

**MAGAZINE AS A MEDIUM OF *DA'WAH*:
(RESEARCH IN 'I' MAGAZINE)**

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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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Praise be to Allah, with His *'inayah*, it is possible for me to accomplish the academic project successfully. First of all, I would like to express my highest gratitude to my father Abu Mansor b.Hj Ahsan and my mother Jumirah Bt. Abd Jabar who sacrifice a lot for me. As well as to all my siblings, may you all remain to be the germs of life.

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ABSTRAK

Penulisan ini bertujuan untuk melihat sejauhmana peranan dan kesan media cetak sebagai methodologi dakwah di Malaysia. Kajian difokuskan kepada majalah 'I' 2003 yang bermottokan informasi, inovasi, ilmiah, intelek, internasional dan islamik dalam menyebarkan dan melaksanakan tugas dakwah melalui majalah. Kajian ini mengenalpasti unsur-unsur dakwah yang terdapat didalam majalah 'I' seperti penulisan artikal-artikal yang menyentuh tentang kabesaran Allah menerangkan kebenaran islam, keperihatinan penulis terhadap masalah semasa umat islam, bimbingan kepada berakhlak mulia, soal jawab agama dan lain-lain lagi. Selain itu penulis turut meneliti latarbelakang majalah 'I' sebagai bahan kajian yang digunakan dan mengkaji kesan dakwah yang diperolehi terhadap sasaran. Seterusnya kajian melihat pendekatan yang digunakan oleh majalah 'I' untuk menarik perhatian pembaca. Untuk memperolehi data, beberapa teknik kajian telah digunapakai antaranya primary data seperti jurnal, secondary data atau buku-buku rujukan, tinjauan, temubual dan soal selidik. Hasil kajian telah menunjukkan bahawa dakwah melalui majalah boleh memberi kesan kepada sasaran dan membantu dalam penyebaran dakwah dengan memperlihatkan kebenaran islam serta menyebarkan ilmu pengetahuan melalui bahan bacaan. Dapatan dari hasil kajian adalah majalah 'I' menjadi tempat yang digunakan oleh cendiakawan, ilmuan dan para da'i untuk menyalurkan pendapat dan ilmu mereka melalui penulisan didalam majalah sebagai methodologi dakwah.

ABSTRACT

This writing is purpose to view the role and effectiveness the printing media as medium of *da'wah* in Malaysia. The study is focusing on I magazine 2003 which its motto is informative, innovative, scientific, intellectual, international and Islamic in performing *da'wah*. This study is also identifying *da'wah* element in I magazine like article on the greatness of Allah, greatness of Islam, current Muslim issue, guide to ethical manners, religious Question and Answer and so on. The data is based on primary source such us journal and 'I' itself, secondary data like books, interview and questionnaires. The study resulted magazine are effective *da'wah* medium. The study also showed I magazine is also the medium for Muslim scholars and *da'i* to channel their views and knowledge through writing in magazine.

ملخص البحث

يتناول هذا البحث إلى معرفة وظيفات المؤلفات وتأثيرها كإحدى الوسائل الدعوة في ماليزيا و يركز على مجلة I ٣٠٠٢ إلى هي من المجلات المشتهرة في ماليزيا وكانت مجلة علمية إسلامية وتعتبر من إحدى الوسائل الدعوة. فهذا البحث يهدف إلى معرفة عناصر الدعوة الموجودة في مجلة I كمفالات المتعلقة عن حقيقة الاسلام واهتمامات على المشكلات الأمة الاسلام اليوم والبحث على النخلق بأخلاق الكريمة والإستيبيانات الدينية و غيرها. كذا ينظر الباحث إلى ظهر هذه المجلة كحدود هذا البحث وآثار الدعوة الحاصلة منها. هذا البحث ايضا يذكر إلى الخطوط التي استخدمتها المجلة في تجذيب القراء لقراءتها. للحصول على المعلومات بهذا البحث هناك عدة طرق التي استخدمها الباحث مثل بمقالات المصادر، الثانية و الكتب المناسبة للموضع والملاحظات والمقابلات و غيرها. فنتيجة من هذا بحث هي أن المجلات تدور دورا كبيرا وتساعد على نشر الدعوة في ماليزيا مثل هذه المجلة I وهي مكان لتبليغ أفكار وآراء المجتمع من العلماء والدعاة كإحدى مناهج الدعوة في هذا البلاد.

CONTENT

		Page
AUTHOR DECLARATION		i
ACKNOWLEDGEMENT		ii
ABSTRAK		iii
ABSTRACT		iv
<i>MULAKHKHAS AL-BATHTH</i>		v
CONTENT PAGE		vi
LIST OF TABLE		viii
LIST OF CHART		ix
LIST OF APPENDICES		x
TRANSLITERATION		xi
ABBREVIATION		xiii
CHAPTER I	INTRODUCTION	1
CHAPTER II	LITERATURE RIVIEW	4
CHAPTER III	RESEARCH METHODOLOGY	8
CHAPTER IV	<i>DA'WAH</i> AND MASS MEDIA	10
	Definition of Mass Media	12
	Relationship Mass Media and <i>Da'wah</i>	13
	The Important of Mass Media	16
	Magazine as <i>Da'wah</i> Methodology	18
	The Position of Methodology in <i>Da'wah</i>	19
	Basic of Methodology	20
	History of Islamic Magazine in Malaysia	24
CHAPTER V	I MAGAZINE AS A MEDIUM OF DA'WAH	31
	Establishment History the Karang kraf Group Sdn Bhd	31
	Background of I Magazine	32

