

COMMUNICATION CONTRIBUTION OF IPNU ORGANIZATION GEBANG KEC. CIREBON DISTRICT IN THE DEVELOPMENT OF DA'WAH

Widia Ningsih^{1*}, Imron Rosyidi², Sherina Prahitaningtyas³
 Universitas Islam Negeri Sunan Gunung Djati Bandung, Indonesia^{1,2},
 Universitas Swadya Gunung Jati, Indonesia³
 Email: widianingsih633@gmail.com^{1*}, imron.rosyidi@uinsgd.ac.id²,
sherinaprhl@gmail.com³

*Correspondence

ABSTRACT

Keywords: Dakwah; Communication; IPNU. The NU organisation among students is IPNU-IPPNU; of course, it has a role in spreading the wings of Islamic da'wah, primarily through the Internet. Its function is to prevent the internet from being filled with content that does not contain education and people who are not responsible, especially people who can mislead the younger generation today. This study aims to analyse the contribution of IPNU organisational communication in Gebang District, Cirebon Regency, in developing da'wah science. The research method used in this study is the qualitative descriptive method. These sources are gathered based on discussion and linked from one piece of information to another. The data collection techniques used in this study were observation, interviews, and research. This data is analysed, and then conclusions are drawn. Based on the analysis results, it was found that IPNU Gebang District plays a role in the development of da'wah in its area, with various activities held, such as monthly and weekly routines. The forms of activity are Narayanan, Yasin, recitation of Al-Barjanji, and general recitation. Other activities supporting the development of da'wah are developing adolescents' interests and talents, such as journalistic training, graphic design, and public speaking.



Introduction

The development of da'wah in Indonesia is currently proliferating. This is evidenced by the ease of religious information, mainly Islamic religious information (Estuningtyas, 2021). Information about Islam itself can be provided anywhere and anytime. Of course, this aligns with the development of increasingly modern information technology. The speed of information disseminated, the many media that disseminate information, and tokens or creators who discuss Islam are easy to find in all media, both mainstream and new (Khoirotunnisa & Pujiyanto, 2024).

The development of da'wah is also inseparable from the role of several Islamic community organisations in Indonesia, such as the Nahdotul Ulama (NU), Muhammadiyah, Persis, and so on (Faiz & Masyhudi, 2023). The critical role of Islamic mass organisations in Indonesia today continues to be carried out in various life developments in the economy, education, culture, society, and politics. This is also certainly a supporter of the development of da'wah in Indonesia (Jamaluddin, Misbahuddin, & Kurniati, 2022).

Communication is at the core of every organisation. How information, ideas, and messages are conveyed and received can significantly impact an organisation's performance and culture to better understand and improve communication in an organisational context (Rohmah & Pujiyanto, 2023).

Organisations are formed through communication when individuals interact to achieve individual and shared goals (Ningsih, Rokibullah, & Muna, 2023). The communication process in the organisation produces various things, such as authority relations, role creation, communication networks, and organisational climate. The organisation produces results or outputs (output put) due to interactions between individuals and groups, which affect future interactions (Gantira, Ningsih, & Muna, 2023).

One of the Islamic community organisations (CSOs) that moves and contributes significantly to the world of da'wah is Nahdotul Ulama (NU); since its inception, NU has carried out many da'wah movements in the community. Along the way, this jam'iyah faced many challenges. Even today, Nahdliyin preachers need new strategies that are contextual and innovative (Fahim & Pujiyanto, 2024).

Chairman of the Nahdlatul Ulama Executive Board Da'wah Institute (LD PBNU), KH Abdullah Syamsul Arifin, said that one of the strategies to be made is to prepare material or curriculum that can be applied by every preacher in the Nahdliyin environment.



Figure 1 Head of Dakwah Board General Manager Nahdlatul Ulama (LD PBNU), KH Abdullah, in the framework of 1 Century NU

One of the challenges of da'wah today is the rapid advancement of information technology. On the one hand, the internet provides convenience and speed in conveying messages to a broad audience. On the other hand, the medium must also be used carefully so that people are not easily influenced by hoaxes, which are rife, especially in the environment of the millennial generation and generation Z students who, according to Alvara Institute research, one of their characteristics is always connected.

