

# Da'wah Communication of Pondok Modern Darussalam Gontor Through Gontor TV's Youtube Channel

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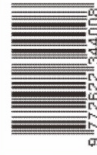
# Sahafa

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Tulisan disertai biodata dan abstrak

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## **Da'wah Communication of Pondok Modern Darussalam Gontor Through Gontor TV's Youtube Channel**

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### **Abstract**

The era of the rapid development of internet technology, makes people use new media to access all their needs. With the existence of new media, it emerges da'wah communication through new media. Da'wah Communication uses new media is as a new forum for Ulama, Community Organization, and educational institution in spreading *syiar* of Islam. Pondok Modern Darussalam Gontor (PMDG) as an educational institution based on pesantren using new media (youtube) as communication tool of PMDG preaching to society. Gontor TV's Youtube Channel is one form of PMDG preaching communication in spreading the teachings of Islam, Education and Gontor Values to the community in Indonesia and even abroad. The purpose of this study is to find out how the da'wah communication done by PMDG through Gontor TV youtube channel and the da'wah messages delivered by PMDG through youtube channel of Gontor TV. This type of research is qualitative descriptive research. In collecting the data, the researcher used interview method, observation, and documentation. Based on the results of the analysis of research, some conclusions can be drawn as follows: 1). In implementing da'wah communication, PMDG utilizes Gontor's youtube channel containing video content which is published on its channel in the form of: Islamic music, short movie, lecture, *qiroahatul-qur'an* and prayer, and variations of the program. 2). Da'wah messages delivered through the channel PMDG youtube Gontor consists of: a) *Akhlaq* message, b) Sharia message, c) Morals messages, which are packaged in some form of impressions. It is hoped that this research can contribute to the development of Gontor TV and donation to the preaching communication of da'wah through new media.

**Keywords:** *Communication Da'wah, Gontor, Youtube.*

### **Introduction**

In the era of globalization, internet technology is growing very rapidly. It cannot be denied that the presence of the internet makes daily life integrated through social media. As smartphone technology grows rapidly, the social media also develops. Nowadays, social media users have increased very rapidly. The influence of social media makes Indonesian more often spend their time in front of smartphone screen since it is easier for people to access all various content needed.. Basically, social media is the latest development of new internet-based web technologies, which make it easy for everyone to communicate, participate, share and form a network of their own. Posts on blogs, twitter or youtube can be produced and viewed directly by millions of people for free (Zarella, 2010).

Almost all levels of society use social media, ranging from children, teenager, adults, to parents. Needs in the use of social media are also vary such as business and academic. The social media most often used by the community are such as facebook, twitter, path, youtube, instagram, whatsapp, line, and blackberry messenger (BBM). From the survey of the Association of Internet

Service Providers Indonesia (APJII, 2016) in 2016, there are three major types of internet content consumed by users, social media as much as 129.2 million (97.7%) entertainment was 128.4 million (96.8 %), and news was 127.9 million (96.4%). The rest of the educational content was 124 million users, commercial was 123.5 million, and public services was 121.5 million. Of the various content, the biggest social media content was facebook with 71.6 million users (54%), 19.9 million of instagram users and 14.5 million of youtube users.

The large number of social media usage in Indonesia has enforced the emergence of da'wah through social media. Da'wah on social media is used as a new forum for the Ulama in spreading Islam and facilitating them in preaching. As people now use the media more as a daily necessity in searching for the information they need, the Ulama and the public can use media such as Facebook, WhatsApp, and Twitter to do da'wah with the form of writing on blog posts, wikipedia or youtube which contain of video lectures, speeches, Islamic music, short film, and so on.

Da'wah communication through social media is currently popular which is conducted by the preachers such as Ustadz Zakir Naik, Ustadz Abdul Somad, Ustadz Yusuf Mansur, and Ustadz Felix Siauw. Not only preachers, various religious, educational institutions and Islamic organizations are also active in social media in disseminating da'wah. Youtube is present as a forum for video makers and enthusiasts of various contents. Youtube is not only used by individuals, but also used by communities, companies, institutions and even Educational Institutions. Pondok Modern Darussalam Gontor (PMDG) is also one institution which uses social media. PMDG is an Islamic education institution

with a dormitory system. Gontor is a boarding school institution, which uses modern education system but still has *pesantren* spirit. The purpose of PMDG education is to form a person of faith, cautious and *akhlaq karimah* (good attitude) who can serve people with full sincerity and play an active role in empowering the community. Therefore, since its inception, Pondok Modern Gontor has the motto "education is more important than teaching.