Organization chart of I Magazine (KKSB)	34
The Concept of I Magazine	35
I Magazine Content	37
Review issue January till December 2003	39
Program of I Magazine	43
Effectiveness of <i>Da'wah</i> in I Magazine	44
CHAPTER VI CONCLUSION	46
BIBLIOGRAPHY	49
APPENDICES	52

List of Table

	Page
Table 4.1: Number of Malay Magazine before Second World War	25
Table 4.2: The diversity of religion magazine before war	26
Table 5.1: 'I' magazine specification distribution by Karangkrak Group	36
Table 5.2: 'I' Magazine subscription package for readers	37
Table 5.3: Percentage of effectiveness of I magazine to readers	45

List of Chart

	Page
Chart 5.1: Organization chart of I Magazine	34

List of Appendices

Appendix A: Borang Soal Selidik Majalah I 2003

Appendix B: Sample of I magazine Cover January 2003

Appendix C: Sample of I Magazine Cover December 2003

Appendix D: Majalah I majalah rasmi Bazar Expo OIC 2003

TRANSLITERATION

1. Alphabet

<u>Arabic</u>	<u>Latin</u>	<u>Example</u>	<u>Transliteration</u>
ء	,	أولياء	Auliya'
ب	b	بنا	Banna
ت	t	تقوى	Taqwa
ح	h	حلال	Halal
خ	kh	خديجة	khadijah
د	d	داعي	da'i
ذ	dz	ذكر	Dzikh
س	s	سيد	Said
ش	sy	شريعة	Syariah
ف	f	فاتحة	Fatihah
ق	q	قارئة	Qari'ah
م	m	مدرسة	Madrasah
ن	n	نور	Nur
و	w	واسيلة	wasilah

2. Short Vowel

<u>Arabic Vokal</u>	<u>Latin Vokal</u>	<u>Example</u>	<u>Transliteration</u>
َ	a	أدب	Adab
ِ	i	عاصم	Asim
ُ	u	علم	Ilmu

3. Long Vokal

<u>Arabic Vokal</u>	<u>Latin Vokal</u>	<u>Example</u>	<u>Transliteration</u>
آ	ā	مضار	madār
و	ū	علوم	ulūm
ي	ī	كبير	kabīr

4. Diphthong

<u>Arabic Vokal</u>	<u>Latin Vokal</u>	<u>Example</u>	<u>Transliteration</u>
و	ww	منورة	Munawwarah
ي	yy	عين	ayyn
ي	iyy	تربية	Tarbiyyah

5. Exemption

5.1. Arabic letter ء (hamah) found at the beginning of a word is transliterated to the letter "a" not to ' ,example:

<u>Example</u>	<u>Transliteration</u>
أحمد	Ahmad

ABBREVIATION

AS	Alayhi/ ha/ hima/ him al-salam
API	Akademi Pengajian Islam
BSN	Bank Simpanan National
Def.	Defination
Dr.	Doctor
Ed.	Editor
Edi.	Edition
<i>etc</i>	<i>et alili</i> , and so on
Hj.	Haji
IKIM	Institute Kefahaman Islam Malaysia
IIUM	International Islamic Universiti of Malaysia
Ibid	Ibidem. In the same place
JAKIM	Jabatan Kemajuan Islam MALaysia
KUIM	Kolej Universiti Islam Malaysia
KKSB	Kumpulan Karang kraf Sdn Bhd
p.	Page
pp.	Pages
Prof.	Profesor
RA	Radiallahu anhu/ ha/ huma/ hum
SAW	Salla Allhu alayh wa sallam
Trans.	Translator/ translated by
UM	Universiti Malaya
UKM	Universiti Kebangsaan Malaysia
Ver.	Version
Vol.	Volume
YADIM	Yayasan Dakwah Islam Malaysia

CHAPTER I

INTRODUCTION

Magazine is one of media that can be used for propagate through writing in form of advices; prohibit bad deeds, explaining a matters relation with Islam and so on. Magazine as propagating channel was giving a beautiful society to facing a challenging life became always be remanded with a good advices

An Islamic Magazine is very necessarily because a junk magazine likes entertainment, sport; society is too overloaded at the market. Thus, an Islamic magazine and contained with advices elements is so needed. Magazine is one of suitable methodology to be as *da'wah* medium because it is easy to be spread to public and has a potential to aid the spreading of to society

The study that will conducted is mostly focus to role of magazine in spreading *da'wah* and it's function as place to the *da'i* to deliver theirs *da'wah*. Through the research indirectly may recognize the characteristic of good magazine and be accepted of a society. Beside that, it can be detected an implication of *da'wah* thought out of magazine that was published.

This study will use 'I' magazine nowadays sell at public as the study staff. This study will observe the methodology that was used by editor and the publisher to attract the aim group, beside that the study is been conducted to the content of magazine started January till December 2003.

In this new generation, Islamic religion has many challengers to promote our religion. In this methodology of we have many methods to use in and one of its magazines. In this method they use the article and writing to promote our religion. September 2002

is the first edition 'I' magazine and the editor from members of Kumpulan karangkraf Sdn Bhd. Have some topic in this magazine such as about Islamic and science, information about Islamic country, Muslim news in world, adat and syariat, online interview, iqr'a, travel and others. All this is the main topic in this magazine. It also focuses about issue in our country and Islamic society. Many of the articles were discuss about new issue or problem in Islamic society.

Important Research

The important of this study is to study the role of printed media such as magazine in assist the *da'wah*. In this study also, the researcher will look back the history of scholar Islamic intellectual, *mujadid* and another that was applying magazine or printed media have a his influence in society. This research also touches on the establishment of magazine history in Islamic form that has been used to propagate at Malaysia.

In other sides, this study is to know how the implement from *da'wah* that had been delivered through magazine especially in Malay society at Malaysia. Those are because there are many Islamic magazines spreading away at market presently and have different approaches but many of them have same goals there were to propagate.

