

IMPLEMENTATION OF ISLAMIC COMMUNICATION PRINCIPLES ON THE SALAMTV.COM WEBSITE AS A MEANS OF ISLAMIC INFORMATION FOR THE COMMUNITY OF NORTH SUMATRA

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Abstrak:

Isi media merupakan bidang kajian komunikasi yang penting untuk dibahas. Dengan mempelajari konten media dan mengetahui bagaimana orang dan organisasi memproduksi konten media. Perusahaan televisi Salamtv.com memanfaatkan media online untuk menginformasikan konten yang dipublikasikan dalam bentuk artikel dan berita kepada khalayak luas. Informasi Islami yang dipublikasikan kepada masyarakat harus menggunakan pilihan kata yang tepat, gaya bahasa yang baik, dan menerapkan prinsip-prinsip komunikasi Islami agar tetap terjaga keberadaannya dan dapat terus dibaca serta bermanfaat bagi seluruh lapisan masyarakat Sumut. Salah satu sarana dakwah tulis di media online yang perlu diketahui poin-poin penerapan enam sila komunikasi Islami guna membantu perkembangan kegiatan dakwah tulis di era digital. Metode deskriptif kualitatif dan analisis isi melalui pendekatan wawancara dengan Direktur Utama Salam Television, Bapak Andri Rivai dalam penelitian ini digunakan untuk memberikan gambaran tentang sistematika proses implementasi komunikasi Islami dalam penulisan artikel islami pada rubrik di media massa, khususnya media online. Dengan pendekatan ilmu komunikasi sebagai bahan pendukung dalam penelitian ini, maka dapat disimpulkan jika website Salamtelevisi.com telah menyesuaikan tingkat implementasi di lapangan menyesuaikan dengan efektifitas operasional perusahaan televisi yang menggunakan prinsip komunikasi Islam pada skala besar.

Kata Kunci: *Komunikasi Islam, Prinsip Komunikasi, Media Online, Website*

Abstract:

Media content is an important area of communication studies to discuss. By studying media content and knowing how people and organizations are producing media content. Television companies Salamtv.com utilize online media to inform content published in the form of articles and news to a large audience. Islamic information published to the public must use the correct choice of words, good language style, and apply the principles of Islamic communication so that its existence is maintained and can continue to be read and benefit all levels of North Sumatran society. One of the means of written da'wah in online media that needs to be found out the points of implementing the six principles of Islamic communication in order to help the development of written da'wah activities in the digital era. Qualitative descriptive methods and data analysis through an interview approach with the President Director of Salam Televisi, Mr. Andri Rivai in this study were used to

provide an overview of the systematic process of implementing Islamic communication in writing Islamic articles in a rubric in mass media, especially online media. With the approach of da'wah and communication science as material support in this study, it can be concluded if the Salamtelevisi.com website has adjusted the level of implementation in the field to adjust to the operational effectiveness of television companies using Islamic communication principles on a large scale.

Keywords: *Islamic Communication, Communication Principles, Online Media, Website*

Introduction

The presence of mass media makes it easier for people to get all forms of information. By utilizing communication methods including newspapers, films, television, radio, and the internet, the mass media offer greater potential for transmitting public information¹. Individual behavior in interacting with others is influenced by the media around them. Along with the times, there has been a revolution in internet media, a more sophisticated type of mass media. The internet as a form of interactive online media to provide various information in it has information websites with their respective focus². One of them is with the characteristics of Islamic ideology. This site provides news or information with an Islamic presentation, encouraging and teaching Muslims while spreading Islamic ideals.

Now, Islamic websites make Muslim scholars as the target audience must have the ability to access, analyze, and evaluate the media. The Islamic article website, the spirit of da'wah ideology, has become a da'wah media which exists to this day. The information dissemination process can be coordinated and designed with good principles and ethics to provide the best results as a starting point in obtaining an ideal form of means of disseminating Islamic information which is more suitable to be developed now³.