With the development of technology, PMDG does not conceal itself to utilizing New Media as a PMDG preaching field to the community. It has been proven that PMDG has mass media such as Gontor Magazine (paper), Suargo FM (audio) and Gontor TV (audio visual).

Gontor TV is a PMDG TV station established in 2009. At this time, Gontor TV provides entertainment, news, music, nasyid, tausyiah, tutorials, language and speech through YouTube channel. TV Gontor presence is to balance worldly content (entertainment) with *ukhrowi* content (religion). Da'wah communication can be done through new media in this case is youtube. Seeing the phenomenon, that dakwah communication can be done through new media ( youtube), hence researcher writes this paper entitled Da'wah Communication of PMDG through Channel YouTube of Gontor TV.

## Research methods

This type of research is qualitative descriptive research. In collecting data, the researcher used interview methods, observation methods, and documentation methods. The research site was conducted in Gontor TV of Pondok Modern Darussalam Gontor, Gontor village, Mlarak, Ponorogo Regency, East Java.

This study aims to examine how the da'wah communication conducted by Darussalam Modern Gontor through Gontor TV YouTube channel and what messages are delivered by Pondok Modern Darussalam Gontor through Gontor TV YouTube channel.

## Literature Review

Da'wah communication is communication containing da'wah messages or Islamic values. Da'wah communication can also be understood as communication involving messages of da'wah and da'wah actors, or relating to Islamic teachings and their experiences in various aspects of life. The understanding of da'wah communication in talks about Islam is in line with the notion of da'wah rhetoric. According to Yusuf Al-Qaradhawi (2004), in "Talking About the Teachings of Islam", the principles of Islamic rhetoric are as follows: 1) Islamic da'wah is the obligation of every Muslim. 2) *Da'wah Rabbaniyah* to Allah's way. 3) Invite people with wisdom and a good lesson. 4) Wisdom ways are such as speaking to someone in accordance with the language, friendly, pay attention to the job level and position, and gradual movement. (<http://romeltea.com/komunikasi-dakwah-komunikasi-persuasif/> access dated 27 january 2018 at 11.16.).

Jalaludin Rakhmat reveals the general purposes of da'wah in communication context are 1) Informing (informative). It is aimed to increase audience knowledge. Communication is expected to get an explanation, interest, and have an understanding of the issues being discussed. 2) Influence (persuasive). It is intended for people to believe something, do it, or burn their enthusiasm. Belief, action, and enthusiasm are the expected form of reaction. 3) Entertaining (recreation). The language is lightly spoken, fresh and easy to understand.

A good brain is needed to make good humor (Ilah, 2010).

According to Bambang Ma'arif (2015) in the Da'wah Communication Psychology book, there are five factors of da'wah communication that must be considered namely da'wah Communicators, methods of da'wah communication, messages, da'wah communication media and receiver (Ma'arif, 2015)

New media consists of 2 (two) words, namely new and media. New means new and media means intermediaries. Thus, new media is a new intermediary. New media is a new development of media that has been used by humans. Its digital form certainly makes it easier to exchange information and various other activities. An example of new media is the internet, as well as examples of old media, namely television, films, magazines, books, newspapers, and other types of print media.

Mc.Quail (2000) classifies new media into four categories: 1). Interpersonal communication media consisting of telephone, cellphone and e-mail. 2). Interactive playing media such as computer, and video game, 3). Media of searching information in the form of search engine portals. 4). Media of collective participation such as internet users share and exchange information, obtain experience through computers. Their use is not solely as tools but also can cause affection and emotional (Kurnia, 2005, p.292)

In addition, new media also has a lot of benefits for the community, including: 1) As an entertainment media for example online games, social networking, streaming video, and others. 2) As an efficient communication medium. We can communicate with people who are far away, even face to face with video conference. 3) Educational tools with easy and

practical digital book.