Research Aim

The aim of this study is to detect the strength and weaknesses of *da'wah* that perform through magazine. It does can be see that the magazine has potential to *da'wah* but the approaches should be suitable with people.

The Publisher is the important party in produce magazine to attain a truth objective, to propagate to society, so as to it needs a detail study before publish their magazine to make sure their magazine could be accepted by people then people may gain a benefit from a readied magazine

Now day's magazine has a big potential in spreading *da'wah* because people became smarter to evaluate and always seek for a suitable and beneficially reading materials as spirits feeding. Thus from this study it will aid the Islamic magazine from various aspects so it will give a deep effect to *da'wah* that had been hold.

Objective of Research

- To study how far magazine role to deliver Islamic *da'wah* in Society
- To know the character of a good magazine from it's content's, reading material information delivering and an acceptance from the entire of society.
- The effects or implication from applied method forward *da'wah* aims whether individual, family, Muslim society and also non-Muslim from a vary level of society and others.

Problem Statement

Towards facial a modern age, the moral of society is seem as of the age from the Islamic teaching. It is because one of its causes is the awareness of society about the Islamic lifestyle is been missing in time. That is an impact presently of news about the crime such us murder, raping. Actually theft and so on is being layer. People are truly needs to advice and remainder by time to time. So they will aware the stand of Allah's servant on earth. *Da'wah* is a suitable manner to educate people to come back to the right path and become as piously Allah servant and have a good moral. That want to deliver is out of limit and have a certain method. In facing a modern era was propagate in various manner such us through internet, mass media like television, radio, magazine and others. Through this method will be big impact to society because the method that has be use is easier and comfort with the changing period. One of the methods is using magazine as medium, reading material is one of the information sources that require society to increase knowledge. Thus the approaches towards Islamic magazine have its role to attract the reader's interest to spread.

CHAPTER II

LITERATURE REVIEW

The study that had conducted by writer is applied research to adding gathering. This written is reviewing from past writing which has a relation with the base on research such as books, journal and others. This study discuss on the application printed media as one ways or methodology to attain *da'wah* objective and spreading Islam. As example is stated belong.

1. Work paper writing entitles "*Sumbangan Majalah Pengasuh Kepada Masyarakat*"¹ presented by Dr. Syed Othman Syed Omar in Pengasuh Magazine One Day Seminar, organized by Dewan Bahasa dan Putaka Wilayah Timur and Writer Associated (PUSPA) on July 2000. This work paper is discussing on Pengasuh magazine contribution beginning 1918 till nowadays. This magazine was played a big role to spreading Islamic understanding towards magazine publishing especially in Malay society. The contents of Pengasuh magazine is loading in pious and faith questions, prophet history, Al-Quran interpretation writing by Hamka and various of religion knowledge that was written in order to educating society. Tok Kenali is Islamic scholar at Kelantan at that time was become as Honour Chief Editor for Pengasuh magazine which was contribute many of his writing in this magazine.

The study that been conducted also blend to a role which plays by 'I' magazine presently running in market as magazine use to *da'wah* such as played by Pengasuh magazine at the past. The writer will uncover about the contribution the studied magazine in given understanding on Islam society.

¹ Dr. Syed Othman Syed Omar. 2000. *Sumbangan Majalah Pengasuh Kepada Masyarakat*. (Paper). *Pengasuh Magazine One Day Seminar*. Dewan Bahasa Dan Pustaka Wilayah Timur, Kuala Lumpur. July 15, 2000. np.

2. *Islam, Communication and Information Technology*² published by Utusan Publication and Distributions Sdn Bhd and Dr. Zulkiplie Abd Ghani as an authors is a book produced by a several working paper that was clarify about communication and technology from Islamic perspective communication that had be define in this books is focusing to the medium to deliver something such as mass media. More discussing in this book is about the application in sending *da'wah*. It also touches on information communication media and printed media in *da'wah* expansion. The content of this book is professionalism in *da'wah* communication, media roles in *da'wah*, the implication of mass media towards the development of Muslim society and a several title that related to study conducted by a writer.

As the writing that have a relation with using of mass media in *da'wah*, the researcher will more focusing through an applied research that's on the application printed media such as 'I' magazine as the medium that uses to delivering *da'wah*.

3. The book about *da'wah* methodology that had written by Associate Professor Dr. Abd Azizi Mohd Zain discussing on the understanding the application *da'wah* methodology in present current expansion. In chapter six the title "***Methodologi berkaitan saluran dan media***"³ in this book discover about channel or media that had being used by public in communication among them and the can fort ability in channel and media using to deliver the content of *da'wah* and it massage to the target. The *da'wah* media which reviewed is books; magazine, broacher and news paper as *da'wah* channel which relating with research topic. It's describing on the role of printed media under going to be uses in send the *da'wah*.

To support this writing the writer will examine on the 'I' magazine role or printed media as a methodology which being used to delivering *da'wah*. The research will discuss suitability as *da'wah* medium nowadays.

² Zulkiplie Abd Ghani. 2001. *Islam, Komunikasi dan Teknologi Maklumat*. Kuala Lumpur: Utusan Publications & Publication Sdn Bhd. pp. 24-36

³ Abb. Aziz Mohd Zain. 2001. *Metodologi Dakwah*. Kuala Lumpur: Penerbit Universiti Malaya. p. 181.

