

THE ROLE OF SUARA MUSLIM SURABAYA RADIO IN THE DEVELOPING DA'WAH THROUGH THE MILLENNIAL YOUNG MUSLIM PROGRAM

Tias Satria Adhitama¹, Adinda Syani Pratiwi², Imas Maesaroh³

¹²³Da'wa and Communication Faculty, UIN Sunan Ampel Surabaya, Indonesia

Email: ¹tiasadhitama78@gmail.com, ,

Abstract: Adinda Syani Pratiwi, 2019. The Role of Surabaya Muslim Voice Radio in the Development of Da'wah through the Millennial Young Muslim Program (3M). This study examines the role and journey of Suara Muslim Surabaya radio in the development of da'wah through the Millennial Young Muslim program using descriptive qualitative research. The purpose of this research is to explore the role and journey of Suara Muslim Surabaya Radio in the development of da'wah, especially through its program of Millennial Young Muslims (3M). With program concepts and themes tailored to the wants and needs of millennials, 3M is here as a place for discussion and digging for information, especially for various issues relevant to millennials. This study uses observation, documentation and interviews with 3 informants, namely the program director of Suara Muslim Surabaya, 3M Program Producer and 3M broadcaster. The results showed that the role of the Surabaya Muslim voice radio in the development of da'wah through the millennial young Muslim program by providing insight into life style, tips, motivation, inspiration, human interest, and success stories. Discussed in a fun, relaxed, and intimate way, but still with Islamic values with the aim of motivating young listeners to have a more worldly and ukhrowi spirit of success. Further research is expected to be able to dig deeper into the role of radio in the development of da'wah and the strategies used to attract listeners.

Keywords: The Role of Radio, Development of Da'wah, Millennials

Abstrak: Adinda Syani Pratiwi, 2019. Peran Radio Suara Muslim Surabaya dalam Pengembangan Dakwah melalui Program Muslim Muda Milenial (3M). Penelitian ini mengkaji tentang peran dan perjalanan radio Suara Muslim Surabaya dalam pengembangan dakwah melalui program Muslim Muda Milenial dengan menggunakan jenis penelitian kualitatif deskriptif. Tujuan penelitian ini untuk menggali tentang peran dan perjalanan Radio Suara Muslim Surabaya dalam pengembangan dakwah khususnya melalui programnya Muslim Muda Milenial (3M). Dengan konsep dan tema program yang disesuaikan dengan keinginan dan kebutuhan milenial 3M hadir sebagai tempat diskusi dan menggali informasi khususnya untuk berbagai masalah yang relevan dengan milenial. Penelitian ini menggunakan teknik observasi, dokumentasi dan wawancara dengan 3 informan yaitu program director Suara Muslim Surabaya, Produser Program 3M dan penyiar 3M. Hasil penelitian menunjukkan bahwa peran radio suara muslim surabaya dalam pengembangan dakwah melalui program muslim muda milenial dengan memberikan wawasan seputar lifestyle, tips, motivasi, inspirasi, human interest, dan success story. Dibahas secara fun, relax, dan akrab, namun tetap dengan nilai-nilai keislaman dengan tujuan memotivasi pendengar muda agar lebih memiliki spirit sukses duniawi dan ukhrowi. Pada penelitian selanjutnya diharapkan mampu menggali lebih dalam mengenai peran radio dalam pengembangan dakwah dan strategi yang digunakan untuk bisa menarik pendengar.

Kata kunci: Peran Radio, Pengembangan Dakwah, Milenial

A. Pendahuluan

The emergence and rapid development of mass media in Indonesia including electronic mass media in the form of radio stations is the impact of the era of globalization, reform and freedom of the press. Radio is growing rapidly and spreading from big cities to all over the country.

Globalization and the speed at which accessing information has a positive and negative impact can be a challenge for Muslims. Therefore, Muslims must take the right steps in dealing with it because the era of globalization makes the world without borders, cultures are now replaced by global culture, isolated areas are now open by the door of globalization. Millennials are faced with a variety of positive and negative influences from free access to information.

Teenagers living in this day and age should have a filter tool to filter out the negative influences that come from good religious teaching and information through the path of da'wah. Islamic da'wah can be done by utilizing technological and information advances by developing da'wah to take a large portion of positive influence for information seekers through the development of da'wah by using information technology in this research using radio.

