



# **THE PROPAGATION OF DA'WAH IN MULTIMEDIA ERA**

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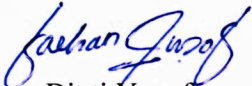
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## AUTHOR DECLARATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I hereby declare that the work in this academic project is my own except for quotations and summaries which have been duly acknowledged.

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In the name of Allah SWT, most Gracious and most merciful...

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## ABSTRAK

Kajian ini adalah mengenai penglibatan teknologi Multimedia dalam penyebaran *Da'wah* Islam. Kajian yang bertajuk "Penyebaran *Da'wah* dalam Era Multimedia" merupakan satu kajian untuk mengkaji tentang penggunaan teknologi multimedia dalam usaha penyebaran *Da'wah* di era globalisasi kini. Kajian ini membincangkan enam bab yang berkaitan dengan tajuk kajian. Tujuan kajian ini adalah untuk mengenalpasti dan mengkaji tentang multimedia sebagai satu Method (*Wasilah*) baru dalam penyebaran *Da'wah*. Untuk memperolehi data, terdapat beberapa method seperti primary data (Soalan kaji selidik) dan secondary data (Buku, Jurnal dan Surat khabar). Bab satu membincangkan tentang latarbelakang kajian, objektif, permasalahan kajian, skop kajian, definisi *Da'wah* dan definisi multimedia. Manakala bab dua membincangkan mengenai kajian-kajian yang lepas dan bab tiga membincangkan mengenai method kajian. Bab empat pula membincangkan mengenai dapatan kajian. Manakala bab kelima membincangkan mengenai analisis data dan perbincangannya secara terperinci. Akhir sekali, dalam bab enam, ianya membincangkan tentang kesimpulan dan cadangan yang berkaitan dengan tajuk.

## ABSTRACT

This research is about the multimedia technology participation of *Da'wah* in Islamic *Da'wah* propagation. This research title "The Propagation of *Da'wah* in Multimedia Era" is a research topic to search about the applied of multimedia technology in *Da'wah* propagation in this globalization era nowadays. This research project is discussed about six chapters that are interconnected with the topic. The objective of this research is to comprehend and searching about multimedia as a Method( *wasilah*) in *Da'wah* propagation. Primary data (questionnaire) and Secondary data (books, journal and newspaper) are the tools employed for data gathering purposes. First chapter are discussed about research background, objective, problem statement, scope, *Da'wah* definition and Multimedia definition. Second chapter are discussed about literature review detailed and in third chapter, the discussion is about research methodology. In fourth chapter, it discusses about the Findings. While, for fifth chapter is analysis data and it discussion detailed and lastly, in sixth chapter, its discussion is about the conclusion and recommendation about this topic research.

## ملخص البحث

يهدف هذا البحث إلى بيان التكنولوجيا في نشر الدعوة الإسلامية. وقد افترض الباحث في الموضوع " نشر الدعوة في الزمان التكنولوجيا" بأن التكنولوجيا هو وسيلة من وسائل في نشر الدعوة في هذا العصر. وهذا البحث يتلون من ستة فصول التي تتعلق بالموضوع. ويهدف هذا البحث لبحث ومعروفة عن التكنولوجيا كالوسيلة في نشر الدعوة. ويكون هذا البحث يجمع المعلومات من الإستبيان والكتب والمجلات والجرائد والصحف. وفي الفصل الأول فهو عبارة عن مقدمة البحث ويتناول فيه عن خلفية البحث وأهدافه ومشكلاته وحدود البحث وتعريف الدعوة والتكنولوجيا. وفي فصل الثاني يناقش عن الدراسات السابقة للموضوع. وفي فصل الثالث، يناقش عن منهج البحث. وفي الفصل الرابع، يبين عن نتائج البحث. وفي الفصل الخامس، يبحث عن تحليل البيانات ومناقشتها تفصيلية. وأخيرا، الفصل السادس يتناول فيه خاتمة البحث عن خلاصة البحث اقتراحات متعلقة بالموضوع.