One example of the application of new media is youtube. Youtube is a video sharing website that provides user-generated video content, including movie clips, TV clips, and music videos. In addition, there are amateur content such as video blogs, short original videos, and educational videos. Launched in May 2005, youtube was founded by Hurley, Steve Chen, and Jawed Karim in February 2005. In November 2006, youtube was purchased by google and officially operates as a google subsidiary. Until now, youtube can be accessed in 76 languages by audiences aged 18-34 in 88 countries. Every day, youtube can reach 95% of the world's internet population and generate billions of views, which is equivalent to watch duration of hundreds of millions of hours. The entry of youtube in Indonesia in 2012 made Indonesia as the 46th country in the world that officially has its own country domain (Labas, 2017, p.108)

The presence of youtube among the community is making it easier for users who have a hobby in making video from various contents for publication of their work. The youtube is easy to use because it can be accessed anywhere or from all over the world using smartphones and computers without spending money. According to Budiargo (2015) youtube is an online video and the main thing about the usefulness of this site is as a medium to search, view and share videos that are genuine to and from all corners of the world through a web. (Ruthellia, 2017, p.7)

Pondok Modern Darussalam Gontor

Pondok Modern Darussalam Gontor (PMDG) or better known as Pondok Modern Gontor is one of the boarding schools located in Gontor village, Ponorogo district, East Java province. PMDG was established on

September 20, 1926 AD which coincide with 12 Rabi'ul Awal 1345 H, by three brothers better known as Trimurti Founder of Modern Pondok Darussalam Gontor namely: K.H. Ahmad Sahal, K.H Zainudin Fananie, and K.H Imam Zarkasyi. On October 12, 1958 coincide with 28 Rabi'ul Awwal 1378, Trimurti endowed PMDG to Muslims. It was a sacrifice of private property for the benefit of the people. The recipient of the mandate was represented by 15 members of the Gontor alumni (IKPM) who later became PMDG Waqf Board.

Entering the age of 92 years, PMDG has Gontor branches throughout Indonesia with a total of 11 Gontor for Boys and 7 (seven) Gontor for Girls. In addition, PMDG also established 1 (one) University and 18 Islamic boarding schools from Aceh to Southeast Sulawesi with the total number of students, teachers and students as a whole reaching approximately 23,745 students. Besides, with the establishment of Islamic boarding schools of alumni from Gontor Islamic Boarding School reaching approximately 200 Islamic boarding schools with the same curriculum spread throughout Indonesia as well as educational and community service movements by Gontor alumni (IKPM) in all cities in Indonesia as well as abroad, also contributed in the development of education

PMDG is famous for the application of discipline, mastery of foreign languages (Arabic and English), regeneration and a very strong alumni network. Since it was founded in 1926, Gontor is an educational institution that is not bound by any political organization and social organization. PMDG Education emphasizes the formation of high-minded, healthy, knowledgeable and free-minded Muslim believers (<https://www.gontor.ac.id/> motto diakses tanggal 3 Februari 2018, jam

10.31.)

PMDG has mass media such as Gontor Magazine (paper), Suargo FM (audio) and Gontor TV (audiovisual) for the means of gossiping to the public. Gontor TV is managed by Pondok Modern Darussalam Gontor which is determined to provide educational and entertaining shows and become a media that inspires the community

### Result & Discussion

New media is a new intermediary means of the development of old media in the form of digital. With the existence of internet, many web sites emerge including google (search), email (mail), facebook (social media), youtube (video) and so on. With the presence of youtube as a video sharing website, makes it easy for users who have a hobby in making video from various content for publication of his work. The users also vary as usual people, businessmen, musicians, organizations, government agencies and even ulama of *pesantren* boarding schools also use Youtube. According to Budiargo (2015), youtube is an online video and the main purpose of this site is as a medium to search, view and share original video to and from all corners of the world through a web.

With the presence of youtube, it is driving the emergence of da'wah through new media, especially youtube. Da'wah on youtube is as a new forum for PMDG in spreading Islam, Education, and Gontor Values to society everywhere, and also makes it easy for Gontor TV to deliver da'wah messages throughout the community in Indonesia and even abroad.

