

CONTENT ANALYSIS OF DA'WA MESSAGE IN "LAA TAHZAN: DON'T BE SAD" EPISODE #71 - #80 ON LINE WEBTOON

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Abstract: The focus of the problems studied in this thesis are: How is the message of da'wa contained in the Webtoon "Laa Tahzan: don't be sad" episode #71 - #80. The purpose of this is to find out the message of da'wa contained in the Webtoon "Laa Tahzan: don't be sad" episode #71 - #80. The method used in this research is content analysis which is quantitative in nature, namely by recording the values of numbers or frequencies to describe various types of defined content. The technique of collecting data is by observing and documenting further analysis according to predetermined indicators. In this study, the researcher conducted a content analysis of the da'wa messages contained in the Webtoon "Laa Tahzan: don't be sad" episode #71 - #80. After being calculated and analyzed, the results showed that the da'wa messages contained in the Webtoon were 28% in the form of creed messages, 60% in the form of moral messages, and 12% in the form of sharia messages. Then the message of the most dominant da'wa is the message of morality with a percentage of 60%.

Keywords: Content analysis; da'wa messages; webtoon.

Abstrak: Fokus masalah yang diteliti dalam skripsi ini adalah : Bagaimana Message dakwah yang terkandung dalam Webtoon "Laa Tahzan : don't be sad" episode #71 - #80. Adapun tujuan ini bertujuan untuk mengetahui Message dakwah yang terdapat dalam Webtoon "Laa Tahzan : don't be sad" episode #71 - #80. Metode yang digunakan dalam penelitian ini adalah analisis isi yang bersifat kuantitatif, yaitu dengan cara mencatat nilai-nilai bilangan atau frekuensi untuk melukiskan berbagai jenis isi yang didefinisikan. Teknik pengumpulan data dengan melakukan observasi dan dokumentasi selanjutnya melakukan analisis sesuai indikator yang telah ditentukan. Dalam penelitian ini, peneliti melakukan analisis isi terhadap Message dakwah yang terdapat pada Webtoon "Laa Tahzan : don't be sad" episode #71 - #80. Setelah dihitung dan dianalisis, maka hasil penelitian menunjukkan bahwa Message dakwah yang terdapat dalam Webtoon tersebut adalah ada 28% berupa Akidah Message, 60% berupa Message akhlak, dan 12% berupa Syariah Message. Maka Message dakwah yang paling dominan adalah Message akhlak yaitu dengan prosentase 60%.

Kata Kunci: Analisis isi, message dakwah, webtoon.

A. Introduction

In terms of language (etymology), da'wa comes from Arabic, which means a call, an invitation or an appeal. (Asmuni Syukir, 1983, p. 17) Da'wa is not only the authority of ulama or religious leaders. Every Muslim can do da'wa, because da'wa is not just a religious lecture. (Ali Aziz, 2004, p. 2) Da'wa is the pulse of Islam. Islam can move alive because of da'wa. In principle, any message can be used as a message of da'wa as long as it does not conflict with its main source, namely the Qur'an and Hadith. (Ali Aziz, p. 319)

Da'wa is a process of changing a person or society (thoughts, feelings, behavior) from a bad condition to a better condition. (Wahyu Ilaihi, 2010, p. 157) Da'wa as an activity that has been carried out since the existence of prophethood and the call for treatises for humans. All prophets indeed carry out the task of calling, inviting, and calling people to the religion of Allah SWT. (Wahidin Saputra, 2012, p. 159) The noble duties and

obligations are clearly stated in the word of God in the letter Ali Imran verse 104:

الْمُنْكَرِ عَنِ الْمُنْكَرِ عَنِ وَيَنْهَوْنَ بِالْمَعْرُوفِ وَيَأْمُرُونَ بِالْخَيْرِ إِلَى يَدْعُونَ أُمَّةً مِنْكُمْ وَلْتَكُنَّ
الْمُفْلِحُونَ هُمْ وَأَوْلِيَاكَ

It means :

"And let there be among you a group of people who call on righteousness, enjoin what is right and forbid what is evil, then they are the lucky ones." (Q.S. Ali Imran: 104).

In this verse, Allah SWT. ordered Muslims to carry out and complete da'wa affairs, ordered to do ma'ruf (everything that is considered good in reason and syara') and prevent evil things (everything that is seen as bad or not good in reason and syara') then they are the lucky ones. Da'wa as a process of conveying information about values to Islam requires what is called a communication process. The content and teachings of Islam that are preached are a collection of good messages that will be communicated to mankind.