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## GLOSSARY

<i>Al-Bahth</i>	-Delegation that sending to the party (person) to convey/propagate the <i>Da'wah</i> messages.
<i>Amar ma'ruf nahi mungkar</i>	-Enjoying what is right and forbidding what is wrong
<i>Al-Istighathah</i>	-Request to help ness
<i>Al-Indhar wa tabshir</i>	-Give the commemoration and warning
<i>Da'wah</i>	-Propagation of a belief
<i>Da'ie</i>	-A person who conveys or propagates the
Islamic Da'wah	-Islamic Propagation
<i>Din al-Islam</i>	-Islamic religious
<i>Harakah Islamiyyah</i>	-Islamic movement
<i>Islamiah</i>	-Islam
<i>Jihad</i>	-Effort to achieve the goodness
<i>Jihad fi sabil Allah</i>	-Effort to achieve the goodness for Almighty ways
<i>Kitab</i>	-The books content the group of writing properties to carry the <i>Da'wah</i> message
<i>Khairul ummah</i>	-The good society
<i>Khutbah</i>	-The speech in religious worship either or obligation worship as <i>Jumaat</i> obligation or <i>Aidil fitri</i> and <i>Aidil adha</i> sermon
<i>Kulliyah</i>	-The speech in Education Council Relation to the anything topic
<i>Lisan al-arab</i>	-Arabic dictionary
<i>Maqalah</i>	-An article that content the <i>Da'wah</i> message

<i>Muhadharah</i>	-Speech in public
<i>Munazarah</i>	-Knowledge debate or specialize to the decide issues
<i>Nasyid</i>	-Islamic songs
<i>Qasidah</i>	-Islamic poem
<i>Raghbah ila Allah</i>	-Apply <i>to Allah</i> SWT and pray to him
<i>Risalah</i>	-Pamphlet or letters
<i>Risalah al-Islam</i>	-Islamic pamphlet or letters
<i>Syara'</i>	-Islamic Rules
<i>Syariah Islam</i>	-The collective name of all laws ordained by Allah SWT for His servants through prophet Muhammad SAW including the Islamic system of <i>Aqidah</i> , <i>Akhlak</i> , <i>Ibadah</i> and <i>mua'malah</i> .
<i>Wasilah</i>	-Way or method

**ARABIC WORDS TRANSLITERATION SYSTEM  
TRANSLITERATION TABLE**

1. ALPHABET

<u>Arabic</u>	<u>Latin</u>	<u>Example</u>	<u>Transliteration</u>
أ	,	فار	fa'r
ب	b	برد	burd
ت	t	تال	tall
ث	th	ثوب	thawb
ج	j	جدار	jidar
ح	h	حليب	halib
خ	kh	خادم	khadim
د	d	ديك	dik
ذ	dh	ذهب	dhahab
ر	r	رفيق	rafiq
ز	z	زميل	zamil
س	s	سلام	salam
ش	sh	شعب	sha'ab
ص	s	صخر	sakhr
ض	d	ضيق	dayq
ط	t	طالب	talib
ظ	z	ظالم	zalim
ع	°	عقل	°aql
غ	gh	غلام	ghulam
ف	f	فيل	fil
ق	q	قلب	qalb
ك	k	كلام	kalam
ل	l	لب	lubb
م	m	مال	mal
ن	n	نجم	najm
ه	h	هول	hawl
و	w	ورق	waraq
ي	y	يم	yam

<u>Arabic</u>	<u>Latin</u>	<u>Example</u>	<u>Transliteration</u>
ء	,		
ب	b		
ت	t		
ث	th		
ج	j	جهاد	jihad
ح	h	حركة	harakah
خ	kh	خير	khairu
د	d	داعي	Da'ie
ذ	dh		
ر	r	رغبة	raghbah
ز	z		
س	s		
ش	sh	شريعة	shariah
ص	s		
ض	d		
ط	t		
ظ	z		
ع	c	دعوة	Da'wah
ف	gh		
ق	f	قصيدة	qasidah
ك	q	كلية	kulliyyah
ل	k	لسان	lisan
م	l	محاضرة	muhadharah
ن	m	نشيد	nasyid
ه	n		
و	h		
و	w		
ي	y		

<u>Arabic</u>	<u>Latin</u>	<u>Example</u>	<u>Transliteration</u>
ء	,		
ب	b	بحث	bahth
ت	t	تبشیر	tabsyir
ث	th		
ج	j		
ح	h		
خ	kh	خطبة	khutbah
د	d	دين	din
ذ	dh		
ر	r	رسالة	risalah
ز	z		
س	s		
ش	sh	شرع	Syara'
ص	s		
ض	d		
ط	t		
ظ	z		
ع	c	عرب	°arab
غ	gh		
ف	f		
ق	q		
ك	k	كتاب	kitab
ل	l		
م	m	معروف	Ma'ruf
ن	n	نهى	nahyu
ه	h		
و	w		
ي	y		