Gontor TV started using youtube on April 3, 2011. With the channel's name Gontor TV, currently the number of videos uploaded amounted to 1,304 Videos and has 62,318 subscriber. The goal is that da'wah of PMDG

can be spread widely in accordance with the mission of Gontor TV namely Islamic da'wah, *syiar*, and community education.

As Muslims, we must convey the truth so that our surroundings do not fall into disrepute. In the Qur'an Q.S. Al-Mu'minun Verses 73.

وَإِنَّكَ لَتَدْعُوهُمْ إِلَى صِرَاطٍ مُسْتَقِيمٍ

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"But verily thou callest them to the straight way" (Al-Mu'minun 73)

Channel youtube of Gontor TV started uploading the first video when Shaykh Rojan was in ISID Gontor. The second was Telaga Hati - Meaning of Istiqomah by Dr. KH. Abdullah Shukri Zarkasyi, M.A., Third was Prayers (covering sleeping prayer videos, facing mirror, then, entering the bathroom). In addition to the videos above, youtube channel of Gontor also uploaded some other video contents such as news, music, boarding school activities, movies and others. Gontor TV presence on youtube has got positive responses from the alumni of Gontor, students' parents and community. This can be seen from some comments, likes and viewers on the Gontor TV youtube channel.

Before using youtube, Gontor TV had broadcasted audio visuals for a year in 2009 and stopped because there were some obstacles. With these constraints, Gontor TV began using youtube as a media communication tool for da'wah in an effort to increase its PMDG preaching so that later it could become National TV. In order to achieve this, Gontor TV also has Gontor TV branches spreaded throughout Pondok Gontor Branch and IKPM Gontor in Indonesia, this is evidenced by the Gontor TV branch youtube channel.

Since its establishment, Gontor TV featured informative and educative shows based on Islam and the education of PMDG. Based on observations, the researcher got the classification of video content presented by Gontor TV youtube channel, namely: Islamic music, short movies, *tausiyah* / lectures, *qiroahatul-qur'an*, prayers, and various programs about Gontor, UNIDA Gontor, and various other videos. Nasyid is one of the Islamic music arts.. Nasyid Gontor is famous for songs that contain motivation, words of advice, Islamic Preaching, education of Gontor and etc. In addition, nasyid Gontor has its own style in delivering the message of its preaching seen from the lyrics of the song. The singers consist of students and teachers of Gontor. Islamic or nasyid music videos uploaded in youtube channel of Gontor TV has a message of *da'wah* to be delivered to the audience. In every Islamic music video or nasyid of PMDG, it conveys the message of preaching to the public audience about the values of education of PMDG, devoted to the parents, gratefulness, sincerity, *ukhuwah islamiyah* (brotherhood), and so on. Islamic or nasheed music that is broadcasted contains many messages of *da'wah*. This is one of the goals of missionary communication that is to convey a message of *da'wah* or Islamic messages.

Short movie is a movie with a duration of 30 minutes or less than 50 minutes. The short film aired by Gontor TV is the stories of life, activities and education that exist in the boarding school. In every short film, there is a message of *da'wah* that can be taken in the form of wise words, hadiths and verses of the Qur'an. Short movie is one form of preaching of PMDG displayed on youtube channel of Gontor TV. In every short movie made

by PMDG, it displays content or message of *da'wah* in the form of audio visual. The message conveyed by PMDG is based on Islamic teachings and the educational value of Pondok Modern Darussalam Gontor, which is in line with the purpose of the *da'wah* communication that is to convey the message of *da'wah* or Islamic messages.

As a *da'wah* television, Gontor TV youtube channel also displays *tausiyah* shows or advice and lectures. Name of program or video program is Telaga Hati. Telaga Hati is one of the oldest shows in Gontor TV that was formed in 2009. The speakers were Kyai and Ustadz with different topics of discussion.