The object of research in this paper is the Islamic media in North Sumatra, because it has a total percentage of Muslims of 66.51% as of June 2022. With a high enough number, it is hoped that many Muslim scholars can use Islamic websites to spread Islamic information and da'wah. However, based on a survey of authors, it was found that only two Islamic information websites consistently focused on producing Islamic rubrics. The situation of the development of internet use is uncontrollable, so scholars of the ummah must take advantage of this as a means of Islamic communication that is precise and fast.

The existence of Islamic media gives pride to Muslims by participating in missionary operations and spreading Islam in society. However, considering that this is a media, there is a problem regarding the volume of material provided by

¹ Tampubolon, R. S., Tampubolon, R. S. B., Hermaya, A. P., & Herwin, H. (2022). Peran Media Massa Dalam Komunikasi Politik. *JIEM: Jurnal Ilmu Komputer, Ekonomi dan Manajemen*, 2(1), 1795-1803.

² Puspianto, A. (2022). Peluang Dan Tantangan Media Massa Di Era Cyber (Perspektif Hypodermic Needle Theory dan Uses And Gratification Theory). *An-Nida': Jurnal Komunikasi dan Penyiaran Islam*, 10(2), 22-45.

³ Islam, M. T. (2019). The impact of social media on muslim society: From islamic perspective. *International Journal of Social and Humanities Sciences*, 3(3), 95-114.

Islamic media, which is then considered to cause conflict in society. The problem of spreading hate and hoax news can occur if you ignore the principles of Islamic communication when using different media, especially the internet. The concept of Islamic communication can help individuals feel comfortable and live quietly⁴. Islamic concern is evidenced by the many phrases used to describe communication in the verses of the Koran. As Allah said in Q.S. Al-Hujurat: 6⁵.

يَا أَيُّهَا الَّذِينَ آمَنُوا إِن جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَن تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصْحَبُوا عَلَىٰ مَا فَعَلْتُمْ لَنِدْمٍ

The means:

"O you who believe, if an evil person comes to you with important news, then check the truth so that you do not harm a people because of (your) ignorance which results in you regretting what you did."

Broadly speaking, this surah explains how to communicate, especially in terms of receiving and spreading messages. Therefore, in Islamic communication, the principles of communication are dictated by religion and follow the paths ordained by Allah.

The application of Islamic communication in every Islamic information media can be a breakthrough for the speed and efficacy of the spread of Islamic knowledge, because this is directly related to a change in thinking for the publication of better Islamic information⁶. One of the websites with a visual need for Islamic information is Salamtelevisi.com. As an Islamic information medium, salamtelevisi.com, has been broadcast since April 1, 2016. This website provides information on facts, accuracy, and adhering to Islamic principles while still prioritizing news about Islam and other general news. This website offers genuine content in understandable language, including facts and articles.

One sign that can maintain the distinctiveness and existence of Islamic information writing in online media is the application of Islamic communication principles. In addition to the choice of words and the type of language used. The most crucial elements in religious literature, especially those published online, are characteristics and existence. The mass media is a supporting pillar and plays an important role in the changes that occur in society. Regulations or standards included in policies that link media organizations with society have an impact on this role. Therefore, writing that adheres to Islamic communication principles must meet the requirements of good writing and be able to compete in the media (both digital and print)⁷.

The social analysis in this paper wants to map the potential and strength of online media in disseminating information at all levels of society today. Online media has a high level of accuracy and social penetration, so it must be a concern for ummah scholars to always apply the six principles of Islamic communication. Scholars must realize the extent of the social impact of this online media in

⁴ Dewi, M. S. R. (2019). Islam dan etika bermedia (kajian etika komunikasi netizen di media sosial instagram dalam perspektif islam). *Research Fair Unisri*, 3(1).

⁵ Shihab, M. Q. (2020). *al-Quran dan Maknanya*. Lentera Hati.

⁶ Afriani, F., & Azmi, A. (2020). Penerapan etika komunikasi di media sosial. *Journal of Civic Education*, 3(3), 331-338.

⁷ Kurniawati, E. (2020). Analisis Prinsip-Prinsip Komunikasi Dalam Persektif Al-Qur'an. *Al-Munzir*, 12(2), 225-248.

creating Muslim self-identity. Through this research, the authors hope that there will be an increase in the awareness of Muslims to echo Islamic information websites as the main media literacy wisely and supported by the application of aspects of the principles of communication so that the functions and objectives of Islamic communication are achieved.