Basically all Muslim individuals act as preachers or communicators, meaning people who have to convey da'wa messages to mad'u or communicants in accordance with H.R. Bukhari "deliver even if only one verse". It is a must that every Muslim has a noble duty and obligation to convey da'wa to others, in accordance with the meaning of da'wa itself is to encourage or invite people with wisdom to do wisdom, goodness and follow the instructions of Allah SWT and His Messenger, command and prohibit they do evil deeds, in order to obtain prosperity and happiness in the hereafter.

In the book Research Methods for Da'wa Science, Wardi Bachtiar explains that the message of da'wa is none other than Al Islam which is sourced from the Qur'an and Hadith, some of the main sources covering aqidah, sharia and morality with various branches of knowledge obtained from it. (Asmuni Syukir, p. 61) In delivering the da'wa itself, it must be in accordance with the times so that the da'wa message that we convey can be well received by mad'u or the recipient of the da'wa message.

The message of da'wa is the content of the message conveyed by the da'i to mad'u. (Enjang As, 2009, p. 81) So it can be said that the message of da'wa is a delivery of ideas, ideas, or information in the form of an invitation or call to the truth and to obey Allah's commands wisely to practice Islamic teachings in life in order to get happiness in the world. and in the afterlife.

In this modern era, it can be said that the mass media also has an important role and is closely related to the social and cultural life of the community. That what is in society, then that is what is reflected in the media. If it is only used as an illustration of a situation, then positive lessons can be taken. Through the development of da'wa media with modern technology, it requires all parties, especially da'wa activists to always be creative and innovative in utilizing the technology intended for the benefit of mankind.

Media comes from the Latin medius which literally means intermediary, middle or introduction. In English media is the plural form of medium which means middle, between, average. In Arabic the media is the same as wasilah or in the plural, wasail which means a tool or intermediary. (Ali Aziz, p. 403). In da'wa activities, the media becomes one of the elements of da'wa activities, da'wa media is a tool that mediates the delivery of da'wa messages to da'wa partners. (Ali Aziz, p. 404) A preacher who has a target audience or mad'u must have a target in determining what da'wa media will be used as a medium for his indictment. Now, da'wa can also use online media, where the preacher doesn't need a lot of material preparation if he wants his da'wa to be seen by the whole community.

All of the da'wa material basically comes from two sources, namely: the Qur'an and Hadith; Rakyul Ulama (Ulama Opinion)

Da'wa messages can be classified into three main things, namely aspects of faith (aqidah), aspects of character (akhlakul karimah), and Islamic aspects (syari'ah).

The word Aqidah comes from the word 'aqada which means binding, concluding, strengthening, promising. In terms of aqidah can be interpreted as religious beliefs held by a person and become the basis of all forms of activities, attitudes, and views of life. The term is synonymous with faith (belief, belief). (Aziz Dahlan, 1996, p. 78) include: Faith in Allah SWT, Faith in Angels, Faith in Allah's Books, Faith in Prophets and Apostles, Faith in the Last Day and Qada and Qadar (Mahmud Syalut, 1994, p. 47)

Aspects of Budi Pekerti (Akhlakul Karimah), etymologically the word morality comes from Arabic, plural from Khuluqun which means character, temperament, and behavior or character. These sentences have aspects in common with the words of Khuluqun, which means event, and are closely related to khaliq which means creator, and creatures which means created. Meanwhile, in terminology, moral issues are related to problems of character or conditions of inner temperature that affect human behavior. Moral science for Al Farabi, is none other than a discussion of the virtues that can convey human beings.

B. Study Method

This study uses a quantitative approach to the type of content analysis. Content analysis when viewed from the approach is divided into three major parts, namely descriptive, explanative, and predictive analysis. Description content analysis is limited to only describing the message, while explanatory analysis seeks to examine the relationship between variables. The predictive content analysis is intended to test the predictions of other variables using a variable. (Eriyanto, 2011. p. 47)

So in general, quantitative content analysis is a scientific research technique aimed at describing the characteristics and interesting inferences of content. This analysis is intended to systematically identify the communication that appears (manifest), and is carried out in an objective, valid, reliable and replicable manner. (Eriyanto, 2011, 15)

In this study the researcher will use descriptive content analysis, because this study aims only to describe the message, of course it is different from research that wants to examine the relationship between variables. Descriptive content analysis is a quantitative research with a descriptive format that describes in detail a message, or a certain text. This content analysis design does not test a hypothesis or test the relationship between variables. Content analysis is only for description, describing aspects and characteristics of a message. In general, quantitative content analysis can be defined as a scientific research technique aimed at finding out the description of the characteristics and drawing inferences from the content. (Eriyanto, p. 15).

