

The Effectiveness of Interpersonal Communication of Faith-Based Organizational Media Team in Producing Dakwah Content

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ABSTRACT

This study aims to explain the effectiveness of the faith-based media team's interpersonal communication as a team that produces da'wah content in Indonesia. At first, the spread of Islamic teachings in Indonesia developed only in mosques, but over time, da'wah has evolved into digital da'wah (da'wah through online media). anything that can be used to spread da'wah content. Because of this, the Muhammadiyah Central Leadership digital tabligh studio team, as the team that produces da'wah content, is deemed necessary to attach the effectiveness of interpersonal communication to facilitate the process of producing da'wah content. This organization is a non-profit organization engaged in charity and business that generally relies on volunteers to develop the organization. Theoretically, this research has implications for the effectiveness of interpersonal communication in related organizations in creating da'wah content. This study uses a descriptive qualitative approach. The use of this method is considered to be able to describe in detail the problems studied. Furthermore, this study will explain how the effectiveness of interpersonal communication of the digital tabligh studio team in producing da'wah content. Then, this study will identify what factors, both internally and externally, can influence the effectiveness of interpersonal communication of the digital tabligh studio team in creating da'wah content.

Keywords: Effectiveness of interpersonal communication, Faith-based organizational, dakwah content

INTRODUCTION

Humans, as social beings, cannot be separated from communication with each other. Mentioned that *humans cannot communicate*, meaning humans cannot communicate. Islamic da'wah, such as recitation, is one example of communication itself. Apart from that, nowadays, preaching can be found anywhere, especially in the 4.0 era, which prioritizes digitalization. It is the same with Islamic da'wah, which is growing in the public sphere. Indonesia is a large nation and sensitive to digital developments. This is evident from the data showing that Indonesia is the largest internet user in the world. According to data books, Indonesia is the largest internet user in the world. According to reports from *We Are Social*, there are 204.7 million internet users in Indonesia as of January 2022.

Discussing studies is no longer a public matter, for example online studies. Online studies have been carried out recently, this is an innovation and media development after the pandemic hit the world in the last two years. Many of the lectures that were originally face-to-face in public are now shifting to hybrid, face-to-face meetings (offline and online combination); the same thing was also done by the Muhammadiyah Central Leadership Tabligh Council. In response to this, the PP Muhammadiyah Tablighi Council has been innovating with technological advancements and making use of it since the beginning now, many of

Muhammadiyah's recitations are carried out offline and then combined with *streaming*.

Therefore, preaching can not only be done in mosques but can be done anywhere and anytime. For this reason, in order for da'wah activities to run effectively and efficiently in accordance with the planned targets, a da'i must really understand not only what da'wah is. Instead, they know what da'wah materials are appropriate to the context of the current era, so they are smart in choosing methods and media as the most appropriate messengers for da'wah messages (Dulwahab, 2010).

The Muhammadiyah tabligh assembly is an organizational field that Kiai Dahlan first established to facilitate the focus and outreach of da'wah besides developing Taman Pustaka through readings and information and Helpers of Oemoem's Suffering (PKO) (Muhammadiyah.or.id/*Brief history of the establishment of the tabligh assembly*).

Sukaca mentioned in the website *Muhammadiyah.or.id* that AR Fachruddin has always emphasized that recitation is the spirit of Muhammadiyah. Without recitation, Muhammadiyah is like a dead body. No matter how great a person is when his life is gone, he is just a corpse that is no longer able to provide benefits to others. It is the responsibility of others to bathe, pray, and bury. Likewise,

with Muhammadiyah, without recitation, it loses its ability to provide benefits to the ummah, and even becomes a burden.

Non-profit organizations are institutions whose purpose is not to seek profit but to support the public interest and to improve people's welfare (Park & Hankuk, 2010). Kim and Salamon (Park & Hankuk, 2010) emphasize the importance of non-profit organizations and argue that in the 21st century, human welfare and happiness depend on non-profit organizations such as activist groups, charitable organizations, and community organizations.