## 2. Short Vowel

<u>Arabic</u>	<u>Latin</u>	<u>Example</u>	<u>Transliteration</u>
_____	a	كتب	kataba
_____	i	علم	°alima
_____	u	غلب	ghuliba

## 3. Long Vowel

<u>Arabic</u>	<u>Latin</u>	<u>Example</u>	<u>Transliteration</u>
ى، ا	a	عالم ، فتى	°alim, fata
ي	i	علم ، داعي	°alim, da°i
و	u	علوم ، أدعو	°ulum, ad°u

## 4. Diphthong

<u>Arabic</u>	<u>Latin</u>	<u>Example</u>	<u>Transliteration</u>
و	aw	نوم	nawm
ي	ay	ليل	layl
ي	iy	شافعي	shafi°iy (ending)
و	uww	علو	°uluww (ending)

## 5. Exemptions

- 5.1 Arabic letter ء (hamzah) found at the beginning of a word is transliterated to the letter “a” and not to’.

Example: أكبر transliterated to: akbar (not ‘akbar)

- 5.2 Arabic letter ة (ta’ marbutah) found in a word without ال (al), which is coupled with another word that contains ال (al) at the beginning of it is transliterated to the letter “t”.

Example: مكتبة الإمام transliterated to: maktabat al-imam

However if the Arabic letter ة (ta' marbutah) found in a word with ل (al), in a single word or in the last word in a sentence, it is transliterated to the letter "h".

Example: المكتبة الأهلية      transliterated to:      al-maktabah al-ahliyyah  
 قلعة      qal'ah  
 دار وهبة      dar wahbah

## ABBREVIATIONS

SAW	- Salla Allah alayh wa sallam
IKIM	- Islamic Understanding Institute of Malaysia
MMU	- Malaysia Multimedia University
ICT	- Information Communication Technology
FAQ	- Frequency Asked Question
IRC	- Internet Relay Chat
CD	- Compact Disk
WWW	- World Wide Web
UKM	- Universiti Kebangsaan Malaysia
PMRI	- Pakej Multimedia Rukun Islam
RTM	- Radio Televisyen Malaysia
TV3	-Sistem Televisyen Malaysia Berhad
MSC	- Multimedia Super Corridor

## CHAPTER 1: INTRODUCTION

### 1.0: RESEARCH BACKGROUND

Multimedia is a new technology that is developing in era of globalization and it also important to the country especially in the global world nowadays. The concept of technology is also explained in the Holy Book of *Al-Quran*. Multimedia is not a new thing but it developed for long time ago. It develops with human intellectual to create and be a facility of life. The technology that consist architecture, military, chemistry, biology, human creations and all of world creation, for example; the creation of multimedia are shown in verses of *Al-Quran, An-Nahl*, sentences 78:

{وَاللَّهُ أَخْرَجَكُمْ مِنْ بُطُونِ أُمَّهَاتِكُمْ لَا تَعْلَمُونَ شَيْئًا ۖ وَجَعَلَ لَكُمُ السَّمْعَ وَالْأَبْصَارَ وَالْأَفْئِدَةَ ۗ لَا  
لَعَلَّكُمْ تَفَكَّرُونَ} (78).

*“Allah brought you forth from the wombs of your mothers when you knew nothing; he gave you hearing, sight and intelligence so that you may give thanks to Him”.*

These sentences explained that the three functions as observation, heard, and heart is same and it's refer to the multimedia. Nowadays, there are many method are taken to propagate the *Da'wah* especially in Islamic field. In Christian missionary also, they use their own method to propagate the Christianity, for example; they use the money and the other asset to convert their missionaries. So that, Islam also must have the own field to convert the Islamic teaching for society especially in multimedia and serve the technology.

Besides that the society nowadays no more time to teach about Islam with follow the *Usrah* and the activities of *Da'wah* like *kuliah agama*, *khutbah* and listen to the speech

(*ceramah-ceramah Agama*). So, the society needs to know anything about Islam with this new method of multimedia. It is because the multimedia is an easy things that the society knows and expert to search and surfing everything's about Islam. So, in *Da'wah*, Muslim must to try this method to propagate the Islamic world generally to the Muslims and also to the non-Muslims. Besides that, the Islamic *Da'wah* can develop and also propagate to the world.