Telaga Hati video program was made as an afterthought, advice, *tausiyah*, and comfort. It was done by inviting people to remember the power of Allah SWT. The speakers of Telaga Hati are from Ustadz/ teachers who understand the Qur'an and Hadith and understand the sciences of fiqh, sharia and so on. In Qur'an, Allah SWT says in the letter Al 'Ashr from verses 1 to 3:

وَالْعَصْرِ (١) إِنَّ الْإِنْسَانَ لَفِي خُسْرٍ (٢) إِلَّا الَّذِينَ آمَنُوا وَعَمِلُوا الصَّالِحَاتِ وَتَوَاصَوْا بِالْحَقِّ وَتَوَاصَوْا بِالصَّبْرِ (٣)

“By (the token of) time (through the ages) (verse :1) Verily man is in loss (verse :2) Except such as have faith and do righteous deeds, and (join together) in the mutual teaching of truth, and the patience and constancy.” (QS. Al 'Ashr: 1-3)

*Tausiyah* is a form of PMDG preaching that is displayed on the Gontor TV youtube channel. The airing of preaching/*tausiyah* is an attempt of PMDG in displaying content or *da'wah* message in the form of audio visual.

It contains a lot of messages of da'wah, this is in line with the purpose of the da'wah communication itself which is to deliver the message of da'wah or Islamic messages.

Qiroahatul-Qur'an is one of the video recitations of the Qur'an on youtube channel of Gontor TV featuring Teacher and students. The Qori 'reads the *surah* of choice by good and correct reciting. The purpose of the video Qiroahatul-Qur'an, so that the audience can find out how to read the Qur'an correctly in accordance with the law of tajwid(reading).

Besides *Qiroahatul-Qur'an*, youtube channel of Gontor TV also featured video content for children, namely Daily Prayers with Tawtaw Dolls. This prayer video is made quite interesting because children can play while learning the prayers. There are concepts that are used, first children and puppets read prayers and their meanings together, then the two children read their own prayers and finally repeat together. The researcher concluded that the concept of the video contains elements of education and an invitation for families to fill their children's play time with positive things.

*Qiroahatul-Qur'an* video content and prayers displayed on YouTube channel of Gontor TV have carried out the purpose or function of da'wah communication, namely da'wah communication through visual audio by delivering messages containing da'wah and Islam.

#### Program Variation

Program Variation is an activity of PMDG and UNIDA Gontor. PMDG activities include Manasi' Haji, Scout, LP3, KMD or KML, Sports, Gontor Olympics, Jogging of Boarding School Chief with Teachers, Drama Arena Art Performances, Six Art Collaboration, Folk Song, Drama Contest, Visits of domestic and foreign guests and others. Meanwhile, the

activities of UNIDA Gontor are in the form of MoU, Seminar, UNIDA Cup and others.

Gontor TV youtube channel<sup>2</sup> seeks to showcase the activities in the Pondok Modern Darussalam Gontor and University of Darussalam Gontor. From the researcher observation, the purpose of this video is to show the public about the activities of students, teachers, and university students, in or outside boarding school. Every activity has a message of boarding school values with the spirit of sincerity, simplicity, patience, Islamic brotherhood, freedom, and high-minded, healthy body, knowledgeable and free-minded.

The video content of this program variation has conveyed the purpose of da'wah communication. It can be seen from the message of uploaded video of the activities<sup>21</sup> Pondok Modern Darussalam Gontor and University of Darussalam Gontor which is inspirational, educative and still based on Islam. It is in line with the purpose of da'wah communication that is displaying content or message of da'wah in the form of audio visual.

Message<sup>1</sup> Da'wah of Pondok Modern Darussalam Gontor Through TV Channel Gontor TV

Based on observations, the researcher obtained the classification of video content presented by Gontor TV youtube channel, namely: Islamic music, short movies, tausiyah / lectures, qiroahatul-qur'an, prayers, variety of programs (about Gontor and UNIDA Gontor and various other videos). In the below table, the researcher explains the message of 2 (two) video contents, namely Islamic music and short movie, while the other content is just writing the title.