According to Johnson and Morth (Sugiyanto et al., 2018), generally, the terminology used to classify non-profit organizations is grouped into three main types, namely charities, foundations, and associations. Judging from these three types, the Muhammadiyah Central Leadership Tabligh Assembly is a non-profit organization whose orientation falls into the category of foundations and charities.

According to PSAK No. 45, "Non-profit organizations obtain resources from donations from members and other donors who do not expect anything in return from the organization." As a non-profit organization, the Muhammadiyah Central Leadership Tabligh Council relies on volunteers to produce da'wah content and manage the success of Islamic da'wah.

Furthermore, it is stated that there are three characteristics of non-profit organizations: *First*, organizational resources come from donors who do not expect repayment or economic benefits commensurate with the amount of resources provided. *Second*, produce goods and services without aiming to obtain services, and if an organization earns profits, then the amount is never distributed to the founders or owners of the organization. *Third*, there is no ownership like most business organizations, in the sense that ownership in non-profit organizations is not sold, transferred, or reclaimed, or such ownership does not reflect the proposition of sharing the organization's resources upon liquidation or dissolution of the organization (Surjadja, 2019).

Online recitation requires certain parties to make the event successful. Various roles are needed in the success of live broadcasts of online recitations. These parties include operators, cameramen, artists, and so on.

Communication is needed to launch joint activities. Communication can be established both verbally and nonverbally. Communication can take place in various contexts, ranging from intrapersonal communication, interpersonal communication, group communication, and organizational communication to mass communication (Suciati, 2015).

Interpersonal communication is declared effective when communication is fun for the communicant (Rakhmat, 2011 p. 116). Effective communication will give birth to

smoothness in certain jobs, especially cooperation between members. Because of this, it is necessary to have good cooperation with the people behind the scenes for the success of the event. Because bad communication will lead to conflict, which will result in the production of bad preaching content.

In the case of the digital tabligh studio team, it is the interpersonal communication of the team members. Teams are units of two or more people who interact and coordinate their work for a specific purpose. In this explanation, there are at least three main points that must be underlined. First, it takes two or more people. Second, people in a team have ongoing interactions, or in this case embedded interpersonal communication. Third, people in a team have a common goal. Why does the studio team have an important role in producing da'wah content? Because the tabligh studio team is responsible for the packaging and content of da'wah content, is the show interesting, and can you get a message from each content?

The digital tabligh studio team consists of *an executive producer*, a social media admin, and several members who help the digital tabligh studio run.

Interpersonal communication has a good effect in expediting the exchanging of messages. Because interpersonal communication does not only take place between two people, it could be in a small group, which allows all members of the small group to meet face to face and have their turn to speak and listen in an intimate atmosphere (Iriantara in Sugiarto, 2020:3).

RESEARCH METHODS

In this study, researchers used a descriptive qualitative research type. Descriptive research is to find out how something happened and is more detailed. (Albi Anggito, 2018) suggests that qualitative research is collecting data in a natural setting with the intention of interpreting phenomena that occur where the researcher is a key instrument, sampling data sources is carried out *purposeful* and *snowball*. The collection technique is triangulation (combined), data analysis is inductive/qualitative in nature, and the research results emphasize meaning rather than generalization. In this study, the research method used is descriptive qualitative. It aims to describe, reveal and explain a problem clearly.

Patton in Raco states that there are three types of data collection in qualitative research. Data collection can take place in various ways, namely observation, interviews, and documentation.

RESULTS AND DISCUSSION

1. Interpersonal communication effectiveness of the digital tabligh studio team

The effectiveness of interpersonal communication is important to discuss because, with two-way communication, a good relationship and atmosphere will be created. In addition to the information obtained being more rational and easy to understand, interpersonal communication is a means that attaches one individual to another. The research findings on the five qualities of the effectiveness of interpersonal communication are as follows.

