

GROUNDING PROPHETIC COMMUNICATION BASED PREACHING AMONG THE STUDENTS OF RUMAH TAHSIN AN NAHL

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ABSTRACT

This community service activity aims to improve the understanding and skills of the students of Rumah Tahsin An Nahl in presenting down-to-earth and impactful preaching in the wider community. The implementation method in this community service activity uses the PAR (Participatory Action Research) method, which actively involves all relevant parties or stakeholders to study ongoing actions to make better changes. This activity was carried out at the Rumah Tahsin An Nahl in RT 01, RW 02, Pangloros, Tlanakan, Pamekasan. There were 25 participants on July 30, 2024. The results of the service showed a significant increase in the students' understanding and interest in preaching based on prophetic communication, with understanding increasing from 45% before the program to 84% afterward, and interest increasing from 38% to 81%. This means that this program has succeeded in strengthening the students' understanding and motivation in applying prophetic communication in their preaching. Recommendations for further steps include the development of student learning materials, further training, and collaboration with other institutions to expand the reach of the Rumah Tahsain An Nahl students' preaching. Similar activities need to be continued to improve the communication skills of future preachers.

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INTRODUCTION

Preaching is an action carried out by a preacher to communicate preaching messages. In the process of preaching, there are various ways and methods used so that the main goal of preaching, namely amar ma'ruf nahi munkar, can be achieved (Syahmini & Osman, 2022). In the process, preaching is so complex that it requires a deep understanding of the social, cultural, and situational contexts in which preaching is carried out. Therefore, preaching must be carried out using methods, media, and content that are adjusted to the situation and conditions of the audience who are the target of preaching (Ramdhani, 2016).

Preaching is not only about providing information about Islamic teachings but also influencing them to practice these teachings in everyday life. As stated by Budiharjo (2007: 91), preaching is explained as the process of conveying and inviting people to accept, understand, and practice religious teachings with full awareness, which will ultimately awaken their natural potential (Subita et al., 2023). Islamic preaching is carried out by believers to influence and invite their people to follow Islamic teachings in various aspects of life (Pimay & Savitri, 2021). The process of influencing from a communication perspective is closely related to the term persuasive. Almost all communication processes can be considered as persuasion efforts (Syahputra, 2007).

One important aspect of the preaching strategy is communication skills. Communication plays a very important role in life, both in forming social relationships and interpersonal relationships (Sari et al., 2024). Effective communication can influence the way messages are delivered and received. In this context, the prophetic communication approach becomes very relevant. The Prophet Muhammad is one example of a prophet who was successful in carrying out his prophetic mission (prophetic) (Arifin, 2014). Prophetic communication also refers to the communication style inherited by the Prophet Muhammad SAW in conveying Islamic religious messages with wisdom, gentleness, and wisdom. From the perspective of the structure of prophetic communication, we can examine the role of the Prophet Muhammad as the initiator of the message (al-Sunnah) to all mankind in general, and to his followers in particular (Pimay & Savitri, 2021)

Islam teaches its people to be gentle in preaching or inviting goodness, as shown by the Prophet Muhammad. He was famous for his gentleness in spreading the message of Islam. The gentle attitude of the Prophet Muhammad was one of the factors in the strong attraction of Islamic teachings (Ahmad, 2021). A gentle and tactful approach allows the preaching message to be conveyed in a more heartfelt and inspiring way, so that it is more likely to be

accepted by society, rather than using an aggressive, threatening, and frightening approach which tends to cause tension, resistance, and even rejection of the preaching message.

Unfortunately, not all preachers have adequate prophetic communication skills. So we often find that preaching that is carried out inappropriately will trigger conflict and tension in society. For example, when the preacher uses language or attitudes that attack, mock, or belittle the beliefs or religious practices of others. Regardless of the good intentions that are carried out to reconcile and spread religious teachings.

Rumah Tahsin An Nahl is an Islamic educational institution that focuses on learning and practicing the Qur'an. In the Rumah Tahsin An Nahl environment, students have the opportunity to deepen their knowledge of the Qur'an through tahsin learning (reading the Qur'an properly and correctly). Rumah Tahsin An Nahl also organizes various religious activities, such as book studies, lectures, and daily worship practices such as congregational prayers.

