



## HUMANISTIC COMMUNICATION APPROACH IN THE BROADCAST OF DA'WAH HIKMAH PAGI ON RADIO REPUBLIK INDONESIA (RRI) BANDAR LAMPUNG

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### Abstract

A humanistic approach is an approach that pays attention to humanity. Do not think of it as an object that records a set of knowledge. Humanistics emphasizes the importance of preserving human existence, in the sense of helping human beings to be more humane, more cultured, as whole human beings. Based on the problems raised, researchers want to know more about the Humanistic Communication Approach of the Da'wah broadcast "Hikmah Pagi" broadcast by RRI Program 1 Frequency 90.9Mhz Bandar Lampung. Hasi research of the author after conducting field research (field reserch) namely that da'i - da'i contained in Radio Republik Indonesia Bandar Lampung is da'i - da'i that has been chosen by the ministry of religion and also da'i - da'i which can unite the nation, not divide between religious people, ethnicity, race, ethnicity and culture of the Indonesian nation. The conclusion of this study is a Da'i who provides tausiah through audio media (radio) with interactive telephone with mas'u so as not to take sides with a people, race, ethnicity, tribe and culture. But da'i are more mammoth in shaping human beings to be more humane, more cultured, as whole and thriving human beings.

**Keywords** : Morning Wisdom, Radio, Communication Proximity.

### INTRODUCTION

Da'wah is an activity to invite the community to commendable activities and keep away from the despicable. Proselytizing activities can be carried out by a person in various ways, either through oral deeds or writing, deeds or writing, the most important thing is to spread religious teachings and be able to be accepted by the community. With these various ways as a person in preaching using media intermediaries, ranging from print, audio, and even audio-visual.

The use of media must also adjust to the conditions of the changing times. As for what the apostles did in conveying the teachings of the Islamic religion, namely using the method of speaking and direct contact and using language that can provide explanations for the people who lived during the time of the Apostles is an appropriate method for proselytizing.

Radio is an auditive mass media that is consumed by the ear or hearing. Radio as a means of communication that can provide benefits to society, as well as having advantages

that provide familiarity to society and create communication that gives rise to the formation of opinions and perceptions which means that communication occurs both ways or more that are together either face-to-face or through certain media or channels .

Along with the development of the times, Radio shows have undergone many changes, in accordance with the function of radio as a means of entertainment, information, education. Radio programs offer varied properties according to the characteristics of mass media and the tastes of society as its users . starting from entertainment events that are musical, drama or religious proselytizing broadcasts diradio get a positive reception by the public or Radio listeners can listen to the broadcast every day.

Islamic broadcasting (Dakwah) through radio media has several advantages. This is because radio is audio, so listeners can directly listen to the material delivered by the preacher.

In the development of radio today, there have been many programs that contain proselytizing materials. With a variety of interesting concepts,

so it is no less interesting than entertainment programs. Even today there are some radios that are specialized as religious radio or proselytizing.

Radio Republik Indonesia Bandar Lampung which is located on the road Gatot Subroto No.26 Pahoman Bandar Lampung is a state-owned station that has 4 broadcast programs including program 1 Frequency 90.9Mhz, Program 2 Frequency 92.5Mhz, Program 3 Frequency 87.7Mhz and program 4 Frequency 40.5Mhz broadcast various kinds of programs, both general, news, entertainment or religious. And the reach of Radio Republik Indonesia listeners is almost all provinces of Lampung. What is associated with broadcast programming is the broadcast channel's output of the characteristics and segments of the intended listener.

RRI Program 1 Frequency 90.9Mhz Bandar Lampung is one of those that has a Da'wah program "Hikmah Pagi" which is broadcast every day at 05.10-05.55 WIB which is filled with tausiah or lectures.

Researchers are interested in researching the Da'wah program "Hikmah Pagi" which is programmed 1 Frequency 90.9Mhz, because RRI Bandar Lampung is a State-owned station that has 4 programs and among the 4 programs only one broadcasts the Dakwah program.

The Da'wah program "Hikmah Pagi" involves a Da'i or religious leader in Bandar Lampung province. Da'i or religious figures in the Da'wah event "Hikmah Pagi" are required to be able to convey the message of Da'wah in accordance with the teachings of Islam which is guided by the Quran and Hadith.

Based on the above problems, researchers want to know more about the Humanistic Communication Approach for Da'wah broadcast "Hikmah Pagi" broadcasted by RRI Program 1 Frequency 90.9Mhz Bandar Lampung

## RESEARCH METHODS

The research method comes from the word "method" which means the right way to do something with the aim of determining the answer to the problem posed, and logos which means science. So methodology means how to

do something by using the mind carefully to achieve a goal and usefulness in determining the answer to the problem posed. While research is an activity to find, record, formulate, analyze to compile reports. It can be concluded that, research methods are sciences aimed at determining, formulating, analyzing the problems posed in compiling a report.