In connection with this, the type of content analysis used in this study is quantitative content analysis by describing the message of da'wa that appears in the Webtoon "Laa Tahzan: Don't be sad" by summarizing or compiling the data obtained from research based on distribution. variable value and frequency of da'wa messages contained in the variable value.

The reason for choosing quantitative content analysis is because researchers want to know the content or messages of da'wa that appear in the Webtoon "Laa Tahzan: Don't be sad" by calculating the frequency and percentage of each category of da'wa messages in the Webtoon. In content analysis, there are two dimensions that will be used to determine the population, namely topic and time period. (Rahmat Kriyantono, p. 236)

The population taken in this study during the research took place from November until this research was approved to be tested at the thesis trial in July with the number 125

episodes. The sampling technique that will be used by the researcher is purposive sampling. The sampling technique used in studies that prioritize research objectives compared to the population in determining the research sample. (Burhan Bungin, p. 115), the sample drawn is based on the time of the study, namely in May 2018, namely May 13, 2018 to May 22, 2018. Researchers chose episodes that were released in the period 13-22 May 2018 because each episode had been read sequentially as many as 316, 333, 333, 334, 325, 340, 330, 304, 295, and 343, and still increasing.

In this study, researchers will use descriptive statistics. Statistics used in descriptive research, which seeks to show the symptoms or phenomena of one variable that is carried out without explaining the existing relationships. Statistics are used to describe certain events, behaviors, or other objects. Several types of techniques that fall into the category of descriptive statistics that are often used include: table (distribution) of frequency, central tendency, and standard deviation. (Rahmat Kriyantono, p. 167)

The formula used to calculate the frequency of da'wa messages contained in the Webtoon "Laa Tahzan: don't be sad" episodes 71-80 on Line Webtoon, is by using the formula:

$$P = \frac{Fx}{N} 100\%$$

Information

P = Frequency Percentage

Fx = Frequency Category Appears

N = Number of Events/ Overall Value


In simple terms, the frequency distribution table states the measurement scale obtained by listing each word, sentence, and paragraph from per message into a column from lowest to highest or vice versa. In addition, we write down the frequency, namely the number of symbols X for the column headings of words, sentences, and paragraphs in each message and F for the frequency headings.



C. Findings




In this sub-chapter, the researcher will select each sub-category based on the da'wa message that has been compiled by the researcher.


The form of presentation of the da'wa messages on LINE Webtoon Laa Tahzan: Don't be sad, among other:



1. Dakwah Message Category




No.	Episode	BPS	Discription	Contents of Da'wa Messages
1	Episode 71	Text	Akidah Message	




				<p><i>"Aku adalah salah satu hamba Allah" : Iman Kepada Allah</i></p> <p>("I am one of Allah's servants" : Faith in Allah)</p>
2	Episode 71	Text	Akidah Message	 <p><i>"Dengan bantuan Allah" : Iman Kepada Allah</i></p> <p>("With the help of Allah" : Faith in Allah)</p>
3	Episode 72	Text	Akhlak Message	 <p><i>"Ma'af- ma'af pukulan ku tadi adalah...."</i></p> <p><i>": Akhlak kepada manusia/sesama</i></p> <p>("Sorry - sorry my hit earlier was.... " : Morals to humans / fellow)</p>
4	Episode 72	Text	Akidah Message	 <p><i>"Jadi kamu percaya kalau sakit itu ada"</i></p> <p><i>: Iman Kepada Qadha dan Qadar</i></p> <p>("So you believe that pain exists": Faith in Qadha and Qadar)</p>
5	Episode 72	Text	Akidah Message	




				 <p><i>"Bagaimana Rasanya setelah aku memukulmu ?,</i></p> <p><i>Tentu sakit sangat sakit" : Iman Kepada Qadha dan Qadar</i></p> <p>(<i>"How did it feel after I hit you?, Of course it hurts very sick " : Faith in Qadha and Qadar</i>)</p>
6	Episode 72	Text	Akidah Message	 <p>BERSAMBUNG LAGI. HEHE>></p> <p><i>"Ini adalah jawaban pertamaku, semua kita merasakan eksistensi Tuhan" : Iman kepada Allah</i></p> <p>(<i>"This is my first answer, all of us feel the existence of God" : Faith in Allah</i>)</p>
7	Episode 73	Text	Akidah Message	 <p><i>"Itulah takdir" : Iman Kepada Qadha dan Qadar</i></p> <p>(<i>"That's destiny": Faith in Qadha and Qadar</i>)</p>