## 1.1: OBJECTIVE

- 1) To create the Multimedia as an effective method (*wasilah*) in propagation of *Da'wah*
- 2) To create the Multimedia as a new sources to propagate the Islamic *Da'wah* to all of Muslim and Non-Muslim.
- 3) Introduced the Multimedia technology to the Muslim as a medium to search and teach about the Islamic knowledge.
- 4) Give some of Islamic information to the Muslim and Non-Muslims to know detail about Islam in Multimedia.
- 5) Search and research how far the Multimedia participating in *Da'wah* Propagation.
- 6) To promote the Islamic *Da'wah* in Multimedia.
- 7) Create the Multimedia as a good method to propagate the Islamic *Da'wah*.
- 8) To make sure the effectiveness of Islamic *Da'wah* in Multimedia.

## 1.2: PROBLEM STATEMENT

In the problem statement, the author makes the research about the *Da'wah* and Multimedia. The issues are how to involve an Islamic society in development of multimedia and how to apply the Multimedia as good as a method of Islamic *Da'wah*. Author also has the question about how to convert non-Muslim to Islamic world? It also discuss about the contributions of Multimedia technology to propagate Islam in *Da'wah* field. These topics also discuss about the Muslims participation in Multimedia development.

Author also discusses how far the effectiveness and the challengers of Multimedia to propagate the Islamic *Da'wah* in this global era. The author think that the Multimedia must closely with Islam especially to the Muslims society, the relationship either or with *Al-Quran* and *As-Sunnah* can taken in Multimedia as a sources of Islamic *Da'wah*. The *Da'ie* nowadays not only propagates to the Muslims but also to the non- Muslim that want to know and convert to Islam.

### 1.3: SCOPE

The scope that is focused in this topic is the propagation of *Da'wah* in Multimedia. In this topic, the author focused the propagation of *Da'wah* only in Internet, television and radio. The author also writes about the *Da'wah* in new global era that has a new method to propagate the Islamic *Da'wah*. As an Islamic medium, the Multimedia can expose the Islamic teaching and Islamic understanding toward the society to the Muslims and also to the Non-Muslims.

## 1.4: DEFINITION OF TERM

### 1.4.1: THE DEFINITION OF DA'WAH

*Da'wah* can be described as an act of summon, convey and comprehending people to have faith and strong belief in God according to Islamic legislation, *Syariah*, *akidah* and *moral* conduct (*akhlak*). (Van Hoeve, 1994: 280-281).

*Da'wah* also derived from Arabic word and it concern with various meaning such as convey, stimulation or to stimulate, to urge forward, to request and to submit to Allah The Almighty. Meaning to say that it is a way to convey faith in Allah by following the Islamic teaching that our Prophet has brought, Muhammad SAW. (Kamaruddin Ahmad, 2001:1).

According to Ibn Manzur in "Lisan al-Arab", for instance, had mentioned that the meaning of *isthiqathah* refers to asking and requesting for help. It also means *raghbah ila Allah*, which mean hoping for some guidance from Allah and to pray to Allah. One can also find in a collection of *Hadith*, that *Da'wah* also concerned with invitation to weeding ceremony or a feast and summon mankind toward Islam. It also means as one of the mechanisms or device to uphold a new empire. (Dr.Badlihisam Mohd Nasir, 2000:2).

Based on the perspective of terms or *Syara'*, the word *Da'wah* can be specified and clarified as a summon towards Islam solely, even though the evil spirit has been said to have summon of its own which is to mislead, confused and bring people to gone astray.(Ibid)

According to Dr. Karim Zaidan, *Da'wah* brings the meaning of calling upon Allah. God the Almighty had once said;

*"said it! This is my path; I call upon Allah with knowledge in me and those who followed me"*.

The meaning and explanation of call upon Allah is actually to summon towards Islamic teaching. As we all know, Islam is the religion for Muslims, conveyed by our Prophet Muhammad SAW as a messenger of Allah. Therefore, Islam can be portrayed as the objective and foundation of *Da'wah*. Note that this fact had been clarified by the understanding of Orientals in the Encyclopedia of Islam: "The invitation, addressed to men by God and the religion, Islam. The religion of all Prophet's is Islam and each Prophet has his Da'wah. (Ibid.)