NU organisations among students are IPNU-IPPNU; of course, they also have a hand in order to spread the wings of Islamic da'wah, primarily through the internet. Its function is to prevent the internet from being filled with content that does not contain education and people who are not responsible, especially people who can mislead the younger generation today (Ningsih et al., 2023). In this case, IPNU-IPPNU Gebang

District, Cirebon Regency, is actively developing da'wah in its region. Based on the premise above, this mini reset aims to analyse the contribution of IPNU organisational communication in Gebang District, Cirebon Regency, to develop da'wah science.

Research Methods

The research method used in this study is the qualitative descriptive method. The data type used in this study is qualitative data, categorised into two types: primary and secondary. Data sources are obtained through library study techniques that refer to online and offline sources, such as scientific journals, books, and news from reliable sources (Khatibah, 2011). These sources are gathered based on discussion and linked from one piece of information to another. The data collection techniques used in this study were observation, interviews, and research. This data is analysed, and then conclusions are drawn.

Results and Discussion

Based on interviews and field analysis, several results will be presented in discussions related to local-based communication, IPNU Organizational Communication Contribution, Gebang District, and Cirebon in the Development of Da'wah science. The IPNU organisation in the Gebang sub-district certainly contributes to the development of da'wah around the Gebang sub-district. The IPNU selin organisation is one of the organisations under the auspices of one of the largest mass organisations in Indonesia, which certainly has a vision and mission to build qualified NU cadres, have charity, and be democratic in the life of society, nation, and state.

The meaning of *karakul Karima* is a good attitude toward the teachings of Islam. This further strengthens the idea that everything that encourages good values is the same as preaching, where the meaning of da'wah itself is to call or invite goodness and obey Allah through the teachings of Islam.

Previous research has been conducted (Assawqi, 2021) revealed that this study aims to describe the role of the At-Taqwa Mosque Youth Association (PERMATA) Ciampea Hillir Village, PERMATA programs to improve the character of the Ciampea Ilir village community, as well as supporting and inhibiting factors for moral education by PERMATA.

This research is supported by previous research (Afandi, 2017) conveyed the role of IPNU-IPPNU Adiwerna in youth empowerment through education, namely providing understanding to members and youth about the importance of education, providing awareness that includes their affective and motor aspects in organisational experiences, improving or developing the quality of personal characteristics to be more effective and efficient, both within the entity and in the global scope, with the hope that young people can participate and gain new knowledge, develop their talents in training held by the organisation, and become helpful youths expected by the Indonesian people.

The role of da'wah PAC IPNU IPPNU can be guidance and coaching or a tool for youth moral controls so that the role of da'wah is not only the religious field conveyed to

adolescents. But also social, cultural, economic, environmental, educational, etc. So that adolescents can feel the importance of organising organisations that implement the role of da'wah in living in the community (Adolescents, 2021).

IPNU da'wah movement IPPNU itself focuses on various da'wah activities for students and adolescents; therefore, this is based on the results of an interview with IPNU Gebang Supervisor Abdul Bari, who is often called Kang Bari. Moreover, Mas Kustano, as Secretary of IPNU Gebang and the resource person, said that the development of da'wah by IPNU IPPNU Gebang was very massive and sound, showing static progress because both of them followed and watched its development from time to time.

The da'wah media is very instrumental because it has entered almost all villages in Gebang sub-district, and the IPNU IPPNU organisation is undoubtedly in every village—the form of da'wah activities that IPNU IPPNU Gebang District has carried out. Yasinan, Manakib, and Marhabanan's routine activities occur every Friday night. The activity was attended not only by IPNU IPPNU Gebang members but also by Gebang mosque teenagers, as well as residents around the Gebang mosque, which became the place of routine implementation of Yasinan, Manakib, and Marhamaban.

Understand the meaning and translation in the readings of Manakib and Marhabanan, then understand the meaning of genjiringan, the meaning of reading albarjanji, and so on. In addition to being able to read the reading but understand its meaning and meaning, then religious lectures conducted after the event, be it Narayanan, Yasinan, Barjanji, and others, must be given which material is delivered related to Islamic teachings and understanding related to values and meanings carried out in IPNU IPPNU activities.