**Table. 1**  
**Video Content Classification**

No	Video Title	Message
<b>ISLAMIC MUSIC</b>		
1	<i>Perjalanan Abadi – Ost 90 Tahun Gontor MV</i>	The story of PMDG's journey and gratitude for its age of 90 years
2	<i>Satukan Ukhruwah – Ost Wirakarya 2018 MV</i>	Twining brotherhood/ukhuwah in camping activity.
3	<i>Seia &amp; Sekata – Ansyada Vol.7 MV</i>	Love based on faith and devotion
4	<i>Damai – Ansyada Vol. 7 MV</i>	The joy of studying in the peaceful village (PMDG) for useful science/knowledge.
5	<i>Pahlawan Tanpa Tanda Jasa – Nasyid Gontor MV</i>	Teacher is Hero
6	<i>Ibu – Ansyad Vol. 7 MV</i>	As a child, you must remember mother's advice and struggle.
7	<i>AmpunanMu – Ansyada Vol 7 MV</i>	Remember the power of Allah
8	<i>Aku Bahagia – Gontor Voice MV</i>	To always be happy despite many constraints
9	<i>Inspirasi Dunia – Nasyid 692 Lyric Video</i>	Work and fight because of Allah(lillah) to become World Inspiration
10	<i>Keindahan – Nasyid Gontor MV</i>	The beauty of Nature is God's power and grace
11	<i>Al – Waqt (Waktu) – Nasyid Gontor MV</i>	Appreciate time by doing useful things
12	<i>Kebangkitan Islam – Nasyid Gontor Spesial Idul Adha by Survival Generation</i>	PMDG struggle in Islamic awakening.
13	<i>Jangan Menyerah – Nasyid Gontor MV</i>	Although there were many obstacles, do not give up
14	<i>Nafas Keikhlasan – Gontor Voice MV</i>	Sincerity
15	<i>Aku Bisa – Gontor Voice MV</i>	Achieve dreams or ideals
16	<i>Tekad – Nasyid Gontor Special Ramadhan MV</i>	Determination of the struggle/ fight
17	<i>Shalat Yuk – Nasyid Gontor MV</i>	The virtue of prayer
18	<i>Saat Indah Disini- Gontor Voice MV</i>	Beautiful time at Pondok/ boarding school and its struggles with friends.
19	<i>Terikan sang Garuda – Gontor Voice (Ost Gontor Olympiad)</i>	Togetherness
20	<i>Salam Pemuda – Nasyid Gontor</i>	Youth spirit
21	<i>Pejuang Islam – Nasyid Gontor</i>	The struggle of Islam
22	<i>Datanglah Kembali – Gontor Voice</i>	Memories of Gontor
23	<i>Survival Namanya – Gontor Voice</i>	Survive
24	<i>Teruskan perjuangan – Gontor Voice (Spesial buat Bapak Kyai)</i>	Struggle of the Kyai
25	<i>Di Darussalam ku Menunggu – Gontor Voice</i>	Memories and togetherness
26	<i>Bhinneka Tunggal Ika – Gontor Voice</i>	Although we are different we are still one as Indonesian