Dr. Ahmad Ghalwash had defined the word *Da'wah* as "wide spread or extensive" and "Islam" itself. *Da'wah* in term of wide spread means a knowledge whereby known by all effort, attempt and various technical endeavor to serve one purpose. That particular purpose or reason would be to convey Islamic teaching to human being as in *Aqidah*, *Syariah* and *Akhlak*. Whereas *Da'wah* Islam means to submit and obey to Allah solely and unconditionally. (Ibid: 3).

Dr. Abdullah Mohd Zain mentioned that the word *Da'wah* normally used interchangeably with *Din Al-Islam*, *Risalah Al-Islam*, and *Syariah Islam*. Meaning to say, when someone mentions the word *Da'wah*, it will indirectly refer to religion and Islamic *Syariah* (Islamic Legislation). Other than that, Dr. Abdullah Mohd Zain also manages to collect other meanings from *Al-Quran* and *As-Sunnah*, which is interrelated or interconnected with the word *Da'wah*. Among them are, *Jihad fi sabil Allah* (Fight for Allah), *Al-amr bi al-ma'ruf wa an-nahyu 'an munkar* (To do the right and to prevent the wrong), *al-indhar wa tabshir* (to remind and to warn) and another things. (Ibid.).

According to Muhammad al-Ghazali, Islamic *Da'wah* is a perfect program that consists of all the knowledge needed by mankind to identify and know the purpose of life, to enlighten their life and to give them guidance for their life. While, Al-Bahiyu Al- khuli clarify that *Da'wah* is to transfer people from one state of being into another. (Ibid.).

Furthermore, Karim al-Naquib defined *Da'wah* as act or movement of changing something from wrong to right. It also explain the Islamic teaching which is fair beside

maintaining the good relationship among mankind, Yusuf al-Qardawi, Muslims scholar, described Da'wah as diligence in order to make others embrace Islam and follow its guidance in life. (Ibid.).

Dr. Rauf Syalabi who tried to analyze, several facts and explanation of *Da'wah* since Al-Bahiyu al-Khuli had come to a conclusion. He said that *Da'wah*, theoretically means Islamic movement and practically means a role to develop Islamic country and to defend its existence in the world. (Ibid.).

*Da'wah* also generally understood as preaching Islam to the non-Muslims. But it applies to Muslims as well. *Da'wah* to Muslims according to Mr. Abdul Wahid Hamid author of a book "Islam the Natural way" is a call for reform (*Islaah*) and renewal (*Tajdid*). It applies to family and relatives, or even the congregation in the mosque. Hence it takes the teaching of Islam". (Johazmi Eoh Abdullah, 1998:69).

#### 1.4.2: THE DEFINITION OF MULTIMEDIA

Multimedia is a form of creative information, which contains of texts, sound, animation, picture and video. All of these elements can be broadcasted on a screen along with sounds effect at the same time. This kind of technology can be presented through CD-ROM, Digital Versatile Disk (DVD) or through World Wide Web (WWW), Local Area Network (Abu Bakar & Siti Fatimah, 1999-2000:148)

Basically, Multimedia can be divided into two stage. The first stage would be refer as basic stage (text visualization and static picture) while second stage is known as advanced stage (interactive data including video, animation, image, sound and texts)

In terms of technology, multimedia can be considered as a process to combine or integration of media and information in various ways (in form of digital) into one format, which basically it combine (all or some portion of) animation /video, graphic, sound and texts into one package (also in form of digital) which later on can be used by the customer or user through various ways. Later on, these processes can be used in various applications such as education and training system, presentation programmed for a company or corporate, kiosk or interactive information storage and CD ROOM (Ibid: 138)

In Oxford dictionary, Multimedia can be defined as involving several different method communication or form of expression; multimedia errant, including music, dance, video and a laser show (AS Herby, 1998: 164)

Other than that, multimedia is also a usage of two or more video formation (moving video, audio, picture, grafic, animation, texts and etc) in order to deliver information. (Mohd Shahir Abdullah, 2000)

Furthermore, multimedia also can be defined as integration that controlled by computer for graphic texts, moving or static image, and animation, sound and other means of

medium whereby each information can be represented, storage, channel and process digitally.(Abu Bakar & Siti Fatimah , 1999-2000)

In terms of technical definition, multimedia system can be characterized as a control system by computer, tremendous outcome, revolution, storage presentation, and communication of free information, which is coded with at least parallel medium (according to time) and Discreet (not according to time).

## CHAPTER 2: LITERATURE RIVIEW

In the book “*Memahami Islam Melalui Teknologi Maklumat dan Komunikasi*”, by Shaikh Mohd Saifuddeen Shaikh Mohd Salleh is about the Islamic information from Multimedia technology. In the book, the topic of information technology are discussion about an important of it development in globalization era nowadays.