In carrying out da'i da'i can use various media as a tool to communicate with mad'u. Technological advances in the digital age are making major changes to human life. Ease in accessing information provides various positive impacts including for the development of Islamic da'wah realizing amar ma'ruf nahi munkar. Various content presented in various media should be a motivation for Muslims to take part in presenting positive content, especially regarding knowledge of religion in an interesting way that suits the interests of the community.

In doing da'wah should use a good way as the word of Allah swt in QS. An-Nahl/15:125:

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۗ وَجَادِلْهُمْ بَالَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ
بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۗ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

"Call on the way of your Lord with good wisdom and lessons and refute them in a good way. Surely your Lord knows better who strays from His way, and He knows better those who are guided. (Q.S 16: 125)¹

Sunarto in his book Ethics of da'wah explained that two things that cannot be separated are Islam and da'wah. According to him, Islam will not advance and develop shi'ar and shine without the da'wah done by Muslims. The progress of Islam will only occur if the shi'ar religion is done well and will suffer a setback if the shi'ar religion weakens laisaal Islam illa bil al-da'wah.²

The phenomenon that makes radio as a medium of da'wah is increasingly popping up, the presence of dawah radio becomes very popular. In Surabaya there are dawah radios such as Radio Suara Akbar Surabaya, El victor and Suara Muslim Surabaya. The popularity of da'wah radio is not solely because of trends alone but because the da'wah carried out is packed with interest so that it can be accepted by the community. The concept of simple da'wah and adjusting the truth makes da'wah radio can be present and compete with other media in today's digital era. The phenomenon of da'wah radio has a positive impact on people who want to get religious studies in accordance with the Qur'an and sunnah of the Prophet Muhammad (PBUH).

The increasing trend of hijrah among millennials shows great potential in the rise of Islam in Indonesia. This phenomenon is expected not only to be a trend that will change over time. In the process, all components of society contributed to maintaining this positive trend. Radio as one of the mass media can be a means to support shi'ar religion as a source of religious knowledge relevant to society. Because, in the digital era as it is today, da'wah through mass media is a way that is considered quite effective.

In the era of access to all-digital information as it is today radio also improved itself by converging in digital form. Now radio lovers no longer just enjoy it in the conventional way but can

¹ Al-Qur'an Surat An-Nahl ayat 125

² Sunarto, *Etika dakwah* (Surabaya: Jaudar Press, 2014), 77.

also enjoy it through social media or streaming. According to the chairman of the Indonesian broadcasting commission (KPID) of West Java, Dedeh Fardiah said that radio media will never die, this is in accordance with a Nielsen survey that stated about 30-37 percent of radio is still in demand and shows the tendency of radio lovers to rise.³

The upward trend of radio connoisseurs shows that radio is still the medium of choice among online media that are increasingly mushrooming. Proselytizing media can be used as a channeling tool that connects ideas and ideas to the people.

In this study, the author chose the object of dawah media research on this thesis is The Voice of Muslim Surabaya which belongs to the category of religious radio that has various religious programs tailored to the needs of listeners, one of which is millennials. Through the Millennial Young Muslim Program Radio Suara Muslim Surabaya wants to provide education to young listeners. Radio Suara Muslim Surabaya has a big role in the development of da'wah among millennials. With interesting content and speakers, Radio Suara Muslim Surabaya plays an active role to educate the younger generation in the process of realizing amar ma'ruf nahi munkar.

Based on the background above, the author formulates the following problem formulation: What is the role of Suara Muslim Surabaya radio in the development of da'wah through the Millennial Young Muslim program (3M).

How does the Millennial Young Muslim program travel (3M) on Surabaya Muslim Voice Radio?

The purpose of this study is to find out:

1. To find out the role of Suara Muslim Surabaya radio in the development of da'wah through the Millennial Young Muslim program (3M).
2. To find out the journey of the Millennial Young Muslim program (3M) on Radio Suara Muslim Surabaya.

B. Kerangka Teoretik

1. Pengertian Peran

There are several meanings that are born from the word role and can be explained in several ways, the first is a historical explanation that mentions that the concept of role comes from the circles of drama or theater that lived fertile in ancient Greece. This explains the meaning of the role which refers to the characterization obtained to be performed by an actor in a drama stage.

Second, it contains an explanation that leads to the connotation of social science which means the role as a function that a person performs when occupying a characterization or position in social constructs in society.