4. Article entitled "*Media Massa Barat dan Penghinaan Terhadap Islam*"⁴ that had written by Ahmad Azam Abd RAhman, President of Malaysia Islamic Youth Movement in I magazine edition 6, April 2003 discussing on the using of mass media likes news paper, radio, television that perceived had a close connection on socioeconomic society development. This article discussion is surrounding on mass media that had been use by western to spreading the understanding and insulation towards Islam. Future more, according to article mass media was controlling by western and was manipulated and created to personal interest those empowered it. The using of media by western as a weapon towards to Islam is not something new infect it was being since 1400 years ago. The writer also discussing on several opinion to overcome this menace as example is the mass media empowerment by Muslim should be presses through seek on the weaknesses and rebuild development structure to mass media empowerment.

To support and answer the article writer preaches to Muslim empowered mass media should be continuous. As example is printed media such as magazine possession is one of manner which will examine in order to assist the spreading of Islamic understanding and *da'wah* then will lead indirectly to against the western understanding about Islam attacking.

5. The writing on "*Sekularisma dalam Media massa*"⁵ in perspective Islam written by Dr. Saidin Ahmad was uncovered mass media especially printed media which was polluted by secularism elements. The description in this article also opened the important to Islam society to empowerment mass media from being polluted by negative element. Beside that's the produce a quality mass media and pure from outside negative influence. The matters that had been discussed is about mass media practice principle and a several opinion to overcome the tribulation that had been faced by Islamic society to empowerment mass media.

⁴ Ahmad Azam Abdul Rahman.2003. "*Media massa barat dan penghinaan terhadap islam*". 'I' Magazine. Selangor: Kumpulan Karangraf Sdn Bhd. April. pp. 32-33

⁵ Md Saidin Ahmad Ishak. 2000/2001. "Sekularisma Dalam Media massa". *Jurnal Persprktif Islam: Tasawwur Islam*. Kuala Lumpur. Penerbit IKIM. Vol. vi. p. 19

In effort to continuing the study on mass media particularly printed media one research will be conducted to observe influences and role played by mass media to deliver Islamic *da'wah* nowadays. The writer will study on one Islamic magazine there is I magazine in played a role as *da'wah* in our country practicality.

CHAPTER III

RESEARCH METHODOLOGY

Research Design

As researcher search of data is an important assignment and obligation. Researcher to careful investigates already information in order to not be hesitancy or bias. All information already must investigation to get the quality content or results of research. This study is in form of field study and library study. The study that had been conducted require the writer seek a data which may using as a prove to studying topic such as observation, survey, interview and referring to related books.

Data Sources

In effort to solve this research, author used data from valid sources; it's from primary data, secondary data, observation, respond from questioners and interview. All of these sources assist researchers to understand this research, compile information again and assist in produce new effectiveness concept and positive to case study.

Primary Data

The source of primary data for this research is through related journal in conjunction to this title. The writer gathered various journal writing from library such as Kuim Library, National Library and Islamic Centre Library.

Secondary Data

The writer was seeking out reference in book written relating with searching title. To attain this source of information the writer was conducted a references at library or obtained any book that could be a source of reference. The main references like book Islam, Communication and information technology, “Panduan berdakwah contemporary”, “Kearah Melahirkan Media Islam” and others reference books.

Interview

To gather information and data in more detail relating the title, writer was conducted on interview with several people who may assist the writer to settle down this task. One of them is ‘I’ magazine editor, Mr. Ahmad Yani Abd Manaf to have an explanation on magazine which published by his company, Kumpulan Karangraf Sdn Bhd. Others than that, the clarify the role of *da'wah* through magazine the writer was interviewed whose have a wide experience in *da'wah* field.

Questionnaire

Writer was spreader survey sleet to several respondents. The respondents who get involved are government staff, public people, student and others that have a various background and education level. The objective of this effort is to have a reaction from respondent on *da'wah* which delivered through magazine. Majority of respondent who get involved in this study is come from Kuala Lumpur territory.

Chapter IV

DA'WAH AND MASS MEDIA

Islam is Allah blessed religion that brings through Prophet Muhammad to the entire of humankind. Islam is a right path and it need to be propagate to all people to make sure. They are Muslim non Muslim that way that was through by all prophets, Allah was stated in the Al-Quran in Surah Al-An'am. Verses 153:

فَمَنْ يُرِدِ اللَّهُ أَنْ يَهْدِيَهُ يَشْرَحْ صَدْرَهُ لِلْإِسْلَامِ وَمَنْ يُرِدْ أَنْ يُضِلَّهُ يَجْعَلْ صَدْرَهُ ضَيِّقًا
حَرَجًا كَأَنَّمَا يَصْعَدُ فِي السَّمَاءِ كَذَلِكَ يَجْعَلُ اللَّهُ الرِّجْسَ عَلَى الَّذِينَ لَا يُؤْمِنُونَ

Meaning:

*Verily, this is My Way, leading straight: follow it: follow not (others) parts: they will scatter you about from His (great) path: thus doth He command you that ye may be righteous.*⁶

It Is the responsibility to Muslim to deliver it, the way is a manner that was practiced by Rasulallah and his companion to spreading Islamic faith on the ways, we was work to grasp the highest goal to achieve Allah pleasure. Our aim is to strengthen Allah faith, uphold Islamic state till there are no gossips on the earth. Allah was mention in surah An-Nahl verses 125:

⁶ Al-Qur'an. Al-An'am 6:153 (All Qur'anic verses in this writing are based on 'Abdullah Yusuf Ali. 1994. *The Holy Qur'an: Text & Translation*. Kuala Lumpur: Islamic Book Trust. Translations from other sources will be cited according)

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ
هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning:

*Invite (all) to the way of the thy lord with wisdom and beautiful preaching; and argue with them in way that are best and most gracious; for the lord knoweth best, who have strayed from His Part, and who receive guidance.*⁷

Is main challenger to Muslim in facing globalization era because Islam is looking as the disunited faith and bring many problems. One of cause factor that became as the source of this problem is the internal problem that come from Muslim themselves, this opportunity was be taken by the Muslim enemies that always wait for this chances to condemn Islam at the eyes of the world. By that means, the *da'i* should be smart to deliver a true Islamic message to gain back the magnificent of Islam.