Research Method

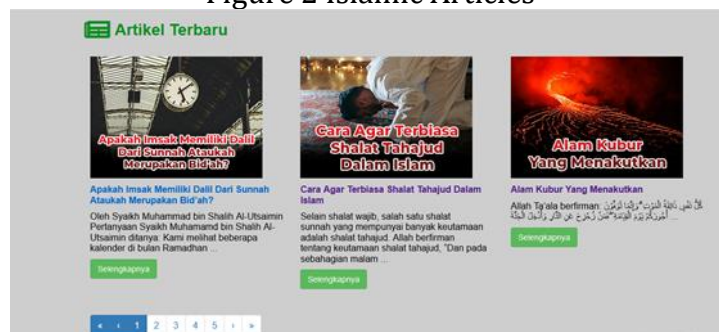
The method is used in research that focuses on the content of an Islamic media in producing information according to the needs and in accordance with the principles of Islamic communication. The nature of the research is empirical with the concept of exploring, describing, and explaining the state of the object of research in detail. The approach used is qualitative through descriptive methods and content analysis. Content analysis is an in-depth discussion of the contents of written or printed information in the mass media. In general, through this technique conclusions can be drawn by paying attention to the context. Data collection techniques were used, namely semi-structured interviews and the contents of the "Latest News" on the Salamtv.com website. Located in the Television Salam Office (Jl. Medan-Tg. Morawa, Deli Serdang Regency), the interview technique was conducted with key informants, Main Director Sknow Television, Andri Rivai, S.Kom.I. on Saturday, March 18, 2023.

Figure 1 Website Salamtv.com



Source: salamtelevi.com

Figure 2 Islamic Articles



To support the suitability and truth between research and science, this research is based on the science of communication. This study prioritizes the application of Islamic communication principles to media content (media content).

Examining media material allows us to determine the kind of reality that consumers actually consume, ie Qaulan Baligha, Qaulan Sadida, Qaulan Layyina, Qaulanmaysura, sayings damage, as well as qaulan karima.

Results and Discussion

Principles of Islamic Communication Website Salamtelevisi.com

The source of Islamic communication comes from its main discipline as the science of communication. The science of communication is referred to as knowledge of communication events that originate from a study of systems, processes and their effects that can be carried out rationally and systematically, and their truth can be tested and generalized⁸. So, through its characteristics it is very useful in building the science of Islamic communication. Moreover, in its empirical studies, many useful things have been contributed by the science of communication.

The application of the principles of Islamic communication in writing is one of the written da'wah methods that broadcast Islamic articles that are informative and reminiscent. In this case, Islamic communication is aimed at inviting people to the path of da'wah which places more emphasis on religious and socio-cultural values, namely by referring to the Al-Quran and Hadith⁹. Articles and news published on the Salamtv.com website are missionary writings. Da'wah writing does not have to contain the word "Da'wah". As long as it shows truth, justice, benefit, and is closely related to Islamic values.

A fundamental Islamic principle regarding the dissemination of information is hiding harmful information about other people, especially when it comes to sensitive personal matters. Research activities, content production plans, resource preparation, production execution, *output* in the form of information content products, control and evaluation activities, and outputs are the main elements of online media content¹⁰. The social media team manages the Salamtelevisi.com website as a forum for institutional and public information by leveraging Salamtelevisi.com's social media resources. In producing information on member resources and the Salamtelevisi.com website, an analysis of the application of Islamic communication principles was found. According to an Islamic perspective, knowledge is the first step in developing one's character, both good and bad.

Information website Salamtelevisi.com is one of the websites built with Islamic ideas by a television company. This website serves as the primary source of institutional information for media organizations that produce television and radio content and distribute representations of that content on social media. Because of this, planning management is very important to produce high-quality presentations for readers of this site.

⁸ Fitriyah, N., Winangsih, R., Kurniawati, R. N. K., Nathanael, G. K., Falimu, F., Daud, R. F., ... & Irwanto, I. (2023). Metode Penelitian Ilmu Komunikasi. *Metode Penelitian Ilmu Komunikasi*, 1-239.