## RESULTS AND DISCUSSION

Da'wah is an activity to invite the community to commendable activities and keep away from the despicable. Proselytizing activities can be carried out by a person in various ways, either through oral deeds or writing, deeds or writing, the most important thing is to spread religious teachings and be able to be accepted by the community. With these various ways as a person in preaching using media intermediaries, ranging from print, audio, and even audio-visual.

Radio is an auditive mass media that is consumed by the ear or hearing. Radio as a means of communication that can provide benefits to society, as well as having advantages that provide familiarity for the community and create communication that gives rise to the formation of opinions and perceptions which means that communication occurs both ways or more that are together either face-to-face or through certain media or channels in this case, radio uses two-way communication where da'i and mad'u can communicate with each other through broadcasting live (via telephone). As stated by Dance that the conceptual of communication is:

- a. verbal exchange of thoughts or ideas. Hoben, explaining the components of symbols – symbols/verbal/speech.
- b. a process, by which we can understand and be understood by others. Anderson, explaining the components of understanding.
- c. Interaction, also at the biologic level, is one of the embodiments of communication, because without communication actions – acts of togetherness will not occur. Mead, describes the components of interactions/ relationships/ social processes.
- d. Communication relationships arise driven by the need – the need to reduce the sense of

uncertainty, act ineffectively, maintain or strengthen the ego. Barnlund, explaining the components of reducing uncertainty. The above is in accordance with the research findings in chapter 4 that the communication used by a da'i, especially on da'i Radio Republik Indonesia, is in accordance with the existence of an interactive (live) event format so that a da'i can interact directly with listeners via telephone, Instagram, Twitter and other social media. Based on the results of the author's interview with the head of broadcast program, Mrs. Tri Umi Setyawati, S.Pt can be taken from the essence that da'i - da'i found on Radio Republik Indonesia Bandar Lampung is a da'i - da'i that has been chosen by the ministry of religion and also da'i - da'i that can unite the nation, not divide between people of religion, ethnicity, race, ethnicity and culture of the Indonesian nation.

In the implementation of proselytizing, da'i pays attention to the development of contemporary communication when preaching, in fact the process of influence cannot stand alone. In other words, there are several factors that influence the acceptance of pesan given by da'i to mad'u . So the message is not directly regarding the mad'u individual, but is "filtered", thought out, and reconsidered, whether mad'u wants to receive the message - the message conveyed by the da'i or not.

Mad'u who receives or is affected by the messages given by da'i is highly dependent on the material presented by a da'i. For example, da'i talks about events or moments that are happening or that are being experienced in society. Surely the messages conveyed by da'i will be accepted and used as a motivation to grow and develop themselves for the better.

In accordance with the profile of RRI Bandar Lampung that the implementation of proselytizing carried out by a da'i for a humanistic communication approach must be in line with the existing description, namely providing an overview of the ideal values surrounding Islamic teachings, both muamalah issues, akidah / faith / development of the benefit of the people that can increase faith and devotion to alla SWT.

With the characteristics of presenting pro 1 is wise, because the material presented is related

to religious issues. At RRI stations in the area are predominantly Muslim, the event in this round is Hikmah Pagi. Dipapua filled with the pulpit of Christianity, in Bali learning Hinduism, . The event is not recorded, but live, giving listeners the opportunity to participate via telephone, sms, e-mail, or other facilities with speakers and hosts. In this round, the music broadcast is not attractive and neither is melancholy. Its priority is religious pop music.

In this case, da'i not only discusses the material presented, but da'i discusses questions through interactive telephone messages about problems faced in society.

Thus da'i is required to have more insight by taking a humanistic communication approach in accordance with the theory used in chapter II that Everyone experiences the world in his own way.

## CONCLUSION

Based on observational data, interviews and documentation in this study, the author can draw the following conclusions:

- 1.Da'wah is an activity to invite the public to commendable activities and keep away from the despicable. Proselytizing activities can be carried out by a person in various ways, either through oral deeds or writing, deeds or writing, the most important thing is to spread religious teachings and be able to be accepted by the community. With these various ways as a person in preaching using media intermediaries, ranging from print, audio, and even audio-visual.
- 2.Radio is an auditive mass media that is consumed by the ear or hearing. Radio as a means of communication that can provide benefits to society, as well as having advantages that provide familiarity for the community and create communication that gives rise to the formation of opinions and perceptions which means that communication occurs both ways or more that are together either face-to-face or through certain media or channels in this case, radio uses two-way communication where da'i and mad'u can communicate with each other through broadcasting live (via telephone).

3.da'i – da'i contained in Radio Republik Indonesia Bandar Lampung is a da'i – da'i that has been chosen by the ministry of religion and also da'i – da'i that can unite the nation, not divide between religious people, ethnicity, race, ethnicity and culture of the Indonesian nation

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