Nowadays, is easier to be delivered by using a modern technology such us Internet, electronic media, printed media and others. These contemporary tools should be used completely even more that Muslim should empowerment this technology so as to know be let down in whole aspect in directly the *da'i* will assist the *da'i* to speared easier and effective.

⁷ Al-Quran. An-Nahl 16:125

Definition of Mass Media

The term of mass media or printed media and electronic is not specific etymology from expending of Islamic civilization. It term was contributed after created the print machine Guttenberg in 15th century and followed by the electronic period which is found the combine audio technology and visual.⁸

According to Syed arabi Idid and Safar Hashim mass media come from Dutch that is Pers. Press in English that mean printed broadcasting, radio, television (TV), newspaper and magazine are including in mass media. All the element of electronic such us video also include in Mass Media.⁹

According to a Meriam-webster Dictionary mass media is a medium of communication (as a newspaper, radio or television) that is designed to rech the mass of the people¹⁰

Malaysiana Encyclopedia was describe about media is the channel or tools to public relation practicer to send the massage or information¹¹

H.M Hang Tuah Iskandar then describe that is a field or court. As battlefield is forest, sea, or aero space. So field or court of journalism is like newspaper, magazine, multimedia and internet and so on.¹²

In Arabic media or channel is suited from words "*wasilah*". By as-Sayyid Naufal that explain the *wasilah* is a ways to reach the content of presentation to the aim that was justified like that. It consisted in all communication media various.¹³

⁸ Zulkiple Abd Ghani. 2001. *Islam, Kamonikasi Dan Teknologi Maklumat*. p. 25

⁹ Syed Arab Idid. 1997. *Peranan Mass Media Dalam Pembangunan*, Siri Ceramah Umum PMUKM. Kuala Lumpur: Penerbit UKM. p. 5.

¹⁰ *Webster's Ninth New Collegiate Dictionary*. 1986. "*Mass Media*". Springfield Massachusetts U.S.A: Mariam-Webster Inc. p. 731.

¹¹ Ab. Aziz Mohd Zain. 2001. *Metodology Dakwah*. p. 181.

¹² *Ibid.* p. 181

¹³ *Ibid.* p. 182

Mass media is something that includes the tools, ingredients and infrastructure to obtain the people listening, watching, reading and learning directly or indirectly in their life.

Definition of Magazine

Magazine could be defined as the printed material that published according a specific time or periodical lines that contained a various graphic, advertisement, editor, columns and cover.¹⁴ That mean about the magazine will be research in this study.

Relationship between Mass Media and *Da'wah*

Allah was commended to knowledge people to explain religion people and spreading that knowledge to avoid people involve in danger of *musyrik*. Allah was explained in Al-Quran about the responsibility of the inviter is to delivering their knowledge so may flourishing the world with a good deeds. The job is a responsible to entire Muslim people, the job should be effort with ask people to be a good deeds and let off the bad thing with all ways else. Beside, pray to be ease a deal and rely to Allah as His verses 41 in surah Al-Haj:

الَّذِينَ إِذَا مَكَتَاهُمْ فِي الْأَرْضِ أَقَامُوا الصَّلَاةَ وَآتَوُا الزَّكَاةَ وَأَمَرُوا بِالْمَعْرُوفِ وَنَهَوْا عَنِ
الْمُنْكَرِ وَلِلَّهِ عَاقِبَةُ الْأُمُورِ

Meaning:

(They are) those who, if we establish them in the land, establish regular pray and give regular charity, enjoin the right and forbid wrong: with God rest the end (and decision) of (all) affairs¹⁵

¹⁴ Hamed Mohd Adnan. 1998. *Pengajian sastera dan sosiobudaya melayu memasuki alaf baru*. Kuala Lumpur: Penerbit Akedemik Pengajian Melayu Universiti Malaya. p.140

Using Mass Media as a platform to propagate is one of alternative to aid the spreading. What means by medium is platform between the *da'i* and target people. The *da'i* also should use a smart method to deliver their whether in from of speech, writing moral and so on. Thus, the basic matter that should have at the *da'i* is knowledge. That is because Islam itself order the follower to seek the knowledge through reading and it is clearly stated in Al-Quran since it first revolution. The proof is in surah Al-Alaq verses 1-5:

اقْرَأْ بِاسْمِ رَبِّكَ الَّذِي خَلَقَ (1) خَلَقَ الْإِنْسَانَ مِنْ عَلَقٍ (2) اقْرَأْ وَرَبُّكَ الْأَكْرَمُ (3) الَّذِي
عَلَّمَ بِالْقَلَمِ (4) عَلَّمَ الْإِنْسَانَ مَا لَمْ يَعْلَمْ (5)

Meaning:

*Proclaim! (Or Read) in the name of thy Lord and Cherishers, Who created, (1) create man, out of a (mere) clot of congealed blood: (2) proclaim! And thy Lord is most Bountiful, (3) He who taught (the use of) the Pen, (4) Taught man that which he knew not (5)*¹⁶

In this modern world there are many methodology was using to aid the spreading Islamic faith such us Internet, television, radio, newspaper, magazine and others. The printed medium in form of written is also one of medium. Writing in latter form to invite and spread to humankind. As was use by Rasulallah that time to accept Islam such as the letter that was sent to Caesar at Persian, Hercules at Byzantine, Mauqiquis at Egypt and Negus at Ethiopia.¹⁷

Mass media such as printed media like books, article in magazine and newspaper is the media that effective to been use in. Mass media have a close relation in because it

¹⁵ Al-Qur'an. Al-Haj 22:41

¹⁶ Al-Quran. Al-Alaq 96:1-5

¹⁷ Dr. Abd Karem Zaidan. 2001. *Dasar-Dasar Ilmu*, Jilid 2. (trans.) H.M Asywadi Syukur Lc. Shah Alam, Selangor :Dewan Pustaka Fajar. p. 280.

is a platform to connect the *da'i* and Islamic society and non Muslim society. In directly it may send the knowledge about Islam to entire level of society to open their mind and their thinking.