8	Episode 73	Text	Akidah Message	 <p><i>"Jika Allah menghendaki, neraka akan menjadi tempat yang sangat menyakitkan untuk syaithan"</i> : Iman Qadha dan Qadar</p> <p>("If Allah wills, hell will be a very painful place for the devil" : Faith Qadha and Qadar)</p>
9	Episode 73	Text	Akhlak Message	 <p><i>"Mari berteman"</i> : Akhlak terhadap manusia/sesama</p> <p>("Let's be friends" : Morals towards humans/others)</p>
10	Episode 74	Text	Akhlak Message	 <p><i>"Marya, butuh tumpangan ?, yuk ikut aja"</i> : Akhlak terhadap manusia/sesama</p> <p>("Marya, need a ride?, let's just come along" : Morals towards humans/others)</p>

11	Episode 74	Ilustrasi	Akhlak Message	 <p><i>"Wahh makasih aya! Ohh iya besok puasa kan, aya ? selamat puasa ya"</i> (Di ilustrasikan marya mengucapkan selamat walaupun beda agama): Akhlak terhadap manusia/sesama</p> <p>("Wow, thank you! Oh yes tomorrow fasting kanaya? Happy fasting, okay?") (In the illustration, Marya congratulates her even though she is of a different religion): Morals towards humans/others)</p>
12	Episode 74	Text	Akhlak Message	 <p><i>"Jika kita hidup dengan toleransi tidak ada hati yang tersakiti"</i> : Akhlak terhadap manusia/sesama</p> <p>("If we live with tolerance, no heart is hurt" : Morals towards humans / others)</p>

<p>13</p>	<p>Episode 75</p>	<p>Text</p>	<p>Syariah Message</p>	 <p><i>"5 kali ke masjid, baru mantap qolbu" : Shalat</i></p> <p>("5 times to the mosque, then the heart is steady" : Prayer)</p>
<p>14</p>	<p>Episode 75</p>	<p>Text</p>	<p>Syariah Message</p>	 <p><i>"Walau hidup selama-lamanya, kalau tak sembahyang apa gunanya" : Shalat</i></p> <p>("Even if you live forever, if you don't pray what's the use" : Prayer)</p>
<p>15</p>	<p>Episode 76</p>	<p>Gambar</p>	<p>Akhlak Message</p>	 <p><i>"Gambar seorang perempuan berhijab" : Akhlak terhadap Allah</i></p> <p>("Image of a woman wearing a hijab" : Morals towards Allah)</p>

16	Episode 76	Text	Akhlak Message	 <p><i>"Janganlah kamu saling menghina, belum tentu dirimu lebih baik dari dia"</i> : Akhlak terhadap manusia/sesama</p> <p>("Don't insult each other, it's not necessarily you are better than him" : Morals towards humans / others)</p>
17	Episode 77	Text	Akhlak Message	 <p><i>"kak in, ma'af, kak, bukannya nggak sopan, tapi kalau kakak ngerokk disini, yang lain bisa terganggu kak!"</i> : Akhlak terhadap lingkungan</p> <p>"kak in, I'm sorry, it's not rude, but if you smoke here, the others can be disturbed, Kak!" : Morals towards the environment)</p>
18	Episode 77	Text	Akhlak Message	 <p><i>"Biasakan untuk berprasangka baik tetapi tidak untuk prasangkaan buruk"</i> :</p>

				<p><i>Akhlak terhadap manusia/sesama</i></p> <p>("Get used to having good prejudices but not to bad prejudices" : Morals towards humans/others)</p>
19	Episode 78	Text	Syariah Message	 <p><i>"Tahukah kamu indahnya puasa yaitu saat-saat berbuka" : Puasa</i></p> <p>("Do you know the beauty of fasting is the time to break the fast" : Fasting)</p>
20	Episode 79	Text	Akhlak Message	 <p><i>"salah satu penyebabnya itu sampah yang dibuang sembarangan, Hatta!" : Akhlak terhadap lingkungan</i></p> <p>("One of the reasons is the garbage that is thrown carelessly, Hatta!" : Morals towards the environment)</p>
21	Episode 79	Text	Akhlak Message	 <p><i>"Oiii sampahmu nak!" : Akhlak terhadap lingkungan</i></p> <p>("Oiii your trash kid!" : Morals towards</p>

				the environment)
22	Episode 79	Text	Akhlak Message	 <p><i>"Jangan berbuat kerusakan di bumi kalau tidak ingin bencana terjadi" : Akhlak terhadap lingkungan</i></p> <p>("Don't do damage to the earth if you don't want disaster to happen" : Morals towards the environment)</p>
23	Episode 80	Ilustration	Akhlak Message	 <p><i>"Kalau kita membuat hati orang terluka, itu seperti kita menancapkan paku di kayu, itu akan membuat orang lain menjadi tersakiti" (Di ilustrasikan dengan paku yang menancap di sebuah kayu) : Akhlak terhadap manusia/sesama</i></p> <p>("If we hurt people's hearts, it's like we are driving nails into wood, it will hurt other people" (Illustrated with nails stuck in wood): Morals towards humans/others)</p>