As a center for Islamic education, Rumah Tahsin An Nahl also plays a role as a center for preaching. Because most students choose to live their lives as preachers in society (Octaviano & Sofiana, 2020), students at Rumah Tahsin An Nahl are not only trained to understand religious knowledge but also how the religious knowledge they have can be transmitted to others. In this context, students of Rumah Tahsin An Nahl need to understand preaching based on prophetic communication, because preaching is not only about channeling religious knowledge to others but also about how that knowledge can be conveyed effectively and can influence others to practice it.

Thus, community service activities with the theme "Grounding Prophetic Communication Based Preaching Among the Students of Rumah Tahsin An Nahl" are very important to be carried out to improve the student's understanding and skills in presenting preaching that is down to earth and has an impact on the wider community.

LITERATURE REVIEW

Effective communication must pay attention to two important aspects: the content of the message and the method of delivery. Good communication depends not only on polite techniques or methods but also on the truth of the content of the message conveyed. Prophetic communication or prophetic communication emerged as a new approach in communication science. This approach aims to ensure that Muslim communication not only has good values and ethics but is also based on a strong Islamic identity (Jamaluddin et al., 2020).

In Islam, prophetic communication refers to the communication pattern exemplified by the Prophet Muhammad SAW, which is full of values and ethics. This concept stems from the main purpose of the prophet's sending, namely to perfect the morals of mankind (Ridho & Hariyadi, 2021). Meanwhile, from a social science perspective, the prophetic concept was first introduced by Kuntowijoyo through his sociological studies. He explained that prophetic transformation can be realized through three approaches, namely humanization, liberation, and transcendence. Humanization is an effort to restore the essence of humanity according to its nature, while liberation focuses on freeing humans from unfair social structures that do not favor the weak. Meanwhile, transcendence seeks to restore human nature according to religious teachings (Kuntowijoyo, 2005).

Thus, prophetic communication is a new framework in the practice of communication research from an Islamic perspective that integrates prophetic social values built on three main pillars (Muhlis & Musliadi, 2022): humanization (*amar ma'ruf*), which encourages improvement and goodness in the society; liberation (*nahy munkar*), which opposes all forms of evil; and transcendence (*tu'minubillah*), which invites belief and closeness to God. These three pillars form the basis for communication research that is relevant to the Islamic context.

MATERIAL AND METHOD

The method of implementation in this Community Service activity uses the PAR (Participatory Action Research) method, which is an application method that actively involves all relevant parties or stakeholders to study ongoing actions to make better changes (Syaribanun, 2019). This activity was carried out at the Rumah Tahsin An Nahl in RT 01, RW 02, Pangloros, Tlanakan, Pamekasan. There were 20 participants in July 2024. This community service activity was carried out in several stages of activity implementation as follows: First, the lecture method is used to convey explanations related to information about prophetic communication-based preaching to students at the Rumah Tahsin An Nahl. Starting from the concept of prophetic communication, the call for prophetic communication in the Qur'an, the problems of preaching, and how to preach using a prophetic communication approach. Second, the question and answer and discussion method to explore issues related to the lecture material. In addition, it also explores the difficulties and problems faced by students of Rumah Tahsin An Nahl when preaching. Third, the practice of preaching based on prophetic communication: this method provides opportunities and experiences for students of Rumah Tahsin An Nahl to practice preaching based on prophetic communication.

Fourth, evaluation of mentoring and coaching activities, success in delivering preaching materials based on prophetic communication to students of Rumah Tahsin An Nahl. This can be seen from the results of the pretest and posttest.

RESULT AND DISCUSSION

Islam considers humanity as a gift from God and emphasizes that the dignity of every individual is equal. In Islamic teachings, humanitarian values are the mainstay of muamalah teachings, which focus on the relationship between humans and humans (Islami et al., 2023). First, students of Rumah Tahsin An Nahl are taught to understand the values of humanity in Islam, such as compassion, justice, and respect for human dignity. They are given training to integrate these values into every sermon they deliver so that the religious message is not only understood but also felt relevant by the audience. Only then is the explanation directed at explaining prophetic communication in sermons.