The Islamic scholar and an Islamic Authority was followed Rasulullah style with sending a letter Auzi to one of Syam Abasiyan Governor. The history was proof that printing media was used for along time ago since prophet age and it is the medium to deliver to society at their time.

For example is Ikhwanul Muslimin Movement that led, As-Syahid Imam Hassan Al-Banna rahimahullah was apply printed media such as by handout of brochure in newspaper and magazine as one platform and manner to deliver of this time. It is because printed media is one of the better methods to being as a connection to Muslim society.¹⁸

Islamic Muslim also was shown that writing was assisted the Muslim sender spread their. It can be proven when the coming of Islam at Nusantara, Prophet story, worrier ness tales and others from Arab and Persian was being use to spread at this bight. Islamic scholar and *da'i* at the same time is a writer or literature man that was produce way of tales as the example prophet death tales, faithful aspect, pious and good deeds lighting from prophet dialogue with his daughter, Fatima before his death.¹⁹

One of scholar reformist that led been used magazine in delivering is Jamaluddin Al-Afghani that was published Al-Urwat al-Wuthaqa magazine in purpose to serve eastern people with explain what they should do to revive back. It also explains the research finding about the weakness of Muslim society and how to overcome it beside to defend all blaming and attacking toward Islam West.²⁰

¹⁸ Mustafa Masyhur. 1999. *Jalan Antara Keaslian dan Penyelewengan*. Shah Alam, Selangor: Dewan Pustaka Fajar. p. 20.

¹⁹ Mustafa Haji Daud. 1994. *Kesusasteraan arab dalam tamadun islam*. Cheras, Kuala Lumpur: Utusan Publications & Distributors Sdn Bhd. p. 33.

²⁰ Mohd. Rumaizuddin Ghazali. 2003. *Panduan Berdakwah Kontemporari*. Bentong, Pahang Darul Makmur: PTS Publications & Distributors Sdn. Bhd. p. 100

Others wise, Famous Muhammad Abduh pupil Rashid Rida (d. 1935M) the author of Tafsir Tafsir Al-Manar book was published al-Manar magazine in effort to repairing religion, society and political Muslim was describe Islam point of view about knowledge and mind against all form of khurafat and bidah. It is also tend to against all minds attacking from west on name of freedom and democracy.²¹

The Important of Mass Media

The Attraction and effectiveness in is not only causes by the suitable content clarify and presentation style, but also caused by the right medium and channel. If this three factors can be combined correctly of cause the impact of is bigger. So that's no through a suit with the aim may decrease the attraction and influence to it. In tend putting the efficiency as the foremost, so all matters that led towards it should be using. Base on that situation, the using a right platform in was become as Allah command to do it. Allah says in Al_Quran suran Al-Maidah verses 35:

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَابْتَغُوا إِلَيْهِ الْوَسِيلَةَ وَجَاهِدُوا فِي سَبِيلِهِ لَعَلَّكُمْ تُفْلِحُونَ

Meaning:

*O ye who believe! Do you Duty to God; seek the means of approach unto Him, and strive with might and main in His cause: that ye may prosper.*²²

The verses explain about the existing bounding between cause and cause to achieve one matter and the matters is commanded using a challenging that may led to purpose accomplished in, the necessity to medium is important to attain its objective. The using of right medium is important to attain its objective. The using of right media will become as the attraction and give a good result to the aim.

²¹ Mohd. 2003. Rumaizuddin Ghazali. *Panduan Berdakwah Kontemporari*. p. 103.

²² Al-Qur'an. Al-Maidah 5:35

Printed media is one system or human communication tools that come from the symbolize or sign that written on material that have a particular meaning likes books, magazine, pamphlets, newspaper and others. Printed media is an oldest general spreading tools at the world that always grow from time by time. Although it was appear in a long time age it still a big role in people live. Printed Media still recognize as an effective communication tools look at more than three out of four public communications is related with printed material.²³

From the historical proven, printed media is the one of method use by prophet to send his. At Prophet Period, printed media that have been use is letter that written to the noble hand from another state such us the latter that send Heraclius or Eastern Rome Caesar, the latter to Muqauqis also the Eastern Rome Commander, latter to Parsian Caesar and others latter.²⁴ It shown that printed media is one of method that may be use in.

The role can be seen how the world modern country publish many printed media in a by number. Europe country and United State is the biggest printed Media publisher. While Asian country such us Korea publish 30,000 book per year, while Japan produce 18,000 title book per year in meantime Malaysia the rate of book publisher per year since 1980 is between 2000 till 3000 title of book per year²⁵. According Statistic expel on year 1995, Jew here 899 newspaper and magazine that printed in a various language, there is so English magazine 36 France newspapers and magazine. The Zionist also empower a role of mass media to spread the pattern of thinking and western philosophy that was mixture with Islamic patent plus a modern ignorance such literature magazine that on it cover written a fatihah interpretation but the interpreter is Voltaire, John Dewey, Gerald, Edward Ness and so on that is Jew thinking²⁶

²³ Ab Aziz Mohd Zain. 2001. *Methodology Da'wah* . p. 188

²⁴ Akmal Hj. Mhd Zain. 2001. *Bimbingan Berdakwah: Teori & Penerapam Dialaf Baru*. Kuala Lumpur: Al-Hidayah Publishers. p. 145.