Third, in the form of a more operational explanation by mentioning the role of another actor, who happens to be both in one "role performance". The relationship between the actor and his role partners has traits that are related to each other and fill each other; Because in a social context, no role can stand alone without another. In other words, a role will fulfill its existence, if it is in a positional kaita that includes two complementary role actors. For example, the lecturer is "in-lecturer-kan" by students, the da'i "da'i-kan" by mad'you and so on."⁴

2. Teori Peran

Role theory is one of the theories used in various disciplines such as anthropology, psychology and sociology derived from various theories, orientations and disciplines. This theory discusses the term "role" which in the world of theater is interpreted as a situation in which an actor who must play a certain character and in that position must behave certainly. The

³ Komisi Penyiaran Indonesia, *Era Digital Tidak Mampu Matikan Industri Radio*, dalam <http://www.kpi.go.id/index.php/id/umum/38-dalam-negeri/34982-era-digital-tidak-mampu-matikan-industri-radio> diakses pada 18/9/2019 pukul 18:48

⁴ Edy Suhardono *Teori Peran: Konsep, Derivasi dan Implikasinya* (Jakarta: Gramedia, 2016), 3.

circumstances and positions of actors in a theater are portrayed as equal to a person's position in society."⁵

So, role theory provides an overview of the interactions that occur in social communities in which there are actors or role players who perform their roles in accordance with their abilities and position in society."

"In this study using role theory put forward by Sarlito Wirawan which explains that a role is a state in which a person behaves in accordance with position.

3. Pengertian Radio

Conceptually radio is a means of broadcasting sound or sound over the air." Radio by language is the broadcast (delivery) of sound or sound over the air.⁶ Radio is a medium of communication through the airwaves without wires and broadcasts of the delivery of sound or sound through the air.⁷

Radio is one of the communication tools of the electronic media that can generally be interpreted as a connecting tool to spread, broadcast and channel the fruits of one's thoughts and opinions to the public to be known as a consideration to be followed or not followed.⁸

4. Peran Radio

Radio as one of the mass media radio has a fairly important role in the distribution of information to the audience. Broadcast radio in the process of social communication has an ideal role as a public media by accommodating as many needs and interests as possible. There are three forms of listener needs, namely information, education and entertainment.⁹

As a public media radio has a role to meet the needs of listeners, including the following:

a. Field of information

Radio has its main function as a source of information and a means of communication that aims to observe changes in the audience environment of listeners. Radio can be listened to anywhere and anytime, so it can advance information and changes in the current situation quickly. In Indonesia Radio has been used as a means of information from the colonial era to convey information including when announcing Indonesia's independence in 1945.

b. The field of education

In the field of radio education has a very good role. By describing an event dramatically, radio is able to provide a variety of talking points that can be discussed by bringing people to learn. Talk about the ideas they dream of. Broadcast radio can also present useful news and lectures.

c. Entertainment

Radio has a very special ability, in addition to being a source of information and radio education can be used as a medium of entertainment. Radio is easy to carry everywhere, and as you like, can be in a room, in the office, in a public place, or on the way to a place

⁵ Sarlito Wirawan Sarwono, *Teori- Teori Psikologi Sosial*, (Jakarta: Rajawali Pers, 2013), 215.

⁶ Masduki, *Jurnalistik Radio* (Yogyakarta 2001), 12

⁷ Hasan Asy'ari, *Jurnalistik Radio* (Jakarta: Erlangga, 2012), 36.

⁸ Rusdi Sufi, *Perkembangan Media Komunikasi Di Daerah: Radio Rimba Jaya Aceh* (Jakarta: Departemen Pendidikan dan Kebudayaan RI), 17.

⁹ Mohammad Shoelhi. *Propaganda Dalam Komunikasi Internasional*. (Bandung: Simbiosis Rekatama Media , 2012), 176-177.

of activity. Radio is much in demand by someone to take advantage of free time or as an entertainer friend when on a driving trip. It cannot be denied that the role of radio broadcasting media is still important so that it remains in the minds and ears of the public.¹⁰

"Radio in addition to playing a role in the field of education, intelligence and information, radio also plays a role in the field of propaganda. Mass media organizations or lighting institutions such as television stations, radio and production houses are often used as a vehicle to carry out propaganda activities, because they have the ability to influence society. Through the news broadcast, the media has indirectly provided references to the public to influence political decisions. The more often the news is reported, the greater the influence that will hit the community.¹¹