<b>SHORT MOVIE</b>		
NO	Video Title	Message
1	<i>Dhuha</i>	Sincere, grateful, and eager in worship
2	<i>TERSESAT (Lost)(film pramuka)</i>	Friendship and teamwork.
3	<i>IKHLAS (Sincerity)</i>	Learn to stay sincere despite many responsibilities
4	<i>FAJR (Dawn)</i>	Whatever activities we do, remember the time
5	<i>Sang Pendekar (The Warrior) (Documentary film)</i>	Learning the martial arts(Tapak Suci) is not to be seen/ in order to look cool but to fight the religion of Islam
6	<i>Haris Lail 4 – Raja Laboratorium (Lab King)</i>	English Discipline
7	<i>Haris Lai Eps 3 – Pengadilan Bahasa (Language Court)</i>	Arabic language discipline and honesty
8	<i>Haris Lail Eps 2 – Obat Anti Ngantuk (Unsleeping Medicine)</i>	Don't lie
9	<i>Inna fi-Al-Harakati Barakah</i>	Every activity has a blessing
10	<i>Haris Lail Epl – Hukuman Ganda (Double Punishment)</i>	Discipline, patience and togetherness
11	<i>Mudabbirku Pembohong (My Boarding School Manager is a Liar) – Morals Advertisement</i>	Not complaining despite many hurdles and souls of sincerity.
12	<i>Mudabbir (Keikhlasan dan pengorbanan)(Sincerity and Sacrifice)</i>	Responsibility, sincerity and sacrifice.
13	<i>SUFI (Mencari Tasawwuf Sejati) (Finding True Tassawuf)</i>	Leaving the bad things and doing what Allah SWT commands.
14	<i>Etika Perkumpulan (Association/ Organization Ethics) – Morals Advertisement</i>	Ethics in associations
<b>TAUSIYAH/LECTURES</b>		
NO	Video Title	
1	<i>Obat Awat Muda (Drugs for Forever)– KH. Hasan Abdullah Sahal</i>	
2	<i>KH Hasan Abdullah Sahal mengajar kelas 6 di BPPM (KH. Hasan Abdullah Sahal teaches 6<sup>th</sup> grade students in BPPM.)</i>	
3	<i>Kunci Ketenangan Hati (Key of Heart Calm) - Al-Ustadz Imam Sobari, S.Ag. - Telaga Hati</i>	
4	<i>Cara Mengembangkan Bisnis( How to expand Business) - Pintu-pintu Rezeki Eps.15</i>	
5	<i>6 Hal ini Merusak Amal Ibadah ( These six things destroys good deed)– Dr Bukhori Abdul Shomad – Telaga Hati</i>	
6	<i>5 Fase Kehidupan (5 Phases of Life) – Tausiyadah Diniyah Sehati Suara Gontor FM – Ust Ulwan Maghfur</i>	
7	<i>Ilmu adalah Pembimbing Amal (Knowledge is Deed Guide)– Tausiyadah Diniyah Sehati Suara Gontor FM – Ustad Syaqqas Rahmatillah</i>	
8	<i>Sekeping Hikmah Alifun Arsyad Keutamaan Al Istighfar (The virtue of Istighfar)</i>	
9	<i>Tips Istiqomah Menghafal Al-Qur'an (Tips to be Istiqomah in memorizing Qur'an) by Syaik Hamud Ahmad Ali Al Faqih &amp; Ustad Alfin Nabawi</i>	

QIROAHATUL-QUR'AN DAN DOA	
NO	Video Title
1	Beautiful Recitation of Surah Ad-Dhuha
2	Baca Merdu Surat Al-A'la (Beautiful Recitation of Surah Al-A'la)– 17 para Aulia Syahiddin
3	Doa untuk Orang Tua – Video anak Muslim (Berdoa Bersama Tawtaw) (Prayers for Parents)
4	Beautiful Recitation of Surah As-Shaf – Ustadz Atok Hawari
5	Beautiful Recitation of Surah Al-Infithar
6	At-takwir – Amirul Akram UNIDA Gontor
PROGRAM VARIATIONS	
NO	Video Title
1	Darussalam Miniature
2	Highlight KML 2018 Inspiring Generation
3	Work & Study
4	UNIDA Gontor Peduli Korban Banjir Pacitan
5	UNIDA Gontor Bulids Network UK Universities
6	An Afternoon At Gontor – Speed Trick
7	Behind The Stage PG 692 – Inspiring Genemton
8	Highlight: Ujian Tulis kepramukaan
9	Unida Gontor bertemu Tun Dr Mahathir Muhammad
10	Unida Gontor Signs MoU with University of Malaya
11	Air Sight: Progress of Tower Construction
12	Jalan Pagi Bersama Bapak Pimpinan
13	Meriah Api Unggun Perkemahan Kamis Jum'at
14	Tea With Milk – Welcome to King's College London
15	Tea With Milk – Mount Bromo Treasure of Indonesia
16	Tea With Milk – How to Speak English Confidently
17	Tea With Milk – Amazing Indonesia Food (& Doctor)
18	Tea With Milk – How to Get Into Top University – Yusuf Ur-Rehman
19	Pengecoran Perdana Menara Gontor
20	Serunya LP3
21	Suasana Pergantian DEMA
22	100 Hewan Qurban dari ACT di UNIDA Gontor
23	Wayang Orang – Panggung Gembira 691
24	Cerdas Cermat Antar Rayon
25	Friday Activity Drone Footage
26	Zuperr KKN Of UNIDA Gontor 2017
27	Mengenal Gontor Lebih Dekat
28	Dr. Zakir Naik – Apa Itu Kesuksesan Sejati?
29	Liputan Manasik Haji Para Santri Baru
30	Highlight Cerdas Cermat antar Kelas 1
31	Jalan Santai kyai dan Asatidz Gontor
32	Kesan Zakir Naik Terhadap Gontor
33	Pramuka Gontor – Upacara Pengibaran Bendera Merah Putih
34	Perasan Santi ketika Keluar Ruangan Ujian
35	Bolehkah sekali Memandang 5 Menit? – Dr Zakir Naik
36	Dr. Zakir Naik – Live Streaming from UNIDA Gontor