A. The quality of openness (*Openness*)

The quality of openness, according to (DeVito, 1986), contains at least three indicators, namely self-disclosure, reactions to others, and having thoughts and feelings of their own. The level of self-disclosure means that a communicator must be open with his interlocutor, but that does not mean that the communicator must open his entire life history and tell things that are considered as *privacy* life. The digital tabligh studio team must be open to each other.

The results of the analysis on indicators of the level of self-disclosure can be concluded that they are fulfilled but not optimal. This is marked by the attitude of self-disclosure when eating together and when taking breaks from work. The STD team chats together and expresses any difficulties in terms of work or things that are deemed necessary to talk about outside of the work topic. This also applies to the second indicator, namely reactions to other people, each member of the STD team has a good positive attitude marked by helping each other when their friends need help, as it is known that the STD team is under a non-profit organization whose main goal is not for commercial. As such, many of the STD team members are *volunteers* and not paid. The same thing happened to the third indicator, namely having their own thoughts and feelings; this was indicated by the absence of a partition and a sense of saving personality to fellow STD teams. All depart from a sense of caring and positive attitude as well as *feedback* provided by each member.

Thus, it can be concluded that overall, the effectiveness of the interpersonal communication of the digital tabligh studio team on the quality of openness has been effective but not optimal. This non-optimal quality of openness is due to the absence of the division head on each indicator of the quality of openness.

B. Quality of positive attitude (*Positiveness*)

The second quality of communication effectiveness, according to what was conveyed by (1986), is a positive attitude. Everyone who has a positive self-attitude signals this feeling to others, and vice versa. If the person has a negative self-attitude towards himself, he always communicates his feelings to others (Mufti, 2018). According to (DeVito, 1986), there are two indicators of a positive attitude, namely the expression of a positive attitude towards oneself, others, and situations, as well as stroking to acknowledge and strengthen others.

The findings on the positive attitude of each indicator have been met and can be said to be effective. This is related to the positive attitude shown by each team member, who feels confident and proud of himself; not only that but other positive behavior is also shown by listening to every direction and conversation raised by each STD team member. Likewise, the second indicator namely providing support and support to members of the STD team.

C. Quality of supportive attitude (*Supportiveness*)

The quality of a supportive or supportive attitude according to (DeVito, 1986) has two indicators, namely description and spontaneity. The attitude of support means mutually supporting each other for the messages conveyed and reducing defensiveness in communication (Nanda & Kartika, 2017). The description indicator mentioned by DeVito means to describe as it is, not to evaluate an action.

Informant B describes:

"I like to listen to explanations from friends, and I must listen to and respect that (Interview, 30 March 2023)."

In line with what was conveyed by B, A said that as the head of the STD team, he stated that he enjoyed listening to whatever was conveyed by the STD team and was indeed the type of person who was happy to chat and discuss.

The description described is trying to accept what it is, whether it's an explanation of something or about the nature of each. As a team leader, A studied his role well by listening to the complaints of his members.

The second indicator is spontaneity. DeVito explained that the spontaneity in question is spontaneity, not strategic, speaking spontaneously but still observing the norms of politeness when talking to elders. By being spontaneous, it will seem that there is nothing to cover up, and with that, the other person will not be defensive. Defensiveness appears as a person's self-defense to cover up feelings of anxiety, fear, and so on, which causes ineffective communication.

The results of the researcher's analysis on this third quality are that each indicator has been fulfilled but not optimal. The descriptive attitude described by the STD team explains that they always listen to the directions and input that come from everyone. It's not just attitude also shown by them, as when the authors came for the first time for observation, they immediately received it with open arms.

Apart from that, the spontaneity shown also explains that each of them has their own strengths. Even though they already know the personality of each member of the STD team, they still respect each other.

However, the absence of the division head on the quality of the supportive attitude shows that this quality has been fulfilled but not optimal. Division heads, as decision-makers, feel the need to be descriptive and spontaneous in their every interaction.