²⁵ Ab. Aziz Mohd Zain..2001. *Methodologi Dakwah*.p. 188.

²⁶ Ghazali Darusalam. 1998. *Islam dan Ideologi Barat, Ancaman Postmodernisme Terhadap Umat Islam*. Cheras, Kuala Lumpur: Utusan Publications & Distributors Sdn Bhd. p. 41.

In observing a long period of history there a various kind of printed media that had been used to deliver it message to its aim. The influence of printed media is so big in spreading information to humankind. Base on the influence, presently must be smart address it contents and message through printed media it be spreads among it big aim. It is so important to ensure that deliver will affect to the goals.

As conclusion, Muslim society must continuously committed in effort to produce a quality masterpiece and written stuff besides repairing the weakness and internal problem such as organization, management, and financial problem, content presentation problem, physical and marketing.²⁷By that this way spontaneously it will assist in spreading Islamic to entire market and deliver messages widely.

Magazine as *Da'wah* Methodology

Methodology is way that has been used to propagate. Methodology is a way to do something, system, arrangement or manners.²⁸ Methodology is means the knowledge in form of research and systematic about manner or briefly namely knowledge or study about methodology. The right use of methodology directed with clear guidance, arrange and suitable with contemporary necessary in order to get the response and more impact from the aim.

Magazine is one of channel or methodology, in this contacts means the magazine that explain about Islam that cover up a vary aspect about Islam such as social manners order and forbid, permissible and prohibited, worship and others. As methodology, magazine should have basic criteria so that may accept by the aim group and then give more effect from that.

²⁷ Ab. Aziz Mohd Zain. 2001. *Metodology Dakwah*. p. 192

²⁸ Ibid. p. 1

The Position of methodology in *da'wah*

May be divided to two main components, there is content or teaching that wants to be delivering to the aim and the manner to send that teaching that named as methodology. According that diversity, methodology is an important thing in because it is an arrangement manner application in sending teaching to influencing the aims. It is difficult to accept the teaching even it is good if the style or method is not suitable with the aim. More than that, if the manners of delivering are not good.

The necessity of manner in is more clearly if be seen to the position of Islam that want to be delivering. Islam is the greatest and honorable religion, it reveal from Allah for mankind. It is the task of prophet in their Allah stated:

وَمَا عَلَيْنَا إِلَّا الْبَلَاغُ الْمُبِينُ

"And our duty is only to proclaim the clear message" ²⁹

Al-Sabuni interpret ate that verses which mention the prophet just deliver to their people message from Allah (Allah Rule) by sending the clear and transparence without doubt and confusion. Beside that the sign of prophet at all of them in shape of mukjizat is clearly enough that never been rejected.³⁰

Zain al-'Abidin al-Rakabi explains that one of condition in sending is clear and frank. That's mean Islam which went to send to aim is must be in the best manner and medium within the must clearest explain action Allah said in surah al-Nahl verses 125:³¹

²⁹ Al-Qur'an. Yassin 36:17

³⁰ Ab. Aziz Mohd Zain. 2001 *Methodolohi Dakwah*. p. 4

³¹ Ibid. p. 4

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ
هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning:

*"Invite (all) to the Way of thy Lord with wisdom and beautiful preaching; and argue with them in ways that are best and most gracious: For thy Lord knoweth best, who have strayed from His Path, and who receive guidance."*³²

So that ask prophet S.A.W particularly and Muslim generally to perform by wisdom or smart, advice and a good discussion. By that way, the right way in is a part of the command of those verses.

From this point it can be seen that methodology is one important matter in. The missionary that follow a right ways is the *da'i* who thinking about the effectiveness in his. Style presentation of content manner generally important and be precondition to that shows how high the stand point methodology in.

Basic of Methodology

Methodology is manner, approaches way, and others similar as it that's held by arranged and systematic to ease and allowing the aim accepts and gains its impact. The basic of methodology may divided to a several type base on the Quranic verses in surah al-Nahl verses 25 that means *"Invite (all) to the Way of thy Lord with wisdom and beautiful preaching"* there is through wisdom, a good advices and by discussing, dialogue and best debating. That three basic mentioned, expanded to several to attract the aimer attention as follow:

³² Al-Quran. Al-Nahl 16:125

- (a) Clear and frank explanation
- (b) Interesting presentation
- (c) Introduce a new thinking through new label
- (d) Sympathy with a learner's problem
- (e) Propose an issue accurate at its times.
- (f) Base on psychology
- (g) A wide knowledge empowerment

1. Clear and frank explanation³³

Is to give an understanding to a learner, thus entire teaching and message that want be delivered should be clear and frank so there are no doubt and misunderstanding. Allah said in surah al-Nahl verses 35:

"...فَهَلْ عَلَى الرُّسُلِ إِلَّا الْبَلَاغُ الْمُبِينُ"

Meaning:

"...but what is the mission of an apostle but to preach the clear message"³⁴

These verses describe the task of prophets Muhammad specially and others in general sent religion with clear and frank. It clearly shows that a clear explanation is a basic to the presentation of Islam to the learner.

2. Interesting presentation.³⁵

Should be exposed to the learner is beautiful form, whether from external and internal. If looked to Al-Quran, it reveals to mankind in the beautiful aspect even though from inside or outside till it becomes as the miracle that never ever be copied by humankind. The *da'i* should be driven to aim in beauty and pretty from its language, teaching and another aspect that way give an attraction to the learner.

³³ Ibid. p. 12

³⁴ Al-Quran. Al-Nahl 16:35

³⁵ Ab. Aziz Mohd Zain. 1997. *Pengantar Islamiah*. Kuala Lumpur: Universiti Malaya. p.99.