It understands the value of national values in every activity, meaning that in every activity carried out by IPNU, IPPNU Gebang always strives to instil an attitude of love for the motherland. Missal in the management of the IPNU IPPNU Gebang organisation always has the name of regeneration or recruitment of new members; in this case, one of the series of events is Makesta, where the purpose of the activity is, in addition to recruiting members, providing material such as Keaswajaan, Pancasila Ideology, Organization, leadership and other doctrines about religion to become a form of da'wah in the organisation.



Picture 2 IPNU IPPNU Gebang Makesta Activities

The flagship da'wah activity by IPNU IPPNU Gebang is the Marhabanan Routine, carried out monthly with Habaib and Masayikh. This is why it is superior: Throughout the management and establishment of the IPNU IPPNU Gebang organisation, there were no routine activities that were large in scope. Inviting a figure who gives a lecture and the community who attends will be many; the impact is broad for the community.



Figure 3 Friday Night Routine Activities

Development of Adolescent Interests and Talents

Another da'wah role carried out by IPNU IPPNU Gebang is the development of interests and talents for adolescents. Various positive activities continue to be carried out by IPNU IPPNU, such as several pieces of training to increase teenagers' skills, namely graphic design, drumband, Hadroh, and public speaking training.

As (Hadi, 2021), it was revealed that the strategy used by IPNU-IPPNU Ranting Beton in developing the talents and interests of adolescents in Beton Village is through activities, training, and approaches such as public speaking, happy al Banjari, graphic design and so on, as well as having an impact on the development of talents and interests of adolescents within IPNU IPPNU Concrete Village tells the importance of talent in a person so that they are aware of the talent they have, Able to improve talents and train mentally, make adolescents more active, productive and innovative and responsible, reduce the negative impact caused by technological developments.

Activities for developing interests and talents are also organised to provide teenagers in organisations and communities. For example, it can be done when there are organisational activities to make background designs. When there are activities in the community, it is easy to get human resources who can make designs, such as lead events and even Marching Band activities.

Other activities include journalistic training for teenagers, which aims to create a Digital Da'wah environment. The development of technology has given birth to an interesting phenomenon in people's lives today, namely the rise of global culture and the instant lifestyle. The development of technology has resulted in the da'wah model growing rapidly and dynamically. It can affect the morals of the millennial generation, who are in the process of finding identity. With the development of technology, it is

undeniable that radicalism content and extremism can quickly spread and can enter all lines. So, it needs a place to bring fresh air so the millennial generation does not easily trust content spread liberally (Lestari, 2020). With the abilities possessed by individuals in the field of journalism, it is expected to be able to spread positive information and stop the spread of hoax information, especially about religious issues.

The media plays a role in delivering the message, at least in the empath al, namely effectiveness, efficiency, concrete, and motivative. The media facilitates the delivery of information to speed up the delivery of information. Media use in Islam aims to facilitate the delivery of religious messages to reach the wider community faster; through modern communication media, more can be achieved than non-media communication (technology).

By the da'wah method in the millennial era, why do millennials currently in their teens depend on technology and massively use laptops, iPads, smartphones, TVs, etc., every day, making social media an essential part of social connection? They spend more time in the day with digital technology devices and applications than with friends or family members. Some communities or religious groups use this to spread da'wah through social media such as Facebook, Twitter, WhatsApp, and Instagram with a beautiful appearance, and the information obtained must be valid.

Conclusion

This study aims to analyse the contribution of IPNU organisational communication in Gebang District, Cirebon Regency, in developing da'wah science. Based on the results of the analysis that has been presented in the results and discussion, it was concluded that the development of da'wah carried out by IPNU IPPNU da'wah is very instrumental because it has entered almost all villages in the Gebang sub-district. It can be ascertained that the IPNU IPPNU organisation is in every village.

Yasinan, Manakib, and Marhabanan's routine activities occur every Friday night. The activity was attended not only by IPNU IPNNU Gebang members but also by Gebang mosque teenagers, as well as residents around the Gebang mosque, which became the place of routine implementation of Yasinan, Manakib, and Marhamaban. Understand the meaning and translation in the readings of Manakib and Marhabanan, then understand the meaning of *genjiringan*, the meaning of reading *albarjanji*, and so on. Another da'wah role carried out by IPNU IPPNU Gebang is the development of interests and talents for adolescents. Various positive activities continue to be carried out by IPNU IPPNU, such as several pieces of training to increase teenagers' skills, namely graphic design, drumband, Hadroh, and public speaking training.

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