D. Equivalence quality (*Equality*)

The quality of equality according to (DeVito, 1986) there are two indicators that can describe it, namely, the recognition that both parties are important and the equal distribution of several communication functions. It is said to be effective if there is equality between each of the communicators and communicants, meaning that they are not one-sided, let alone dominating the conversation. This means that both parties are equally valuable and valuable. The two parties involved in the communication, namely the communicator and the communicant, both respect and need each other (Nanda & Kartika, 2017).

Recognition that both parties are important is something that each member and chairperson must have if good conditions are to be achieved. With a sense of belonging to each other and acknowledging that each is important and needs the other, the effect is that work goes smoothly.

Having a sense of belonging to one another and assuming that each one is important, and their existence is something that is needed it will make work easier. Like a body, if one part of the body is sick, the other will also feel the pain.

The second indicator is the equal distribution of several communication functions. The point is that each a communicator and communicant understand their respective positions in communication without being biased or dominating the other party.

The results of the researcher's analysis on the quality of equality of the digital tabligh studio team are not yet effective and not optimal. Equality does not mean accepting whatever the communicator says, be it verbal or non-verbal messages, but equality is accepting other parties or asking us to give unconditional positive appreciation to others (DeVito, 1986).

Each indicator has been answered; the first indicator tries to reveal that each member and leader of the STD team already knows their respective roles in terms of communication. Having empathy and feeling needed by one another is an important indicator of equality in communication. Equal in the sense of trying to understand the advantages and disadvantages of each. Likewise, with indicators of equal distribution of several communication functions, each of which does not dominate the conversation, but if the conversation is deemed to have violated or gone off track, it will be cut off.

Thus, it can be concluded that the quality of equality in the STD team is not effective and not optimal.

E. Quality of Empathy

Empathy is the attitude of a person or situation of someone who can understand and feel another person's situation and see a problem from another person's point of view. DeVito mentioned that the indicator of empathy is to feel how others feel.

The results of the researcher's analysis on the quality of this empathy indicate that the STD team can empathize with one another. That way, the quality of empathy can be said to be effective and optimal.

The researcher also encountered the same thing when observing; when one of the STD team members was experiencing a disaster, the other members kept asking how their condition was now. Not only that, but the team leader also provided assistance as much as he could.

2. Factors that influence the effectiveness of interpersonal communication

The factors that influence the effectiveness of interpersonal communication in this research consist of internal factors and external factors. Internal factors are factors from within us. Sari (2018) mentions in his article that internal factors are factors within us that include two things, namely, the need to interact and the influence of feelings.

The indicators that can measure these internal factors are the ability to communicate, appearance, and attitude. To find out what internal factors can affect the effectiveness of the interpersonal communication of the digital tabligh studio team, you can see each of the indicators below.

1. Internal factors

a. Ability to communicate

The ability to communicate is defined as an ability in the process of conveying information containing messages, ideas, and ideas from one party (communicator) to another party (communicant). The process of conveying information is done with symbols, either in the form of numbers or words, directly or indirectly.

At the time of observation, the authors saw that the STD team members had good abilities. Judging from their undergraduate educational background, namely Islamic Communication and Broadcasting, Yogyakarta Muhammadiyah University turned out to be quite influential as well. The informants had no difficulty answering and interpreting the author's questions.

b. Appearance

Appearance is one of the abilities that a person must highlight if he wants to be glanced at and seen by others. A person's appearance can attract the attention of anyone who sees it.

It can be said that appearance is *a is background* of one's self because before other people understand the nature and abilities that we have, other people will judge our appearance first. In addition to increasing self-confidence, appearance also describes how far *professional* someone is (Kasanah & Franksiska, 2017).

Informant C said that appearance was important, he explained:

"Appearance is the main thing at work; for me personally, I look more like a college student, and I

rarely wear shoes only on Wednesdays, and my daily life is neat and relaxed, not too formal (Interview, 30 March 2023)."

c. Attitude

(Rakhmat, 2011) is a review that explains how influential the speaker's personal characteristics are as persuasion in communication. The friendly, courteous, and polite attitude of each member of the STD team will persuade anyone who sees it.