3. Propose thinking with new terminology.³⁶

The situation is caused a new thing is attracting. Thus, if the *da'i* able to propose words, terms, form, new arrangement, it will more attract the attention if aim to delivered because it is human nature like to a new ones. Allah was using this as example always use another name for Al-Quran such as Al-Kitab, Al-Furqan, Al-Zikr, Al-Tanzil and others, also to Judgment day change to Waqiah, Qari'ah and Haqah. The missionary that able practice this approaches will be more creative and smart in deliver their *dak'wa*.

4. Sympathy with aimer problem.³⁷

Also bring sympathy issue to problem that faced by its aimer. That's means bring along human instinct and it needs should be as a part of it. For example communist country that always arise an issue on hanger and folks problem to attract a weak and under press citizen.

Al-Quran was touching on human instinct issue, as example in relation an orphanage and the poor people. Allah stated in His verses in Al-Quran "*Seest thou one who denies the Judgment (to come)? Then such is the (man) who repulses the orphan (with harshness),*" the aimer that targeting in these verses is an orphanage and the poorest. They will be attracted to Islam on its sympathy. The *da'i* must alert to the issue that may attract human attention.

5. Propose issue at it right time.³⁸

The teaching that had been proposed to its aim will be more take an attention if it accurate at it time required. Some body will pay more attention if it correct at its time. Al-Quran was applied this method by reveal the verses after there were a question from the target group. The Quranic verses were revealed at right time because the aim wait for it answer. What ever current issue that need a clear answer to society that

³⁶ Ibid. p. 100

³⁷ Ibid. p. 100

³⁸ Ibid. p. 102

waiting for it should be the priority by the *da'i* to be relate with his propagate so that it will be more attracting.

6. Base on Psychology³⁹

Psychology knowledge and methodology is two things that can't be separated each other, Psychology is knowledge that relate to soul and mind of humankind, then methodology of is how to influence human soul and thinking. Through it methodology much depends on psychology knowledge. Through psychology is not a new thing; it was exist for a long time age because the first Islamic *da'i* is Prophet Muhammad S.A.W himself was using that method. If we study on Prophet Muhammad manner it full with psychological applying. This matter could be seen through the different answer by the important of will be a better attractive in.

7. A wider knowledge empowerment.⁴⁰

The explanation of must be related to the issue that surrounding people live. For that purpose the *da'i* should learn the mutual knowledge that have a relationship with human life. Towards that knowledge, example comparison could be proposing and this matters May confidence the aim with this style could be the attracting power. Base on the propose statement, therefore may be conclude that is not just content that went to delivered to the aims but also the method is important so it may give a good impact to efforts that be held, By that way, must follow its methods.

³⁹ Ibid. p. 102

⁴⁰ Ibid. p. 103

History of Islamic Magazine in Malaysia

The relationship between Malay magazine and religion publication is so close. Before Second World War (WW II) the matter that relate with religion because a favorite recipe by the publisher to discuss on it. May of Malay magazine at that time always exposed the religion writing even though that magazine is in kind of general. It is because majority of the earlier Malay magazine readers is who are come from religion institution such as religion teacher and student. Thus we can look that the publication of the earlier Malay magazine involved the madrasah (learning Institution) or sekolah pondok that play role to be the publisher and the heart of this magazine market.⁴¹

The famous religion magazine before war is such as Al-Imam at July 1906 till Majallah AL-Riwayat at 1st November 1938. There were 27 religion magazines was distributor, the number is 36.5 percent from the total number of publisher religion magazine along twenty century. Following table 1 (table 1) show the type of Malay magazine that was published before Second World War with twenty eight from it general magazine and twenty seven religion magazine. From that number 74 percent magazine is published by private publisher, followed by organization and club, four magazines by madrasah pondok and only one magazine there is Pengasuh is published by state religion authority.

Meantime, many of another type magazine is distribute since the early twenty century with leading by Al-Imam only two economy magazine there is warta Perusahaan dan Tanah (July 1917) and Suara Perniagaan (6 Oktober 1919). It shows those religion magazines is more popular and take place in people.

⁴¹ Hamed Mohd Adnan. 1998. *Sastera dan sosiobudaya melayu memasuki alaf baru..* Kuala Lumpur: Akedemik Pwngajian Melayu Universiti Malaya. p. 37.

Table 4.1: Number of Malay Magazine before Second World War⁴²

Type / Decade	1900-an	1910-an	1920-an	1930-an	Total
General Magazine	-	-	08	20	28
Government Voice Magazine	-	-	-	-	00
Association Voice Magazine	-	-	09	05	14
Politic Magazine	-	-	01	05	06
Hobbies Magazine	-	-	-	-	00
Sport Magazine	-	-	-	-	00
Humor Magazine	-	-	-	01	01
Religion Magazine	01	03	09	14	27
Economy Magazine	-	02	-	01	01
Teenager Education Magazine	-	-	02	02	04
Children Magazine	-	-	-	-	00
Entertainment Magazine	-	-	-	04	04
Woman/Family Magazine	-	-	-	03	03
Language/Literature Magazine	-	-	-	09	09
	01	05	29	53	88

Religion magazine is published by private, government, association and education institution. From that number 74 percent is published by private that usually is the printer. The involvement madrasah or Sekolah Pondok in religion magazine publication before war is so important it is caused by two factors. First Madrasah is an institution may able to grow the interest to reading among their student. Religion magazine or newspaper becomes only one media that able to them to spread knowledge to the current issue local and broad. Secondly, is because the magazine market at madrasah is so good and many of magazine publisher was appoint madrasah teacher as their sales agent for their magazine

⁴² Ibid. p. 138