In this book also, Haji Ismail Haji Ibrahim as a author under title “*Kepentingan Komunikasi Teknologi Maklumat(ICT) kepada Islam*”, write that the technology like Multimedia is the subset to Information Communication Technology(ICT) that using to promote the Islamic *Da'wah*.

In other topic, Shaikh Mohd Saifuddeen also written about the combination of information technology and communication of Islamic *Da'wah* in Multimedia era. In this topic, he discuss about the Islamic perspective of Information Communication Technology (ICT) and Islamic Image, using ICT to the correct, improve and the shape of the real Islamic Image and the others topic around the Islamic *Da'wah* in multimedia era.

As a conclusion, in this topic, he explains about the compulsory of *Da'wah* that is the responsibility for the Muslim and as a loving by Allah SWT to the human being. In globalization era, the compulsory in new situation and new thing that must know and must using to promote the Islamic *Da'wah* and the only one Islam as an Allah religion.

In his journal “*Cabaran Da'wah Islam Di Era Siber*”, Zulkiflie Abd. Ghani are discussing about the challengers of *Da'wah* in cyber era. In this topic, the discussion is the *Da'wah* in cyber era has been concentrate to benefit the process of global communication with understanding the ritual games and it authority. The *Da'wah* topic that focused is the equal value of humankind in cyber era.

The article seeks to discuss the challengers faced by Islamic *Da'wah* in the era of cyberspace. It's begins with an exploration of the chancing space created by the new information technologies, which rely on the idea that information is a commodity. It also presents Islamic massagers by a proper control on the access of information, verity the credibility of sources; and the structure of Islamic contents that are suitable with the new technologies. Zulkifli also argues that Muslims preachers should be aware of the consequence of cyberspace development and should design the Islamic massagers accurately in order to complete and ensure that *Da'wah* is always preminent in the life of Muslims.

In "*Islam, Komunikasi dan Teknologi Maklumat*", by Zulkifli Abd. Ghani, under subtopic "*Kesan Media Massa Terhadap Pembangunan Masyarakat Muslims*", he writes that the mass media have an impact to influences the Islamic society in social culture. In the changing to the positive aspect, many difficulty specially the culture domination and information by West Country that is the main barrier. The super-secular cultures that is an information to be an "information society" that is influences in Islamic society life. Design and *Da'wah* work in new generation are needed to understand about the Changing that and effect started from mass media impact.

"*Multimedia Dan Pembangunan Ummah*" also discuss about the information technology that still inter the monopoly phase that seen a dimension of controller by the person that have an information to the other person that are less an information. The Muslims needed to change the mind paradigm that importantly for the small group and thinking about the society or beneficial. The society not only refers to Islamic society, but also all of the other society. This situation causes the Islam guaranty the peaceful and prosperous to all man and Islamic development paradigm in development technology communication context can settle this situation.

The other topic is "*Teknologi Maklumat Dan Perkembangan Hukum Islam*" that are discuss about the propagation of *Da'wah* through the broadcasting media have their excess cause it can get some of the man that follow the program. Islamic broadcasting

mostly in service and not commodity because it follow to the *Tawhid*. Although the Islamic reformation leave out the impact especially to the RTM with many of the Islamic program, but the Islamic broadcasting of philosophy cannot be realization. So, the technology information must be proactive to realize the Islamic *Da'wah*.

In sub-topic of “Peranan *Media Dalam Da'wah*”, the discussion is about the religion as a vision to carry peaceful to all of humankind. Islam also importantly as a medium to take the massagers that is the content are propagate widely and an effectiveness method. The media also must owner by Muslims because the Muslim needed to the media as a method to propagate the *Da'wah*.

In “*Multimedia Dan Islam*”, there are five sub-topics that are discussed about the Multimedia and *Da'wah*. The first topic is about the multimedia from the Holy *Al-Quran* perspective by Mashkuri Haji Yaakob, Salimah Mokhtar and Abdullah Gani. In that topic, they discuss the multimedia system that is a blessing to Muslims suitable with an Islamic brochure as a religion that carried as used and propagate an information and knowledge. Although the society still not ready to get the challengers in technology is very important for development and society peaceful especially in Islamic society. The other topic is “*Membimbing Ummah Melalui Multimedia*” by Abdul Rahman Mohd said that are discussed about multimedia development that is suitable with Islam as a effort to propagate the Islamic *Da'wah* especially in internet or the other medium of Multimedia.