5. Pengembangan Dakwah

Development or in English terms developing is one of the managerial behaviors that includes training or coaching that is used as a tool to add skills and facilitate a person's adjustment to his work and career success. The process of proselytizing development is based on efforts to develop an awareness, will, expertise and skills of the da'wah elements so that the da'wah process runs effectively and efficiently.¹²

a long-term effort supported by top management to improve problem-solving processes and organizational renewal, especially through more effective analysis and the results of cooperation and management of organizational culture by emphasizing specific to formal work teams, temporary team, and intergroup culture with the help of a consultant facilitator who uses theory and technology regarding the anointing of behavioral science including research and application. Individually, the behavior-oriented development process has a number of potential advantages in the process of proselytizing movement, especially for da'wah leaders. Among these potential advantages are.

- a. There is a mutualism cooperation relationship between a manager or da'wah leader and other members.
- b. It can identify and prepare people to fill certain positions with a greater sense of responsibility within the organization.
- c. Can provide a sense of satisfaction because it helps its members to grow and develop.¹³

The development of da'wah is an effort made by all elements of da'wah that aims to increase the ability both in terms of da'i, media, and methods to increase the reach of da'wah in order to be accepted by all humans.

6. Radio Da'wa Program

Radio da'wah is a da'wah that utilizes radio media as a medium of channeling religious material from da'i to mad'u which aims to achieve the goal of da'wah, namely the creation of amar ma'ruf nahi munkar."

¹⁰ Prayuda, Harlay. *Radio Suatu Pengantar Untuk Wacana dan Praktik Penyiaran*. (Malang: Banyumedia, 2005), 7-8.

¹¹ Mohammad Shoelhi, *Op.cit*, 28.

¹² Muhammad Munir dan Wahyu Ilaihi, *Manajemen Dakwah*, (Jakarta: Kencana, 2006), 243.

¹³ *Ibid*, 244.

From the English programme the word program is absorbed and interpreted as an event or plan. Indonesian broadcasting law No. 32/2002 does not use the term program to describe an event but instead uses the term "broadcast" which is defined as a message or series of messages presented in a form sharing. In the world of Indonesian broadcasting the word program is more widely used than the word broadcast which refers to the meaning of the event. Everything that appears on a broadcasting station to meet its audience is called a program.¹⁴

Radio da'wah program is a program that makes the study of Islam as the main theme sourced from the Qur'an and Hadith. With the interesting times the radio da'wah program comes as an option for Muslims to get religious material more efficiently and interestingly because it does not have to be present in a taklim assembly to be able to obtain religious knowledge."

As a radio dawah Suara Muslim Surabaya displays programs with religious themes with various formats and displays balanced information so that it is easily understood by listeners.

7. Da'wah By Radio

In the midst of the rapid ability to access information as it is today humans are faced with many pilhan. On the other hand, this choice has many positive effects on life. So far, da'wah is widely done in conventional ways such as lectures in mosques or tabligh akbar, without ignoring the role of this approach in the spread of da'wah, it should be done with an approach that is increasingly substantive or direct to the core of the problem, Objective or in accordance with the problem of objects, both in terms of material and mad'u faced, effectively that is to take space and time as consideration, actual that is to follow the development of the direction and orientation of the culture of society and the last factual is based on empirical facts.¹⁵

"Radio that hosts broadcasts in Indonesia almost entirely presents information, education, and entertainment. Religious broadcasts on the radio are included in the educational function. Da'wah through this radio is considered quite effective because of the large number of listeners and viewers who follow the dawn lecture show. In this case dai as a communicator in carrying out his da'wah activities convey the messages of his religious teachings.¹⁶

Radio was considered as a medium strong enough to get the nickname as the fifth estate after newspapers as the number four power in a nation. That is the reason why every coup that occurs in a country, radio is always authorized first to give an announcement to the people. Radio as a mass media can be used as a medium of da'wah because it has several advantages, namely:

- a. It is direct," meaning that da'wah through the radio does not have to go through a process that is so complicated as preaching through other media such as the press, magazines and others. Only by preparing a piece of paper a da'i can already convey the message of da'wah through air broadcasts.
- b. Radio "is not hindered by distance and obstacles, other than time, space is not a problem for broadcast radio as far as the intended target of da'wah. Radio can reach

¹⁴ Morissan *Manajemen Media Penyiaran: Strategi Mengelola Radio & Televisi* (Jakarta: Kencana, 2008), 199-200.

¹⁵ Acep Aripudin, *Pengembangan Metode Dakwah* (Jakarta: Raja Grafindo Persada, 2011), 3.