Figure 1. Delivery of Material on Introduction to Prophetic Communication in Sermons

The concept of prophetic was first introduced by Kuntowijoyo in his sociological studies. According to him, prophetic transformation can be realized through three main aspects, namely humanization, liberation, and transcendence. Humanization refers to efforts to develop universal human values, such as respect for human dignity, social justice, and the development of human capacity to achieve their true potential. The concept of liberation refers to the liberation of individuals and society from all forms of oppression, be it political, economic, or social. While transcendence refers to the development of spirituality with God, as well as an awareness of a greater existential purpose beyond worldly interests alone (Kuntowijoyo, 2005).

If studied carefully, the term prophetic communication is actually a new term in the field of communication science in Indonesia which is inspired by the spirit of prophetic reality. Prophetic communication is the substance of prophetic science, not the form. Combining God's revelation with human reason, prophetic science is called integrative science. By examining these concepts, Kuntowijoyo shows that prophetic teachings are not only relevant in a religious context but also have great potential to bring about positive changes in the structure of society. (Muhlis & Musliadi, 2022)

In the context of preaching, the prophetic communication approach not only includes adapting religious messages to various social contexts, but also building empathetic relationships and enriching them with elements of wisdom in every interaction between da'i and mad'u. The prophetic communication approach in preaching refers to the way the Prophet Muhammad SAW conveyed the messages of the Islamic religion to his people with wisdom, gentleness, and discretion. The Prophet Muhammad's gentleness and patience in preaching is reflected in various stories and hadiths which record how he approached people with great respect, even those who were initially skeptical or even obstructed the preaching of Islam. He always prioritizes an approach that respects human dignity, avoiding mocking or demeaning other people, both Muslims and non-Muslims. In situations of conflict or disagreement, the Prophet Muhammad demonstrated the ability to calm and embrace, rather than provoke or cause tension.

Among the great morals of the Prophet were his gentle attitude, his empathy for people who did not know, giving him a good year, and his love for the prophet's people in carrying out their prophetic (prophetic) mission (Tafiati, 2022). The Prophet Muhammad taught his people to use the kindest and gentlest words when interacting with other people, including in the context of preaching. This wisdom includes choosing the right words, how to convey information clearly and persuasively, and the willingness to listen and understand other people's points of view before giving advice or views. This means that the prophetic communication approach in preaching is truly to emulate and continue the legacy of values taught by the Prophet Muhammad SAW so that the preaching delivered is effective, communicative, and empathetic.

In the context of devotion at the Rumah Tahsin An Nahl, this material is delivered so that students understand and internalize the values of humanity in Islam, such as compassion, justice, and respect for human dignity, which are the core of the teachings of muamalah.

Students are taught to apply these principles in every aspect of their preaching. They are also

given training in prophetic communication, which emphasizes the approach of wisdom, gentleness, and wisdom in conveying religious messages. Based on the concept introduced by Kuntowijoyo, prophetic communication involves humanization, liberation, and transcendence, namely the development of human values, liberation from oppression, and increased spirituality. Thus, students are expected to be able to convey preaching with empathy and wisdom, emulate the character of the Prophet Muhammad SAW, and contribute positively to society through the teachings of Islam which is rahmatan lil'alam.

Prophetic Communication-Based Preaching Implementation Strategy

Next, an explanation of the concrete strategy for implementing prophetic communication-based preaching in the daily activities of students at Rumah Tahsin An Nahl. Starting from building an accommodating approach to the social and cultural context where preaching is carried out, as well as communication techniques that build trust and closeness with the audience.



Figure 2. Delivery of Material on Prophetic Communication-Based Preaching Implementation Strategy

To implement prophetic communication-based preaching in the daily activities of students at Rumah Tahsin An Nahl: First, a strategy is needed that takes into account the social and cultural context where preaching is carried out. First, an accommodating approach to local values and social norms is key to conveying religious messages effectively, such as understanding and appreciating cultural backgrounds and choosing language and delivery

methods that are to the audience's understanding and experience. Second, communication techniques that build trust and closeness with the audience are also very important. Such as the ability to actively listen to their needs and concerns, and convey the message of preaching with empathy and gentleness. This approach is by the principles of prophetic communication that emphasize wisdom, gentleness, and wisdom in conveying the message of preaching.