⁹ Mokhtar, S., Hajimin, M. N. H. H., Muis, A. M. R. A., Othman, I. W., Esa, M. S., Ationg, R., & Lukin, S. A. (2021). Analisis Prinsip-Prinsip Komunikasi Islam dalam Kitab al-Quran. *International Journal of Law, Government and Communication (IJLGC)*, 6(23), 140-156.

¹⁰ Rustandi, R. (2019). Cyberdakwah: Internet sebagai media baru dalam sistem komunikasi dakwah islam. *NALAR: Jurnal Peradaban Dan Pemikiran Islam*, 3(2), 84-95.

Islamic articles are the dominant thing that is prioritized to be published on the Salamtelevisi.com website. As for some of the provisions in the selection of titles do not use journalistic language, but Indonesian so that they still prioritize the importance of the message and purpose of the information conveyed. Each writing medium has a set of dominant values and serves as a guideline.

The choice of title and idea is determined entirely by the author and may not violate syar'i law. The consideration must be according to the law. It is not allowed to discuss vulgar, SARA, and something that is forbidden. Cover selection is determined by the design section. The cover must be closely related to the title of the article. Specific criteria for designs that are made must not show genitalia, both men and women. For people's faces, it is only used for official reports and staffing activities, and does not place specific product promotions in the design¹¹.

Principle of Qaulan Sadida

Principle indicator *ssad sayings* marked by an honest statement of information in which every published article is submitted. The principle of Islamic communication is also mentioned in Q.S An-Nisa: 9 and Q.S. Al-Ahzab: 70¹². Each writer prioritizes the principles of Islamic communication so that the information conveyed is not in vain and is full of meaning in the right language. Islam strictly prohibits lying because it will damage one's impression of others and because knowledge is important in human life.

When writers are skilled at using precise language to steer readers away from lies, which in turn encourages them to engage in various astonishing and admirable acts. *"Health (Ministry of Health) has officially transformed the PeduliLindungi application into SATUSEHAT Mobile as of Wednesday (1/3/2023). This is according to the Circular Letter (SE) of the Ministry of Health (Kemenkes) Number HK. 02.02/A/10767/2023 Concerning the Transformation of the One Data Vaccination Information System for COVID-19 and the PeduliLindungi Application"*.

The quote above is in the first paragraph of the news with the title *Transform Caring Protect to SATUSEHAT Mobile*. In this sentence, the author also mentions a circular letter which strengthens the statement from the Ministry of Health which officially transformed the PeduliLindungi application into SATUSEHAT Mobile. At the end of the article, the author also lists the news sources used. This is very necessary in an information to determine the accuracy of the data owned.

"Whoever gives concessions to people who are having difficulty paying debts or whitewashing the debts of that person, Allah will surely shade him in the shade of His Throne (on the Day of Judgment)." (Shohih hadith. Narrated by Muslim, no. 3006)

The paragraph above is an excerpt from the article *in order to get the shade of the throne of God Almighty in the field of mahsyar*. Any information submitted is always supported by reliable sources, such as mentioning a complete hadith to strengthen the validity of the data. The information publication system is generally

¹¹ Saggaf, M. I., Arif, M. W., Habibie, M., & Atqiya, K. (2021). Prinsip Komunikasi Islam Sebagai Etika Bermedia Sosial. *Journal of Communication Studies*, 1(01), 15-29.

¹² Dzulhusna, N., Nurhasanah, N., & Suherman, Y. N. (2022). Qaulan Sadida, Qaulan Ma'rufa, Qaulan Baligha, Qaulan Maysura, Qaulan Layyina dan Qaulan Karima Itu Sebagai Landasan Etika Komunikasi Dalam Dakwah. *Journal Of Islamic Social Science And Communication (JISSC) DIKSI*, 1(02), 76-84.

adapted from other trusted sources, such as Muslim.or.id and Al-Hajj. There are only a few direct written contents, such as the minutes of television greeting programs and activities and some religious articles that can be mastered by the writer.

