise in creating interesting preaching concepts, good methods, or preaching messages that are easily accepted, but a preacher is also required to have an "excess" more than that all including the ability of language that is qualified and capable in utilizing ICT. That is intended because the mastery of da'wah media is one of the

determinants of achieving the objectives of da'wah effectively and efficiently (Uchana, 2009; Hilmi, 2014).

Da'wah activities are closely related to the development of science and technology (Science and Technology) (Arifin, 2011; al-Edrus, 2009). Da'wah activities are now experiencing increasingly severe challenges with the development of science and technology which is directly proportional to the desires and needs of the community for digital propaganda. Changes in the process of human communication are the main roots of the occurrence of interesting phenomena in the journey of Islamic propaganda, the communication process that has been carried out only through face-to-face communication, group communication, mass communication, totally changed with the development of adult communication technology, especially the internet (Rosi, 2018).

Da'wah is a noble activity in inviting and calling others to good. Therefore, language, methods, media, and material presented must be able to embrace and accommodate all the things needed by da'wah partners in all their religious activities. Thus, indirectly demanding always an adjustment from preaching, starting from the language, method of delivery, the message



delivered or the media or technology used. Therefore, in this article, the author will explore the role of language and ICT in the propaganda of Islam.

## METHOD

This research is library research which takes resources from journals and all the references that support research needs (Sugiyono, 2018). Sources taken are sources relating to the role of language and ICT in the propaganda of Islam. Data analysis was performed descriptively to discuss the importance of language and ICT in the propaganda of Islam, especially in Indonesia.

## RESULT AND DISCUSSION

### The Role of Language in Realizing the Mission of Islamic Da'wah

Da'wah is an invitation to mankind to the path of Allah, both oral, written, and deed, with the aim that they get guidance so that they can feel happiness in their lives, both in this world and the hereafter (Tajiri, 2015). The development of Islamic da'wah to date has been very rapid. This development goes hand in hand with the development of globalization which is marked by the increasing use of communication media, technology, and information.

In the delivery of da'wah communication, a method is needed so that the objectives of da'wah are reached optimally as expected. There are three methods of da'wah in the globalization era, namely *da'wah bi al-Kitabah* in the form of books, magazines, letters, newspapers, banners, pamphlets, paintings and so on. *Da'wah bi al-lisan*, including lectures, seminars, symposiums, discussions, sermons, sermons, brainstorming, chatter, and so on, and *da'wah bi al-hal*, namely in the form of polite behavior in accordance with Islamic teachings, protecting the environment, etc. (Umar, 2009).

In *da'wah bi al-lisan*, the use of language is very important. Da'wah orally, namely da'wah orally which certainly means using spoken language. Language is a mirror of the personality of someone who tells it. That is, through the use of a person's language can be known personality.

Good or bad someone will be seen through the language used and the behavior exhibited. Someone will be difficult to measure his personality if they do not express their thoughts or feelings through acts of language, both verbal and nonverbal language (Pranowo, 2012).

Verbal language is a language that is expressed in words, both spoken and written languages. Thus, the verbal language will reveal the right-wrong and good bad someone when it is manifested in speech or writing. Nonverbal language is a language that is expressed in the form of expressions, gestures, attitudes, or behaviors when someone is actualizing themselves. The use of language that is easily observable is verbal language, but nonverbal language can support the expression of one's personality (Pranowo, 2012). In other words, whether a person is polite or not can be measured through the verbal and nonverbal language used.

The expression of a good, right, and polite personality reflects a person's subtle mind and noble character. Subtle character and noble character is a measure of a person's good personality. By speaking politely, a person is able to maintain his dignity and respect by respecting others. Speaking politely will avoid hatred, suspicion, and prejudice. Thus, human relations will be harmoniously established. However, often these hopes are still far away because of the willingness to accept others as they are (empathy), respect the success of others with sincerity, and put a sense of sympathy for the suffering of others is still very difficult to implement (Pranowo, 2012).

Language politeness is one aspect of language that can improve the emotional intelligence of speakers because, in communication, speakers and speakers are not only required to convey the truth but must remain committed to maintaining harmonious relationships. The politeness of the language is reflected in the procedure for communicating through verbal signs. Chaer (2010), emphasizes that politeness refers to elements of language, such as sentences, or expressions. Politeness should also exist in da'wah because the purpose



of da'wah will be achieved if it is done politely. Language impoliteness will be bad because what is said by a preacher has a great opportunity to be imitated by the congregation. Therefore, a preacher is responsible for the use of the Indonesian language. Vocabulary selection, sentence structuring, and pronunciation of a preacher's words will greatly affect his audience (Abidin, 1996).

Related to the politeness of language, Islam teaches its people to use polite and good language. The Holy Quran explains it in Surat An-Nisa: 8-9, 63; Al-Isra': 23 and 28; At-Thaha: 44. The six verses provide a description of the six references in polite communication. First, Surah An-Nisa verse 8 uses the term *qaulan ma'rufa* or good words, that is communicating using language that is heartening, does not offend or hurt the feelings of the speech partner, according to the criteria of truth, honesty, does not contain lies, and does not pretend -temple. Secondly, Surah An-Nisa verse 9 uses *qaulan sadida* or the right words, that is, communicating, both concerning the substance and the medium of a language that is used correctly. Third, Surah An-Nisa verse 63 uses *qaulan baligha* or words that imprint, namely communicating by using expressions that hit, achieving goals and objectives, or imprinting, speaking clearly, brightly, precisely, or effectively. Fourth, Surah Al-Isra' verse 28 uses *qaulan maysura* or noble words, namely communicating well and properly, so that people are not disappointed. Fifth, Surah Al-Isra' verse 23 uses *qaulan karima*, which is communicating by using noble words that imply that the contents, messages, methods, and purposes are always good, praiseworthy, respectful, and reflect good and noble character. Then the sixth, Surah Thaha verse 44 uses *qaulan layyina*, which is communicating with a gentle attitude.