Based on Table 1, it can be seen that the content displayed on youtube channel of Gontor TV has delivered a message of *da'wah* communication. Messages are something that

can be conveyed from one person to another, either individually or in groups in forms of thoughts, statements, and statements of an attitude (Tasmoro, 1997). The definition of propaganda according to Ali Mahfudz; "Da'wah sebagai bentuk motivasi mendorong umat manusia melakukan kebaikan dan mengikuti serta memerintahkan agar berbuat ma'ruf dan mencegah dari perbuatan munkar" (Juniawati, 2014).

In conclusion, message of *da'wah* can be interpreted as something that is conveyed by someone to do God's commands and do *ma'ruf* (good deed) and is away from the actions of *munkar* (bad deed). To reach the message of *da'wah*, PMDG as communicator conveys message of *da'wah* communication through youtube channel Gontor TV to its communicant that is audience. Channel youtube of Gontor TV has content that can be enjoyed by all people from children to adults. In this case, it is clear that PMDG as the preacher conveys message through new media channel youtube Gontor TV with its *da'wah* message contains of Islamic and Educational contents.

In the book of *da'wah* communication by Wahyu Ilahi, M.A explained that the material or message of *da'wah* is the message conveyed by *da'i* (preacher) to *mad'u* (audience). Basically it is the teachings of Islamic *da'wah*. According to Wahyu Ilahi (2010) generally it can be grouped into: 1) Message of faith, including faith to Allah SWT, to angels, holy books, to apostles, to judgment day, and to *qadha-qadhar*. 2). Sharia Messages include *thaharah* worship, prayer, zakat, fasting, and hajj and *mu'amalah*: a. Civil law includes: marriage law, and inheritance law. b. Public law includes: criminal law, state law of war and peace. 3) Moral messages include morals towards Allah SWT, morals towards humans, self, -community and so on.

From those definition, it shows that the channel youtube of Gontor TV has been doing *da'wah* communication. It can be seen from the messages uploaded as well as the contents of *da'wah* message including *ukhuwah islamiyah* (brotherhood), togetherness, sincerity, struggle in Allah's way, the power of Allah, respect the time, the virtues of prayer, education, discipline, *uswatun khasanah*, patience, and others. As a communicator of *da'wah*, PMDG has conveyed *da'wah* message through *da'wah* media channel youtube Gontor TV. Its communicant is the community or audience, then the feedback can be seen from the comments of the audience in each video contents.

Youtube channel of Gontor TV also has carried out media functions, namely; a). Information function. It is the function of providing information which means that the mass media is a disseminator of information to readers, listeners, or viewers. b). Education function. Mass media is educational facilities for the audience, because the mass media presents many things that are educational. One way to educate done by mass media is through teaching values, ethics, and rules that apply to viewers or readers. c). Entertainment function. The function of this mass media aims to reduce the tension of the minds of the audience, because by reading light news or watching television entertainment can refresh audiences minds. d). Persuading Functions. The Influencing functions of mass media is implicitly present in editorials, features, ads, articles, and so on.

## Conclusion

Based on the results and discussion of this study, the following conclusions can be drawn: 1). In carrying out the *da'wah* communication, PMDG utilizes Gontor TV

youtube channel containing video content published in its channel in the form of: Islamic music, short movie, *tausyiah* / lecture, *qiroahatul-qur'an* and prayer, and variety of programs. 2). *Da'wah* messages conveyed by PMDG through youtube channel of Gontor TV consist of a faith message sharia, message, moral messages, which are packaged in some form of airing/ presentation.

## Suggestion

Based on the results of research, the suggestions that can be given by researcher are as follows: 1). It is hoped that Gontor TV has an establishment history and structure in form of writing, to facilitate further research. 2). Gontor TV youtube channel is expected to upload videos consistently and based on schedule, so that the audience are able to know and do not wait too long.

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