24	Episode 80	Text	Akhlak Message	<p><i>"Oleh karena itu, kita harus hati-hati supaya tidak menyakiti hati orang lain, ayudia!" : Akhlak terhadap manusia/sesama</i></p> <p>"Therefore, we must be careful not to hurt other people's hearts, ayudia!" : Morals towards humans/others)</p>
25	Episode 80	Text	Akhlak Message	<p><i>"Hati-hati dengan hati karena hati mudah tersakiti" : Akhlak terhadap manusia/sesama</i></p> <p>("Be careful with the heart because the heart is easily hurt" : Morals towards humans / others)</p>

2. Total Number of Each Da'wa Message

	Aqidah	Akhlak	Syariah
Episode 71	2	-	-
Episode 72	3	1	-
Episode 73	2	1	-
Episode 74	-	3	-
Episode 75	-	-	2
Episode 76	-	2	-
Episode 77	-	2	-
Episode 78	-	-	1
Episode 79	-	3	-
Episode 80	-	3	-
Jumlah	7	15	3

After doing research on the Webtoon Laa Tahzan: Don't be sad episodes 71-80 on Line Webtoon. Then it can be seen the number of da'wa messages on the Webtoon Laa Tahzan: Don't be sad episodes 71-80 for the period 13 May 2018 to 22 May 2018.

Frequency Distribution

From the da'wa message categorization data obtained above, there are several da'wa messages which are then distributed with the following formula:

$$P = \frac{Fx}{N} 100\%$$

Description

P = Frequency Percentage

Fx = Frequency of Appearing Category

N = Number of Events/ Overall Value

The results of the percentage of da'wa messages that have been classified according to the message of aqidah, morality, and syaria. And which has been calculated according to the frequency formula:

Calculation of categories of faith messages

$$P = \frac{7}{25} 100\% = 28\%$$

a. Akhlak message category calculations

$$P = \frac{15}{25} 100\% = 60\%$$

b. Syaria message category calculations

$$P = \frac{3}{25} 100\% = 12\%$$

Frequency and Percentage of Da'wa Messages

Category	Frequency	Percentage (%)
Akidah	7	28%
Akhlak	15	60%
Syariah	3	12%
Total	25	100%

D. Discussion

By looking at the data above, the results of the research on the Content Analysis of Da'wa Messages contained in the Webtoon Laa Tahzan: Don't be sad episodes 71-80 for the period 13 May 2018 to 22 May 2018 on the Line Webtoon, which obtained an overall frequency of 25 messages, with 3 categories of da'wa messages. Namely the message of faith, moral separation, and the message of sharia. The highest frequency is in the category of moral messages as many as 15 messages with a percentage of 60% and sharia messages have the lowest frequency, which is only 3 messages with a percentage of 12%.

The essence of the message conveyed is the problems that occur in society such as social life in which it is enforced according to the Islamic teachings and the Sunnah of the Prophet Muhammad. These messages include an invitation to strengthen faith, invite worship such as prayer etc., behave well to others and the environment, maintain harmony from family to society, be careful in every word, help each other and pray for fellow Muslims or non-Muslims. All of the da'wa material is sourced from al Qur'an and Hadith.

E. Conclusion

From the results of the research that has been done, it can be concluded that in general the message of da'wa in the Webtoon "Laa Tahzan: don't be sad" episode #71 - #80 shows a message of da'wa, namely the Webtoon "Laa Tahzan: don't be sad" episode # 71 - #80 on Line Webtoon contains three categories of message content, including akhlak messages (about character issues) in the form of an invitation to behave well towards God, maintain harmony and tolerance for humans or fellow friends, be careful in every word and protect the environment. around, the second is the message of aqidah (about the problem of faith) in the form of believing in God and other pillars of faith, and the third is the message of syaria (about the Islamic aspect) in the form of inviting people to pray, fast and other worship. And based on content analysis data processing, the frequency that appears for each category of da'wa messages above is 60% for moral messages, which amount to 15 messages. 28% for aqidah messages which amount to 7 messages, and for sharia messages which amount to 3 messages with a percentage of 12%. So, the message of morality is the most dominant da'wa message in the Webtoon "Laa Tahzan: don't be sad" episode #71 - #80 Period 13 May 2018 to 22 May 2018 on Line Webtoon.

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