### **The Role of ICT in Realizing the Mission of Islamic Da'wah**

In addition to the use of good language, no less important in preaching is the use of information and communication technology (ICT) (Daulae, 2014). The development of

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information technology (IT) is moving fast and coupled with various innovations can bring people closer to religious understanding. At present, there are almost no limits for humans to communicate, they can communicate anytime and anywhere. The development of information is not waiting for days, hours, or minutes, but in seconds a variety of new information can already be found on the internet.

Developments in Information and Communication Technology (ICT) have had a very significant impact on all aspects of human life. This development has an increasingly open impact and the spread of information and knowledge from and throughout the world through boundaries, distances, places, space and time. Information and communication technology has the aim of solving a problem, opening creativity, increasing effectiveness and efficiency in doing work. Therefore, it can be said that information technology is a solution to the problems of modern human life related to life, preaching, and communication between fellow humans.

The existence of information and communication technology, makes human work, especially Islamic da'wah can run smoothly (Purwanto, et al., 2017; Shamad, 2017). With the development and progress of information technology, da'wah is increasingly facilitated. At present, to listen to the Koran, they do not have to deal directly with the ulema, but simply by accessing the internet, people can get religious reading material according to their desired needs and wherever they are. The preachers should have used the new media and its applications as a means of da'wah. These various media are useful for instilling values, ideologies, or ideas that are considered important.

Along with the rapid development of science and technology, the problem of Islamic da'wah is increasingly complex. Both in the social, economic, cultural, political and so on. Even in the religious field itself, as one of the effects of progress, there are also problems that are not easy. Advances in information technology can be used as the spread of Islamic da'wah,



especially information technology such as the internet because millions of information can be transferred in just seconds through television and the internet.

The use of various technologies is beneficial for the purpose of da'wah. Islamic da'wah efforts for the lives of Muslims are very important. Therefore, all the potential possessed as far as possible is used to support the existence of Islamic da'wah. In this way, it is hoped that the public will be able to take advantage of the ease of accessing Da'wah information with the easy use of cyberspace, which tends to be preferred because the virtual world is more varied than the real world. In the majority, the current culture of utilizing cyberspace tends to be an indispensable communication pattern. In fact, without cyberspace, information has dried up.

There are several ICT devices that can be used in da'wah including the following:

1. Da'wah via the Internet

Da'wah in this day and age is very effective by using sophisticated online-based tools, namely via the internet because it can save time and space, also save costs. The complexity of software and hardware sophistication has become one of the advantages of the internet. Collaboration, coordination, and communication can be supported by communication and connection collaboration software applications. The ease of communication between cyberspace is one indicator of the development of the internet, especially those related to their transactional relationships with one another.

2. Da'wah via Web Application

At this time the web is sometimes analogous to a house that can be shared or alone because when someone already has a web application, that person has gained space in cyberspace.

3. Da'wah via E-Commerce

To facilitate the public in carrying out buying and selling activities, marketing products, services and information on the

internet or extranet, the public can use E-commerce. Business-to-business (B2B) and Business-to-consumer (B2C) are two elements of E-Commerce. E-Commerce can be one of the choices of people in doing business worldwide. If someone can do business globally through the internet, propaganda can be disseminated globally. This will be very beneficial for the propagation of propaganda.

4. Da'wah via the Blog Application

People feel so facilitated by the internet because someone can communicate with a person or group quickly in cyberspace. Even though the blog application does not provide a guarantee of security, but it cannot be denied that with the blog application, people can easily express ideas and certainly facilitate publications that can be accessed by anyone.

5. Da'wah via Facebook and Instagram Applications

Facebook and Instagram are applications that are very close to the community. One can easily recognize and find out information about their figures. Sometimes with so many conveniences being provided by the Facebook and Instagram applications, forcing some communities to be born in cyberspace. Facebook and Instagram can be used as effective propaganda media.

6. Da'wah via the Youtube Application

Today many preachers use youtube to preach. Youtube is considered more effective because it is loved by all groups. So Youtube is one of the media in da'wah and reaches many worshipers.

The development of da'wah in various aspects gives the necessity to be able to see various methods that can facilitate the dissemination of propaganda information. Here are some reasons that make online media should be a medium for spreading propaganda:

1. With the internet, the reach of information technology has become wider. Do not know the limits of space and time and



have their own world of cyberspace excellence.

2. It is undeniable that internet access is not only the positive things contained in it as well as the negatives that always go hand in hand. Therefore, if propaganda does not use cyberspace media as access to the propagation of propaganda value, the preaching will be judged as something that is outdated both in terms of the methods used and the subject.

## CONCLUSION

Speaking well and politely in da'wah is a necessity because the purpose of da'wah will be achieved if it is done politely. Speech mistakes made by a preacher or preacher have a great opportunity to be imitated by the congregation. Therefore, a preacher is responsible for the use of his language. In addition, the success of the mission of mission also depends on the use of media, in this case, the role of information and communication technology is very important in order to reach many audiences and preaching is not limited to time and space.

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