

Dakwah Strategy “Persaudaraan Professional Muslim (PPM) Aswaja” through the Internet

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Abstract

Conventional da'wah strategies have limited space and time. Thus, da'wah in this era of information technology has a big challenge in society. Meanwhile, Internet have become basic requirement of modern society. Everyone can access Internet easily. Unfortunately, the Internet is more likely to be used for information and entertainment purposes only, even it is misused frequently. Without the right strategies, Dakwah through online media will not succeed. The objective of this study was to identify strategies for Islamic dakwah adopted by Persaudaraan Professional Muslim (PPM) Aswaja in Indonesia. This research applied library research with technical content analysis along with the views of some figures in the modern islamic da'wah. The results showed that the strategies applied by Persaudaraan Professional Muslim (PPM) Aswaja on Internet are: First, developing a forum of online gathering (silaturahmi). Second, creating da'wah collaboration by organizing joint events. Third, designing the application of dakwah services.. Fourth, managing da'wah websites. Fifth, reproducing multimedia da'wah contents. The results of this study can be used as a basic guideline by the Islamic practitioners both individual and institutional, as well as the entire Muslim community who want to make dakwah (propaganda) through the Internet successfully.

Keywords: Da'wah strategies, PPM Aswaja, Islamic Media

Introduction

Dakwah in the era of information technology today has a big enough challenge, dakwah strategy commonly done by the preacher for this (conventional) has some limitations that can not be avoided, namely the limitations of space and time (Fuad Jaya Miharja, 2016). On the other hand, all circles have made the Internet as a daily necessity that can not be separated. All information can be accessed freely through the Internet. However, for most modern society, the internet is more likely to be used for information and entertainment only. Not

even a few who abuse for various purposes. For a Muslim, when he sees something that is not good then as much as possible he tries to prevent or improve it in accordance with the level of ability. (Abdullah bin Ahmad Al-'Alaf, 2008: 2) It takes the right strategy for the benefit of da'wah to be felt by more people.

Allah SWT said:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَدِّ لَهُمْ بِآيَاتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ
عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ ١٢٥

Call to the way of your Lord with wisdom and goodly exhortation, and have disputations with them in the best manner; surely your Lord best knows those who go astray from His path, and He knows best those who follow the right way.

(Surah al-Nahl 16:125)

There are currently over 82 million Indonesians accessing the Internet or 8th place in the world (Indonesian Ministry of Information and Communications, 2014). The potential of a very large audience or mad'u will be exploited by industry and irresponsible parties to realize their interests, regardless of the negative impacts of it. Therefore, conveying the truth of Islamic teachings to mankind through the Internet should be a priority for the preachers both individually and institutionally. Every Muslim has an obligation to convey the truth of Islam with the language of his people, and today the language is described as information technology (internet).

Allah SWT said:

وَمَنْ أَحْسَنُ قَوْلًا مِّمَّنْ دَعَا إِلَى اللَّهِ وَعَمِلَ صَالِحًا وَقَالَ إِنَّنِي مِنَ الْمُسْلِمِينَ ٣٣
And who speaks better than he who calls to Allah while he himself does good, and says: I am surely of those who submit?

(Surah Fussilat 41: 33)

Seeing the phenomenon that developed today, it is recommended for the da'i, Muslim scholars and Muslims as a whole to preach using the latest strategy & media in accordance with the times.

The presence of the Internet has a very important function in the midst of a very fast global rate. This is inseparable from the character of the media that is universal, not bound by time and place. Vital function is what makes the media able to influence or lead people's mindset and have a share in determining the movement of a civilization, either moving toward the good or vice versa. Information technology that we will make as da'wah media has a much more important position in maintaining the order of Muslims in mastering the global era (Fuad Jaya Miharja, 2016).

Persaudaraan Profesional Muslim (PPM) Aswaja as a multi professional community and multi-agency professionals who have concerns about the Islamic Ahlussunnah wal Jamaah da'wah by online on the Internet (PPM Aswaja, 2017) have developed various da'wah strategies that proved successful in increasing visitor (mad'u)) And extending the reach of da'wah without any problem with the time & space. This is some of the advantages of da'wah through the Internet that can not be done by conventional da'wah method.