¹⁶ Amrozi, *Dakwah Media Dan Teknologi* (Surabaya: UIN Sunan Ampel Pres, 2014), 59.

to remote areas that are difficult to reach by da'wah using other media. Dengan 3 unsur penting yaitu: Kata-kata, musik dan efek suara hal ini membuat radio semakin hidup sehingga, media ini memiliki daya tarik yang kuat.

- c. In some third countries such as countries in Asia, Africa and Latin America radio is in demand because of its affordable cost.
- d. Radio can be enjoyed without having to be hindered by reading-writing skills.¹⁷

In today's digital era, radio is no longer only enjoyed conventionally but has been transformed following the development of digital by being enjoyed online. This change in radio shows that radio is improving in order to compete with online media today."

8. Millennial Generation

According to Mannheim generation is a social construct in which there is a group of people who share the same age and historical experience. Individuals who are part of a generation are those who have the same year of birth in the span of 20 years and are in the same social and historical dimensions. The specific definition was also developed by Ryder who said that generation is the aggregate of a group of individuals who experienced the same events over the same period of time.

According to Kopperschmidt researchers, a generation is a group of individuals who identify their group based on the similarity of birth years, ages, locations, and events in the lives of that group of individuals that have a significant influence in their growth phase.

The term millennial is indeed being discussed a lot lately, the term millennial is actually first coined by William Strauss and Neil in his book entitled *Millennials Rising: The Next Great Generation* (2000). The term was first coined in 1987, when children born in 1982 began pre-school. At that time the media began to refer to as a group connected to the new millennium when they graduated high school in 2000.

Elwood Carlson gave another opinion in his book entitled *The Lucky Few: Between the Greatest Generation and the Baby Boom* (2008), according to him millennials are those born in the range of 1983 to 2001. If based on the Generation Theory initiated by Karl Mannheim in 1923, millennials are the generation born in the ratio of 1980 to 2000. Millennials are also referred to as generation Y. The term began to be known and used in the major newspapers of the United States in August 1993.¹⁸

C. Research Methods

This research uses descriptive qualitative research. In this study used is a qualitative method that is as a research procedure that produces descriptive data in the form of written or oral words from people and observed behaviors. With this method the role of Surabaya Muslim sound radio in the development of da'wah among millennials will be presented analytically.

In accordance with the title "The Role of Surabaya Muslim Voice Radio in the Development of Da'wah Among Millennials Through The Millennial Young Muslim Program". So the subject in this study is the role of Suara Muslim Surabaya radio as da'wah radio in the development of Islamic da'wah, especially among millennials in its program Young Millennial Muslims.

D. Findings

1. Description of Young Millennial Muslim Program

The Young Muslim Millennial Program (3M) is a radio program with a talkshow format that makes themes around young people as the main topic. 3M program has a different concept with talkshows on radio programs usually, this program is broadcast by carrying the concept of

¹⁷ Moh Ali Aziz. Op. Cit, 411-412

¹⁸ Indah Budiati dkk, *Statistik Gender Tematik: Profil Generasi Milenial Indonesia*, dalam <https://www.kemenpppa.go.id/lib/uploads/list/9acde-buku-profil-generasi-milenia.pdf>.

outside broadcast, which is live broadcasts conducted from outside the studio, such as in cafés, restaurants or places that are usually used as hangouts for other young people.

The concept of 3M is indeed initially talking a lot about business about psychology basically about young people, we always direct the vision that Islam means having the spirit of da'wah have spirti hijrah has a spirit ukhrowi these kinds become a differentiator from the study of young people in 3M with other studies.¹⁹ The 3M program provides many views from different angles to millennials, not only from the religious side but also other scientific fields. According to Prasetya presented a psychologist to see his views about young people who are again viral getting sexual abuse for example or why young people demand a high salary while they are "graduates of S1 but want a high salary well it is also interesting to discuss."²⁰

The Young Millennial Muslim program is presented lightly, fun, and discusses the current issues that are typical of millennials and are associated with Islamic values. In each episode this program collaborates with a number of youth communities in Surabaya with the aim to enliven the event and attract more masses. This program aims to form a millennial generation that is qualified and intelligent in accepting and facing the challenges of the times with a religious foundation."