Mohd Shahir Abdullah in his writing explained that using the multimedia in *Da'wah* is helping, effective and must also receive and using it very well. The *Da'ie* also must improve them in modern technology as multimedia.

Ahmad Jamali Sepihie is discussing in “*Multimedia Sebagai pemangkin Kesatuan Ummah*” expalined about Allah SWT that is a merciful and lovely. In all period of time, Allah SWT is always willing the convenience to human being in buy and sell process (*Mua'malah* concept), interaction and contact to achieve the human union .It also for Muslims that sincerity the duty as a leader (*khalifah*) to handle the nature and impart the

*Da'wah* to the people for pious to Allah SWT the only one God in the world. Allah readies all of convenience to be an Islamic Muslims for doing the Good (*Rabbani*) duty.

In the topic of ("*Peluang ummah Dalam Pembangunan Multimedia*") also, Mohd Jamil Sulaiman as a writer give his own opinion and discuss about the knowledge that is very important in human civilization development. The human being that is successful in their life is usually connected with their knowledge improved. So that, the Muslims must given the Islamic brochure in Islam society life. The multimedia technologies that have many extras in many applications like smart system for *Al-Quran*, *Hadith*, Islamic History, and the others suitable to beneficial completely. Besides that the fighting for religion excellent will come true.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### 3.0: INTRODUCTION

In this research, the author had purposely used several methods in searching information related to the topic. Note that this research is a library research therefore; the author had chosen specific methodology to the research such as primary, secondary and analysis data.

### 3.1: PRIMARY DATA

Primary Data can be considered as the main data and the original data, which is gathered from data research such as questionnaire. In fact, to be precise, the author is using solely questionnaire as the main source of gathering data.

#### 3.1.2: Questionnaire

One can define questionnaire as a mean to gather or collect information from the respondent. In another word, it is the correspondent of the participant or volunteers. In this particular research, the author had chosen and used 100 volunteers or respondent in order to gather as much information as possible which of course regarding to the thesis. The author had chosen students, workers from government and private sector, superior and teachers as the respondent.

### 3.2: SECODARY DATA

Secondary data is a form of collecting second data in process of gathering information. Obviously, all of data can be used in order to assist the complementary of the thesis. The

author had specifically chosen several methods in gaining all kinds of data that are connected to this topic.

### 3.2.1: Books

Books are one of the famous and ordinary methods used by the author in order to gather information that are associated with this thesis. The usage of books enables to lead to authentic information and better clarification as well as details in explants

### 3.2.2: Journal

By using Journal, author will be able to gain knowledge as well as information through reading specific topic or article. In fact, journal also supplies some additional information about specific research done by scholars in previous time that can be used as guidance. Furthermore, the author will also be able to analyze the data from previous or former research in order to get better results.

### 3.2.3: Newspaper

Another appropriate and suitable place to look after accurate information would be the newspaper. Newspaper as usual, manages to present with useful information from the current events or recent issues. Therefore, this is why the author decides to use newspaper as a way of gathering supplement data for this research.

## 3.3: LOCATION AND SAMPLING

The author had managed to do this research from various and different places or location. But of course, the main location would be IKIM itself. Meaning to say, the author had purposely selected the students at KUIM in order to gain information regarding the thesis. Note that, the author had managed to spread out 80% questionnaire at KUIM. Other than

that, the author had also distributed 20% questionnaire for government and private sector at a particular territory.

The 100 respondents that had chosen in this research are basically from 20 male and 80 females. There are of course some data about the sampling such as:

1) Gender

: Male

: Female

2) Age

: 18-25 years

: 26-30 years

: 31 and above

3) Occupation

: Student

: Teacher

: Private sector

: Government sector

: Others

4) Salary

: RM 2000 and above

: RM 1000 and above

: Less than RM 1000

: Others

5) Education

: Degree

: Diploma

: SPM/STPM

: Others

### 3.4: RESEARCH MATERIAL

The author used the primary method which is questionnaire that consist of three different parts such as A, B, and C. Section A contain of demography information such as Gender, Age, Occupation, Salary and Education.

Sample of the question:

Question number 3: Occupation

- Student
- Teacher
- Private Sector
- Government sector
- Higher Officer
- Others

Meanwhile section B are concern with multiple-choice answers such as A, B, C and D.