Literature Review

Wahyu Fakhruddin (2005) in his thesis entitled "The Strategy of Islamic Da'wah virtual Pesantren" sees Islamic dakwah strategy implemented by the Internet www.pesantrenvirtual.com. The basic idea of the Internet is Trying to apply the concept of pesantren which was originally a formal institution, Whose activities are done in the kiai's residence and mosque, now applied to the Internet (website), which is wider and unbound in space and time. Naming virtual pesantren inspired by the usage of media used is the internet (virtual world / virtual). Some of the da'wah strategies that this media applies are: optimizing email as a means of communication two (2) directions, studying religious issues using the approach "at-ta'shil wal muqaranah" (return to the proposition and comparison) to attract readers, and use group as a means of discussion among members is like mailing list & chat room. ([Http://www.pesantrenvirtual.com/](http://www.pesantrenvirtual.com/), the site is accessed on January 22, 2017)

Fadzli Adam, Ab Hamid Ali, Marhana Mohamed Anuar and Engku Muhammad Tajuddin Engku Ali (2015) in his research entitled "The New Media Challenge As The Medium of Religion Learning and Its Solution From The Perspective Of Islam" put forward some aspects of goodness in new internet-based media (whether through blogs, Facebook, twitter and so on) is done with the aim of spreading da'wah towards the user. Because the contribution of the internet as an essential vehicle based on needs when to do da'wah and able to become a powerful weapons of dakwah then the internet is seen relevant to the context of da'wah today.

In addition, there is a thesis of Islamic social scholars in Islamic Da'wah entitled "Blog As Media Da'wah (Study Against Blog www.naqsy.wordpress.com) by Komaru Zaman (2008) found that the presence of blogs (one form of the Internet) as a means of da'wah aims to Handle the development of information technology by way of presenting information (not just retrieve information), & facilities in the blog so that it presents a good site, interesting and useful. This site becomes a communication media to establish a relationship among the visitors of the site through discussion forums that have been provided.

Research Methodology

1. Research Design

1.1 Library Research

In this literature study, researchers have collected various written materials and previous scientific works to obtain data and information relating to the "Muslim Brotherhood Professionals (PPM) Aswaja Da'wah Strategy" through the Internet. Such materials include books, journals, theses, etc.

who have concerns about the Islamic Ahlussunnah wal Jamaah da'wah by online on the Internet. Since it was officially established in 2012, PPM Aswaja has done a lot of cooperation with the Communities and Islamic da'wah institutions. Various routine activities are: monthly discussion with maintenance of Aswaja's teachings and values, publication of communication media to public in digital or traditional form, PPM Aswaja community development in order to enlarge relationship, brotherhood and network expansion through cooperation of other Aswaja Islamic da'wah community, Conducting exploration and implementation of solutions to the needs or opportunities in the internal or external environment, fundraising for social activities and financing PPM Aswaja's activities both on the Internet and in the community. Currently PPM Aswaja is led by Hari Usmayadi, M.Kom, M.M. (PPM Aswaja, 2017)

PPM Aswaja Trying to develop various Da'wah strategy through the Internet from year to year, some of the strategies that have been Applied have proved successful expand the reach of da'wah on the Internet. The first strategy is developing online silaturrahim forums. The Second is da'wah collaboration by organizing joint programs such as Muslim blog competition, bulletin, etc. The third is making application of dakwah service like ngaji yuk application, taklim application, etc. The fourth is managing da'wah website. And the fifth is reproducing the content of da'wah in the form of multimedia.