"The selection of sources is one of the important points in attracting the interest of listeners, usually 3M will choose young ustadz in order to be closer and understand the needs of listeners. In choosing a source one of the criteria is also ustadz who has a fairly large congregation or known by the audience and certainly has good religious abilities and is more open to contemporary issues."²¹

After determining the theme of the challenge obtained by the team is to find a suitable source to explain the material, the thing done by 3M is to conduct research through studies in Surabaya as a reference about the source, or through his social media accounts to find out about his thoughts and views."²²

"The Millennial Young Muslim program is broadcast every Saturday night at 19.00-21.00 WIB or weekly broadcast with the selection of broadcast locations tailored to the interests of the millennial generation. Some locations that are often used for this program are held, namely: Teras Digital Café which is located jln. Citarum 19 Surabaya and is one of the businesses owned by Suara Muslim Surabaya, Resto DK 26 cafes, Hotels, Exhibition, Bazar, Etc. In early November 2019 the Millennial Young Muslim Program held a broadcast with a large enough mass with the theme 3M Goes to DBL Arena which was attended by 600 spectators. According to Septyan, the way to bring in a large audience is to send a broadcast message to an audience that has appeared on 3M programs in previous episodes, which is why each show is provided with a self-identity sheet and phone number to facilitate promotion."²³

The following are some of the themes that have been raised by the Millennial Young Muslim Program including :

a) In the name of love

The theme chosen to attract young people on the topic of love where in this episode Narasumber invites millennials to look back at the true definition of love. The theme around love has always attracted the attention of millennials, with this theme expected to be a reminder to master feelings that are still in the search for meaning.

b) Youngpreneur

¹⁹ Wawancara dengan Abdul Kohar, Program Director Suara Muslim Surabaya.

²⁰ Wawancara dengan Pandu Prasetya, Produser 3M.

²¹ Wawancara dengan Moh. Septyan, penyiar 3M.

²² Wawancara dengan Pandu Prasetya, Produser 3M

²³ Wawancara dengan Moh. Septyan, penyiar 3M.

This theme was chosen to attract young people on the topics of interpreneurship that are being discussed. Presenting young business people as well as the founders of the Islamic youth community. Themes around young people's businesses have also recently become a trend, so the selection of contemporary themes like this is expected to be an attraction for millennials to attend or listen.

c) Hijrah Friendly

The theme of hijrah friendly was chosen because of the rampant trend of hijrah among millennials, including among a number of celebrities who are being discussed. This theme is considered to be an attraction for those who are attracted to migrate or just want to know the dynamics of the current hijrah.

d) Student Version Of Hijrah Trend

This theme was chosen to photograph and discuss the phenomenon of hijrah children campus with various dynamics. The purpose of this topic selection is to inspire campus children who have not migrated, and provide reinforcement to those who have taken the path of hijrah.

e) MIB (Man In Black)

This theme actually duplicates and implements the trend of MIB (Man In Black) films that are in theaters. The design of a play-on theme like this is expected to be an attraction for millennials to attend or attend 3M events.

2. Millennial Young Muslim Program Journey (3M)

The 3M program was born from the desire of The Muslim Voice of Surabaya to attract millennial listeners because the segmentation of the Listener Of Muslim Voice Surabaya is an adult aged about 35-55 years. With this program, Suara Muslim hopes to accommodate and facilitate millennials who want to get religious studies that are relevant to the problems faced today.

To further attract young people, the Millennial Young Muslim Program collaborates with a community of young people who focus on Islamic values, namely Play To Mosque (MKM). In addition to working with the MKM 3M community, it also cooperates with various other communities to be a promotional event. According to Abdul Kohar, one of these strategies is considered quite effective because the Community has its own social media accounts, has members so that this cooperation can also provide program promotion to a wider audience.

This 3M program is actually not the first program of Suara Muslim Surabaya which targets young people as listeners, previously there were pre-nuptial dialogue programs whose target audience was young people who were preparing to get married or were interested in issues about marriage. However, the listener's reception was felt less enthusiastic judging by the lack of responses while on air. With more attractive packaging and a new concept of Young Millennial Muslims attract the interest of millennials who want to deepen religious knowledge. With the new concept pre-marital dialogue merges with Young Millennial Muslims presents pre-marital themes that are packaged more attractively so that they can be accepted by millennials.²⁴

3. The Role of Surabaya Muslim Voice Radio in Da'wah Development through Millennial Young Muslim Program

Surabaya Muslim Voice Radio is one of the radios that focuses on da'wah broadcasts. With the appearance of various programs with a variety of different listeners Muslim Voice presents Radio da'wah which is not only monotonous with a study format but also presents varied

²⁴ Wawancara dengan Abdul Kohar, Program Director Suara Muslim Surabaya.

programs, one of which is Young Millennial Muslims who are present specifically young people by displaying problems and solutions.