The communication principle indicators are also clearly stated in the mission maintained by salamtv.com, namely "*Clean (reliable), Islamic and Indonesian-language information services by presenting an interesting variety of products (events) in a global scope.*" From these data, it is clear that Salam Television's mission is to be a clean and reliable information service with trusted written reference sources using Indonesian.

Principle of Qaulan Baligha

Puberty proverb shown by the website writers by trying to bring out the reader's pathos. The principle of Islamic communication is also mentioned in Q.S An-Nisa: 63 and Q.S. Ibrahim:4¹³. In this context, the principle of communication must reach the goal and hit the target audience. With the use of proper diction and clear meaning for the title of each published Islamic information article, it is already known to the public, so that the reader can be sure of the truth through information. "*Sunnah And Bid'ah In The Month Of Rajab*" is one of the article titles with the use of language that is not long-winded, focusing on two things to be discussed, namely sunnah and bid'ah. "*In order to get the shade of 'Arsy Allah Ta'ala in Padang Mahsyar*" is the title of the article published on the website with a title that can attract the reader's pathos to be curious to read information that makes an impression on the mind, and is able to move their emotions.

The Scary Grave Realm, is one of the titles used by the Salamtv.com website. The title is the forefront of an article. The title applies the principles of precise, straightforward and clear communication, so that it can hit the target audience. "*He conveyed this at the National Coordination Meeting*", is a sentence fragment of the article *Halal certification must be a da'wah full of challenges*. The use of diction shows that the quote has been conveyed before and has been tested for truth. It may also make the reader want to read more journals or similar informational publications to learn the truth in greater detail.

Circulating the Issue of Closing the Pilgrimage to Medina and Mecca on Social Media: This is the Response of the Indonesian Ministry of Religion, is one of the headlines that can build reader confidence, namely by selecting a title by directly including the response of the source whose data will be included in the writing, namely the Indonesian Ministry of Religion someone has significant social influence, his comments will have a strong impact on the audience.

Principle of Qaulan Ma'rufa

Giving benefits is an indicator *Qaul Marufa*. The principle of Islamic communication is also mentioned in Q.S Al-Baqarah: 235 and Q.S. Al-Ahzab: 32¹⁴. Enlightening words that may allude to solutions or improvements. Humans use

¹³ Ainissyifa, H., Jamaluddin, D., Hikam, F. F., & Nindyah, I. K. (2022). Analysis of the Qaulan Concept in the Qur'an as a Communication Model for Educators and Learners. *International Journal of Islamic Khazanah*, 12(1), 72-85.

¹⁴ Widaningsih, R. S. (2019). Perspektif Komunikasi Dalam Islam. *Komversal: Jurnal Komunikasi Universal*, 1(2), 1-12.

speech to inspire and direct one another. Not everyone can interpret their own skills, and not everyone can figure out their own problems.

The lesson that we can learn from this nature of forgiveness is to carry out the orders of Allah azza wa jalla, to eliminate malice and hatred towards others, etc... is a statement from the title of the article *Be Forgiving*. Any information provided by the Salamtelevisi.com website is informative in nature. *"The information provided is inviting readers. It is editorially not written down, but there is always a good message implied."* (Andri Rivai, Main Director of Salam Televisi, Deli Serdang, 18 March 2023)

Shaykh Muhammad bin Sholeh al-Munajjid rahimahullah in his book *"33 Tips for Reaching Khusyu' in Prayer"* is an example of a useful sentence in accordance with the indicator of the principle of communication with words that bring good benefits to the communicator. In this article, the author provides several tips to achieve solemnity with the support of trusted sources to give confidence to readers.

Principle of Qaulan Layyina

The Salamtelevisi.com information website strictly avoids words that are dirty, rude, demeaning, and things that are said to be impolite, of course this must be avoided. The principle of Islamic communication is also mentioned in Q.S Taha: 44. Articles and news are presented using polite and gentle language. *"Pros and Cons of Hajj Fee"* The politeness aspect in language is characterized by the use of short sentences and clarity of sentences. Readers don't have to work too hard to understand what they read or hear, and they don't have to spend time using complicated terms when simpler expressions suffice.