4.1 First, developing online gathering forums

Silaturrahim became the starting point for the development of PPM Aswaja into a professional community that contributed to Aswaja's da'wah through the Internet. With increasingly easy communication, silaturrahim can be done through the whatsapp group, telegram group, mailinglist, etc. Silaturrahim is sometimes done informally and sometimes formally. From the discussions through this information technology then comes the bright ideas till realize the national Silaturrahim (SILATNAS) PPM Aswaja which is held regularly every year. Not just silaturrahim, various activities are also carried out to support the activities of Dakwah PPM Aswaja through the internet such as IT training for Pesantren, Training Video streaming, and others. From silaturrahim online it also created forum pengajian kantor, when kopdar (ground coffee) such as kongkong sofi forum with the theme of Sufi management for professional piety. This forum is even held every month.

4.2 Second, da'wah collaboration

This collaboration allows PPM Aswaja to gain several advantages. Such as increasing in traffic (number of visits), the brand PPM Aswaja increasingly well known, and an increasingly strong influence on friends and readers. This cooperation will not be realized without a concept of symbiotic mutualism (mutual benefit between the two sides). This form of cooperation is diverse, among others: enriching content (by: publishing articles, sharing content, sharing resources, sharing resources and transfer of knowledge, etc. Besides that, PPM Aswaja also allows A small Internet media to publish their articles by explaining the source) Competition (such as blog competition, Islamic video competition, etc.), Writing books together, supporting santri program goes to papua, etc.

4.3 Third, making application of dakwah service

A wide range of latest information technology continues to be developed by PPM Aswaja IT team to make it easy for visitors or audiences, Such as updating website designs on a regular basis, It presents mobile version of the web and android app that

is currently available for download at google play store. At this time is not too difficult to develop the latest technological information. There are many websites that provide templates, themes, and resource code for free, we just need to edit and perfect it. There are a lot of dakwah service applications that have been created. Among them: ngaji yuk applications, aswaja radio applications, TV Aswaja applications, taklim applications, collection of maulid applications, collection of ratib applications, book of maulid diba ', etc.

4.4 The fourth is managing da'wah website

Website has become imperative in da'wah strategy through Internet. Can be said the website is the backbone da'wah strategy through internet. If likened to a house, the website is the land and In the land we can make a good home with various facilities. By having a website, we have an independent content database that we can optimize through various ways. Among the search engine (like google and bing), social media (such as facebook, twitter, instgram & path), social chat (such as telegram, wechat, whatsapp, & line), email (either via email regularly, or broadcast email), Video broadcasting (via facebook live or youtube live), and various other ways. With this very vital function, it should be da'wah website created and managed properly.

4.5 Fifth, reproducing the content of da'wah

At this time PPM Aswaja already has tens of thousands posts that have been indexed by Google search engine. Such as the nature of news, articles, Islamic stories and various content related to Muslims. Various ways are taken to reproduce this media message. Such as inviting the role and the reader to deliver the work (articles, pictures or video), holding an online game, and multiplying donors in each region. With the increasing number of media messages, Editors increasingly easy to add a new section in accordance with the needs and trends in cyberspace. Like the rubric of art and culture, short stories, poems, essays, khutbah, wisdom, characters, pesantren, etc.

Conclusion

In this globalization era, Da'wah practitioners should understand the changes in people's lifestyles that rely heavily on information technology. Therefore developing online media (internet) is a necessity to reach people. If this domain is not managed by a da'wah practitioner, the younger generation of Islam in the future will be further away from religion. Therefore, it is necessary that proper da'wah strategy should reach more audiences .

This has been done by Persaudaraan Profesional Muslim (PPM) Aswaja in practicing da'wah strategy through the Internet. The implementation of these five strategies has proven to be effective in increasing the number of Islamic da'wah visitors on the Internet. The five strategies are: first, developing online silaturahmi forums. Second, da'wah collaboration by organizing joint programs such as Muslim blog competition, bulletin, etc. Third, making application of dakwah service like ngaji yuk application, taklim application, etc. Fourth, managing da'wah website. Fifth, reproducing the content of da'wah in the form of multimedia. The author hopes this brief article can be useful and be an inspiration for the practitioners of da'wah and the general public who are concerned with da'wah to re-learn information technology.

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