In the Millennial Young Muslim Program, Suara Muslim Surabaya shows its role in the development of da'wah among millennials with interesting content and a different way of presentation from da'wah radio programs in general. The theme raised by 3M is tailored to the needs of listeners by analyzing current phenomena and problems relevant to the millennial generation and providing solutions to these problems. The selection of the right theme and the way of presentation is packed fun because it is adapted to the excitement of millennials, namely gathering in cafes or other hangouts. The selection of sources who have an affinity for millennials is also one of the factors in attracting millennials to join this program.

For millennial listeners, an engaging messaging style should represent their dynamic, creative and less formal characters, even expected to be interspersed with jokes, so as not to be boring. The combination of the right theme selection and a fun way of presentation, that is the content that is the main attraction of the Millennial Young Muslim program offered to Millennials.

E. Discussion

1. Theoretical perspective

Role theory describes the position of a person, individual or institution in society and carrying out its duties in accordance with the position it has means that someone has performed the role.

According to Biddle and Thomas in Sarwono (2013: 215), dividing the term role theory in four groups is concerning :

- a) people who take part in social interactions;
- b) behaviors that appear in such interactions;
- c) the position of the people in behaving;
- d) relationships between people and behavior.²⁵

Suhardono (1994: 15), defines that roles are a set of benchmarks, which limit what behavior must be done by a person, who occupies a position. ²⁶

As a radio, the voice of Muslim Surabaya has a role as a media that conveys information and as a radio dawah content presented by The Muslim Voice of Surabaya contains information about religious studies. This means that the development of the era with the speed and ease of access to information makes radio must go the extra mile to continue to exist in the community, especially radio with special segmentation such as da'wah radio.

"The voice of Muslim Surabaya through the Young Millennial program shows its role in the development of da'wah among millennials with interesting content and a different way of presentation from radio programs in general. The theme raised by 3M is tailored to the needs of listeners by analyzing current phenomena and problems relevant to the millennial generation and providing solutions to these problems.

The selection of the right theme and the way of presentation is packaged is fun because it is adapted to the excitement of millennials, for example, gathering in cafes or other hangouts makes this program more attractive and desirable to millennials. The selection of sources who have an affinity for millennials is also one of the factors in attracting millennials to join this program. This event is designed to provide insights around life style, tips, motivation, inspiration, human interest, success story, etc. Discussed funly, relaxed, and familiar, but still with Islamic values with the aim of motivating young listeners to have more worldly and ukhrowi success spirit. Guided by a co-host of competent sources, and involves the interaction of participants at the event location, as well as listeners at home via phone, SMS and Whatsapp.

This program aims to be a reference to science or insight, a means of face-to-face discussion, self-actualization and for young people to become a muslim generation who respond

²⁵ Sarwono, Op.Cit. 215

²⁶ Edy Suhardono, Op.Cit. 15

to the times. In addition to airing via radio and 3M langsung study also conducted live broadcasts through instagram @suaramuslim and Main To Mosque, this was done to further expand the listener and reach of da'wah.

The development of da'wah emphasizes on various aspects of da'i consisting of da'i, material and media. As a proselytizing media, Suara Muslim Surabaya carries out its role as a proselytizing media by increasing the quality of material and also media from conventional ones that in this case through the 3M program and focus more on millennials so that the message conveyed can be on target. The presence of this program is expected to be a source of knowledge for millennials who want to deepen religious knowledge and also learn new things by meeting new people. With the presence of this program is also expected to be an inspiration for millennials to continue to hone themselves and stick to the religion derived from the Qur'an and Hadith.

As a proselytizing media, Suara Muslim Surabaya offers da'wah studies on radio with different packaging, packing studies on business, lifestyles that remain associated with Islamic views. Through this program it is expected that da'wah is not only limited to providing views but can also be applied in religious or community life.

2. Islamic perspective

In the modern era da'wah is facilitated by the speed of access to information that is not limited by space and time. Da'wah on the radio is considered to have a high efficiency value because da'i can convey da'wah material to mad'u with a large amount at once. In today's digital era radio can be enjoyed online not glued to radio devices such as conventional radio in ancient times.