In practice, students are also taught to use examples of everyday life that are relevant to Islamic values, so that preaching becomes more relevant and easier to understand by the community. Through a planned approach and full attention to the local context, students of Rumah Tahsin An Nahl can become effective agents of change in grounding preaching by prioritizing prophetic communication based on wisdom and gentleness in conveying religious messages to the wider community.

Practice of Prophetic Communication-Based Preaching of Rumah Tahsin An Nahl Students

The next community service activity includes the practice of prophetic communication-based preaching which aims to hone the communication skills of Rumah Tahsin An Nahl students in conveying religious messages in a way that is gentle, wise, and relevant to the existing social and cultural context. This practice requires students to not only master the theory of preaching as conveyed at the beginning but also to be able to apply the values of prophetic communication in their daily interactions with the surrounding community. Such as, actively listening and being responsive to the needs and problems faced by the audience. Students are encouraged to build relationships of empathy and mutual understanding with the community so that the preaching delivered can be better accepted and have a positive impact on their daily lives.



Figure 3. Prophetic Communication-Based Preaching Practices of Students at Rumah Tahsin An Nahl

In addition, through this practice, students are also trained to use polite, wise, and non-offensive language in conveying religious messages. They are taught to avoid attitudes that are condescending or threatening, which can trigger conflict or tension in society. On the other hand, preaching with a friendly and contextual approach is easily accepted by the community without causing division or rejection (Muvid, 2023). Thus, the practice of prophetic communication-based preaching at Rumah Tahsin An Nahl is not only part of the formal education of students but is also a real effort to produce a generation of preachers who can spread Islamic teachings in a way that is inspiring, down-to-earth, and brings real benefits to the surrounding community.

Evaluation and Effectiveness

The evaluation was conducted to assess the effectiveness of community service activities carried out by students at Rumah Tahsin An Nahl. This questionnaire was designed to measure two main aspects: first, students' understanding of prophetic communication-based preaching. Second, their interest in applying the principles of prophetic communication in preaching. This evaluation was conducted before and after the implementation of the program to identify changes in students' understanding and interest in the concept of prophetic communication, as well as to assess the impact of the program on their readiness to apply preaching with an approach full of wisdom and empathy.

Table 1. Results of Community Service Questionnaire

No	Aspect	Percentage Pre-Test	Percentage Post-Test
1	Understanding of prophetic communication-based preaching	45%	84%
2	Interest in applying prophetic communication-based preaching	38%	81%

The table above shows a significant increase in students' understanding and interest in prophetic communication-based preaching after the implementation of the program. In Understanding prophetic communication-based preaching, the Pre-Test percentage showed a figure of 45%. Before the implementation of the community service program, the students of Rumah Tahsi An Nahl had a limited understanding of the method of propagation based on prophetic communication. After the implementation of the program, the Post-Test percentage showed a figure of 84%. This means that the understanding of the students of Rumah Tahsin An Nahl has increased significantly. In terms of interest in implementing propagation based on prophetic communication, the Pre-Test percentage showed a figure of 38% who were interested in implementing the method of propagation based on prophetic communication, interest and motivation to implement this method among students and the community were relatively low. The Post-Test percentage of the community service program regarding interest in implementing propagation based on prophetic communication increased to 81%, indicating that the interest of students in implementing propagation based on prophetic communication has increased.

The implementation of community service activities at Rumah Tahsin An Nahl, shows that the program has succeeded in providing understanding, motivating, and encouraging most students to apply the concept and method of propagation based on prophetic communication.

CONCLUSION AND RECOMMENDATION

For community service activities at Rumah Tahsin An Nahl, it can be concluded that this program has significantly succeeded in increasing the understanding and interest of students in implementing prophetic communication-based preaching. The results of the questionnaire showed that students' understanding of the concept of prophetic preaching increased from 45% before the program to 84% after, while interest in implementing this method increased from 38% to 81%. This shows a positive impact of the counseling and practice activities carried out, where students not only gain better knowledge about prophetic

communication-based preaching but also show greater motivation to apply this method in their preaching practice.

Further steps can be taken by Rumah Tahsin An Nahl to strengthen the prophetic communication-based preaching approach. These recommendations include developing student learning materials, further training for students, or collaborating with other institutions to expand their preaching reach. Similar community service activities also need to be carried out continuously by expanding the reach more, especially to preachers or future preachers.

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