Sample the question:

Question number 1: What is the definition of *Da'wah*?

- A) To call upon or sermon towards Islamic teaching
- B) Doing good deeds
- C) Delivering information
- D) News

While in section C, the answers are divided into 4 portions such as

- 1) Agree
- 2) Not sure
- 3) Disagree
- 4) Could not agree more

For example:

Question number 9: Do you agree with the statement that says, multimedia and Islam are moving and developing side by side?

- A) Agree
- B) Disagree
- C) Not sure
- D) Could not agree more

### 3.5: RESEARCH METHODOLOGY

The author had managed to prepare and distribute 50 questionnaire on own in order to get information that are required for the thesis. Whereby, the author's friends distributed the other 30 forms and the other than that, or the author's relatives who are working at both government and private are distributing the rest of the 20 questionnaires.

**CHAPTER 4: FINDINGS**

## QUESTION (1)

A= 90

B= -

C= 10

D= -

## QUESTION (2)

A= -

B= -

C= 10

D= 90

## QUESTION (3)

A= 7

B= 8

C= 85

D= -

## QUESTION (4)

A=-

B= -

C= -100

D= -

## QUESTION (5)

A= 60

B=-

C= 20

D=20

QUESTION (6)

A= 30

B= 10

C= 50

D= 10

QUESTION (7)

A= 88

B= -

C= 12

D= -

QUESTION (8)

A=70

B= 6

C= 4

D= -

QUESTION (9)

A= 50

B= 12

C= 20

D= -

## QUESTION (10)

$$A = 50$$

$$B = 10$$

$$C = 12$$

$$D = 18$$

## QUESTION (11)

$$A = 74$$

$$B = 10$$

$$C = 10$$

$$D = 6$$

## QUESTION (12)

$$A = 60$$

$$B = 18$$

$$C = 10$$

$$D = 12$$

## QUESTION (13)

$$A = 70$$

$$B = 4$$

$$C = 20$$

$$D = 6$$

## QUESTION (14)

$$A = 60$$

$$B = -$$

$$C = 20$$

$$D = 20$$

## QUESTION (15)

$$A = 60$$

$$B = -$$

$$C = 40$$

$$D = -$$

## QUESTION (16)

$$A = 74$$

$$B = -$$

$$C = 14$$

$$D = 26$$

## QUESTION (17)

$$A = 50$$

$$B = 12$$

$$C = 24$$

$$D = 14$$

## QUESTION (18)

$$A = 60$$

$$B = 20$$

$$C = 20$$

$$D = -$$

## QUESTION (19)

$$A = 49$$

$$B = 31$$

$$C = 20$$

$$D = 6$$

## QUESTION (20)

$$A = 38$$

$$B = 16$$

$$C = 32$$

$$D = -$$

## CHAPTER 5: ANALYSIS AND DISCUSSION

### 5.0: ANALYSIS

From the respondent in questionnaire, 70% is students, 16% is teachers, 6% is an officer in private sector, and 8% is an officer in government sector. In the respondent profile also, there are 30% of the respondent is men and 70% is female. Beside that, the age of respondent is between 18-25 years old is 70%, 20-30 years old is 6% and 31 years old and above is 24%. In salary profile also, RM2000 and above of the salary is 6%, RM1000 and above is 8%, less RM1000 is 16% and the others is 70% from the respondent.

For level of an education are 74% from DEGREE, 26% from SPM/STPM

- 1) 90% give the definition of *Da'wah* as an act of summon, convey and comprehending people to faith of Islam. 10% are defined the *Da'wah* as convey an information.
  
- 2) 10% from the respondent responded that multimedia understands as computer using. Besides that, 90% gave the meaning of multimedia is having two or more than that the shape of media either or graphic, audio, pictures, animation, texts and others to convey an information
  
- 3) 7% from the respondent have main objective in *Da'wah* convey the knowledge. Besides that, 8% of respondent have the objective as a way to get the *Redha* from *ALLAH SWT*. The other respondent given the main objective is to propagate the Islamic religion and strive the truth of Islam
  
- 4) 100% respondent choose the *Da'ie* as able to faced all of difficulty in activities of convey, summon and comprehending to *Da'wah*
  
- 5) 60% from the respondent faced to convey the *Da'wah* if received the defiance from many type of society either *Muslim* or *non-Muslim*. Besides that 20% of respondent faced to do the *Da'wah* activities although forced to convey the *Da'wah* to minority race that