Radio Suara Muslim Surabaya as a proselytizing media carries out its role as the delivery of da'wah messages through the media through its programs that contain religious studies with various segmentation of listeners. Young Millennial Muslims is a da'wah program that is devoted to millennial listeners by discussing existing problems and related to millennials and finding solutions to those problems.

"Regarding the proselytizing media Allah SWT explained about the senses to capture information that is contained in the Qur'an Surah An-Nahl verse 78":

وَاللَّهُ أَخْرَجَكُمْ مِنْ بُطُونِ أُمَّهَاتِكُمْ لَا تَعْلَمُونَ شَيْئًا وَجَعَلَ لَكُمُ السَّمْعَ وَالْأَبْصَارَ
وَالْأَفْئِدَةَ ۗ لَعَلَّكُمْ تَشْكُرُونَ

"And God took you out of your mother's belly knowing nothing, and He gave you hearing, sight and heart, that you may be grateful". (QS. An-Nahl: 78)²⁷

This verse describes the senses or means of receiving information that humans have in the form of sense of hearing, vision, and heart. From this verse can be used as material to group proselytizing media in the form of visual, audio, or audio visual.

Radio as an audio media is used to be one of the proselytizing media in the form of sound and can reach mad'u from various directions. With this wide reach, radio is considered able to be a proselytizing media that can convey the message of da'wah effectively. Dawah radio must display various da'wah programs more attractively in order to be accepted by a wider audience. Through various programs that attract radio can include Islamic values in every broadcast.

²⁷ Kementerian Agama Republik Indonesia, *Al-Qur'an Al-Karim dan Terjemahannya* (Jakarta: Halim Publishing and Distributing, 2013), surat An-Nahl ayat 125

Prophet Muhammad (peace be upon him) said in a hadith narrated by Muslims that reads:

مسلم رواه) فَأَعْلِمَهُ جِرّاً مِثْلُ قَلْبِهِ خَيْرٌ عَلَى دَلِّ مَنْ

Whoever shows a good, he is rewarded like he did.

In this hadith the Prophet Muhammad (peace be upon him) explained how great the reward of the person who showed the good as much as the one who did it. Therefore, in the midst of faster technological advances, the ease of accessing information should be used to show kindness.

The voice of Muslim Surabaya as a proselytizing media has done its role to present information in the form of invitations to do good in accordance with Islamic teachings. By upholding Islamic values, the Voice of Muslim Surabaya is present as a proselytizing media that continues to play a role to provide Islamic insight to the audience. Through the Millennial Young Muslim program, especially The Voice of Muslim Surabaya is present to provide solutions to the problems that exist in the midst of the millennial generation. This program comes as a form of commitment of The Voice of Muslim Surabaya to be able to provide da'wah materials that are suitable for the Millennial generation. 3M programs can not only be accessed via radio but can also be listened to through Live Instagram so that this is intended to reach a much larger audience.

Through this program, Suara Muslim Surabaya not only presents satau directional da'wah that only displays ustadz that explains about religious material but also gives time for interactive dialogue to answer various questions or problems faced by the audience. So, as Radio Dawah Suara Muslim participates in efforts to develop da'wah among millennials through its program young Millennial Muslims by continuing to show broadcast programs that each episode can be enlightened for all audiences.

F. Conclusions

From the discussion that has been presented, it can be concluded that:

1. Radio Suara Muslim Surabaya has a role in the development of da'wah among Millennials through its program Young Millennial Muslims by providing studies tailored to the needs of Millennials. In terms of themes and sources. Young Millennial Muslim program has a different radio broadcast concept with other programs, namely with the concept of outside broadcast where listeners can not only enjoy broadcasting through the radio but can also come directly face to face with the source.
2. Radio as an audio media is used to be one of the proselytizing media in the form of sound and can reach mad'u from various directions. With this wide reach, radio is considered able to be a proselytizing media that can convey the message of da'wah effectively. One way to attract listeners is to collaborate with several youth communities that have many members as one of the promotional events for the Millennial Young Muslim Program. The development of da'wah emphasizes on various aspects of da'i consisting of da'i, material and media. As a proselytizing media, Suara Muslim Surabaya carries out its role as a proselytizing media by increasing the quality of material and also media from conventional ones that in this case through the 3M program and focus more on millennials so that the message conveyed can be on target. The selection of themes and sources are things that are very considered by 3M in order to be in accordance with the conditions experienced by millennials.

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