Informant A expressed his attitude to the STD team members in the following way:

"I'm being nice to them, and they're doing the same to me. We are in the same place almost every day, and of course, we often chat with our teammates. Motivating friends to share bitter experiences about life, and I consider them like my own children (Interview, 30 March 2023)."

2. External factors

External factors are outside oneself that can affect the effectiveness of the STD team's interpersonal communication. These factors include the environment and family.

a. Environment

According to (Utami, 2015) explains the factors that influence teacher and student interpersonal communication, namely interpersonal perception, self-concept, interpersonal relationships, physical environment, and social environment. In the journal, it is said that there are two types of environments, namely, the physical environment and the social environment. The physical environment is the environment in which people usually communicate. In this case, the STD team uses the office as a physical location to communicate either with colleagues or superiors. The social environment is the location where the STD team lives.

b. Family

The family is the pillar of all the pillars of interpersonal communication. Interpersonal communication in the family that exists between parents and children is an important factor in determining individual development; the expected communication is effective communication because effective communication can lead to understanding, pleasure, influence attitudes, good relationships, and actions. Likewise, in the family it is hoped that effective communication will be fostered between parents and their children, so that there will be a harmonious relationship (Siregar et al., 2018).

1. Organizational Characteristics Affect the Effectiveness of Interpersonal Communication

The findings of this study indicate that the effectiveness of the interpersonal communication of the digital tabligh studio team in producing da'wah content at the Muhammadiyah Central Leadership Tabligh Assembly still

needs to be improved because several indicators of the quality of openness, supportive attitude, and equality is not optimal. Interestingly, the main thing that triggered this was the absence of the head of the division (field) at an internal meeting of the digital tabligh studio team.

Ideally, a chairperson should be present during meetings or discussions regarding content plans and other things. However, the reality that occurs on the ground is not as expected. Therefore, the author sees a gap between ideals and reality that needs to be discussed in this section. In this context, researchers see a relationship between organizational characteristics and the effectiveness of interpersonal communication that occurs in the field.

2. Harmony Background Affecting Work Loyalty

In the second formulation of the problem, the factors that affect the effectiveness of interpersonal communication of the Tablighi Digits Studio team are all fulfilled optimally. This becomes interesting to discuss: why can it be optimal? What happened and why? Here, the author tries to dig deeper; it turns out that there is an influence of similarity and harmony from a family background in work loyalty.

Loyalty or fidelity, according to Meyer and Herscovits in (Kurniawan, 2019), is a psychological condition that binds employees and their company. Loyalty is not necessarily submissive and must work forever for a company or organization but rather how he feels he has ownership of the company or organization he works for.

Here, the Tabligh Assembly, as a non-profit organization, has a principle of kinship among themselves. Coming from a family background that is both Muhammadiyah, the STD team is loyal to the organization and company. The difference in characteristics actually makes the difference between the journal above and the research that the author is doing.

This is in line with what was conveyed by Colm O'Gorman in (Zulfickar & Sobandi, 2020); entrepreneurs can be created by their experiences that come from their parents when they grow and learn during the growth process, where students predict their future careers businesses. themselves. The family is certainly a role model (*role model*) of a child.

Conclusion

Based on the results of the descriptive qualitative research analysis that the researchers carried out to find out how the interpersonal communication effectiveness of the Digital Tabligh Studio team was in producing da'wah content and the factors that influenced the effectiveness of interpersonal communication. The qualities of positive attitude and empathy are already good meanwhile, the qualities of openness, supportive attitude, and equality are

still not good and need to be optimized. Thus, the effectiveness of the interpersonal communication of the digital tabligh studio team still needs to be optimized.

While the factors that influence the effectiveness of interpersonal communication, the results are good. Both internal and external factors are met, and all indicators are optimal.

Suggestion

Based on the results of the research that has been done, the suggestions that the author wants to convey are as follows:

1. It is hoped that the Tabligh Council of Muhammadiyah Central Leadership, especially the division heads, will be present to assist and provide direction and advice during internal meetings of the digital tabligh studio team.
2. The next researchers can broaden and narrow the scope of the research

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