There is a sentence *The history mentioned by Shaykh Hafizhahullahu ta'ala above, there is a difference of opinion in evaluating his history. But the content of the meaning is true. As the Prophet said,* on the article *who-is-my-best-friend*, is an example of choosing the right style of language done by the author to keep speaking politely and being clearly accepted by the public. The diction "Servant" in the title of the article also feels more respectable and noble than terms with the same meaning, namely understanding.

Principle of Qaulan Karima

Indicator *qaulan karima* found when the command stage is carried out by superiors to subordinates in a one-way manner. This type of qaulan is verbal communication which is emphasized to say good words with noble, honorable words, not patronizing with fiery rhetoric. The principle of Islamic communication is also mentioned in Q.S Al-Isra: 23¹⁵. When the director gives assignments and deadlines to writers, the director still uses polite and pleasant language. *"Please try to bring up the article about the month of Shaban, please convey the actions that invite people."* The word "Please" is a respectful manners. As a result, communication gets positive feedback from the other person. The author responds with pleasure and immediately understands the intent of the orders conveyed.

Word selection *Therefore, it is appropriate for every Muslim to pray in order to be given ease in beristiqomah* is an indicator of words that are useful, have a

¹⁵ Mustofa, M. B., & Wuryan, S. (2020). Urgensi Komunikasi Interpersonal Dalam Al-Qur'an Sebagai Pustakawan. *Al-Hikmah Media Dakwah, Komunikasi, Sosial dan Kebudayaan*, 11(2), 85-94.

positive effect on changing the attitude and behavior of the communicant. The approach of this sentence prioritizes polite sentences.

Principle of Qaulan Maysura

The characteristics of qaulan maysura are language that is light, simple, acceptable, or easily accepted by mad'u without the need for careful consideration. The headlines of article titles published on the salamtv.com website are short, concise, and easy to understand. The principle of Islamic communication is also mentioned in Q.S. Al-Isra: 28¹⁶. Some examples of headlines, viz *Doing Charity Immediately, Before Death Comes, The Virtue of Shyness, Law of Treatment to a Shaman, Polemic of the Indonesian Criminal Code, Transformation of Care for Protect to SATUSEHAT Mobile, Halal Certification Must Be a Da'wah Full of Challenges*, and others. Approach *I can't believe it* in this context it provides knowledge that is easy to understand and demonstrates solving difficulties. Good talk is talk with frank words. Effective communication greatly determines the achievement of messages received by readers and practiced for the next.

Based on the type of information needs according to Guha, the Salamtv.com website only serves three of the four categories, namely *Current need approach* request for information in the form of a current needs strategy, namely a method of using information that requires the involvement of information system users on an ongoing basis. In this case, Salam Television uses the website as an information distributor. *Everyday need approach* which indicates a specific need for Islamic articles and news, as well as *Catching up need approach*, namely the need for something concise and complete. which refers to the need for something concise and comprehensive. While the type of need is in the form of an exhaustive need approach, the Salamtelevisi.com website has not fulfilled this type of need because the content communicated is not in-depth, only short news on institutional activities and Islamic articles adapted from other sources.

Conclusion

On a large scale, the writers and the production system on the salamtv.com website have implemented the principles of Islamic communication which are fulfilled. In each of his articles, the main focus applied to the principles of communication is good and true words and far from lies. This is to avoid hoax articles. The idea conveyed by the author is also in accordance with the truth of Muslims. Every website article published by the Salamtv.com website can be found applying the principles of Islamic communication. Islamic communication indicators in this case fulfill the functions of motivation, convincing and guidance. This function is easy to do in the digital era because it adheres to the convenience offered to communicators and communicants. The application of the principles of Islamic communication is a characteristic of the salamtv.com website to continue to maintain its existence as an Islamic information medium that continues to publish writings for the people of North Sumatra to read. Even though the

¹⁶ Mahfud, M. (2022, September). Komunikasi Islam Pencegahan Ekstrimisme Melalui Penerapan Komunikasi Islam Dalam Moderasi Beragama. In *Proceeding of Conference on Strengthening Islamic Studies in The Digital Era* (Vol. 2, No. 1, pp. 475-493).

implementation is structured, it is necessary to increase the media content which must be the focus of improvement so that readers get interesting information.

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