



### PENYUSUNAN PROGRAM DAN KOMUNIKASI DAKWAH PERSUASIF ROHANI ISLAM (ROHIS) DI SMA MITRA INALUM DESA TANJUNG GADING KECAMATAN SEI SUKA KABUPATEN BATU BARA

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#### ABSTRACT

*We Have Rohis is a spiritual extracurricular located at Mitra Inalum High School, Tanjung Gading Village, Sei Suka District, Batu Bara Regency. Rohis SMA Mitra Inalum was founded in 2015, based on observations by the PKM team consisting of 2 lecturers and 7 students from STAIS Tebing Tinggi Deli, it was stated that the lack of enthusiasm of other students to take part in the activities of the Rohis organization, Hi, this is what causes the da'wah message conveyed to be not fulfilled properly, and reduces the enthusiasm of active spiritual members. Rohis administrators lack creativity in creating work programs for Rohis, so that students perceive that Rohis only study religion. The PKM STAI team held a trial on November 29 2019 and provided suggestions for creative work programs as well as preparing a vision and mission, spiritual goals, and the benefits of joining a spiritual organization and providing an understanding of effective communication in organizations.*

**Keyword:** *Persuasive Dakwah Program, Communication*

#### INTRODUCTION

The phenomenon of moral decline in society today is worrying. The occurrence of a moral crisis, the decline in values and norms has had a negative impact on social life. Moral decline does not only occur in adults but also affects high school students who will be the next generation to realize the hopes and ideals of the nation.

For this reason, Islamic spiritual activities (rohis) are needed in schools to help develop the morals of teenagers, where Islamic spirituality is an organization that deepens and strengthens Islamic teachings. Rohis is often called the Mosque Family Council. Rohis is usually packaged in the form of extracurricular activities in middle and high schools. And in Islamic

spirituality, communicators (da'i) use the Persuasive Communication Da'wah method. From a communication perspective, da'wah is included in the category of persuasive communication, namely communication that persuades, invites or seduces, in line with the basic meaning of da'wah, namely inviting or calling. With the aim of strengthening beliefs, influencing a person's attitudes, opinions and behavior. This goal is identical to the main goal of da'wah, namely instilling belief and changing attitudes.

And da'wah communication is said to be successful if the da'wah message is conveyed and received well so that the communicant (object of da'wah) thinks and behaves as the communicator intended. The current decline in students' morals can be seen in their daily behavior due to several things, including: the rise of promiscuity and a lack of understanding of learning about religion. Noble morals are not born from hereditary or just formed suddenly. However, forming noble morals requires a long process, namely through moral development in real life, every human being will receive more moral development through the non-formal world, or more by providing examples from older people, starting from the family sphere to within society.

Human morals are not something that remains unchanged. Human morals can change from bad to good or vice versa. This change occurs due to various factors such as family, education, and the surrounding community environment.

For this reason, strategic efforts are needed to improve these conditions. In order to improve these morals, education is the main key. Of course, instilling these values is not only through formal education, but

also through every other education sector, whether formal, informal or non-formal, which must be balanced.

Normatively, moral education already exists in the Al-Quran and hadith, we just have to formulate it operationally, so that it can be applied to students. Taking part in Islamic spiritual activities at school is one way to develop morals so that they become *akhlakul karimah* as taught by Islam. Being active in Islamic activities will have a positive impact on students. Especially among teenagers at secondary school level. Adolescence is a segment of the human life cycle, and is a time when sharia laws (*wajib*, *sunnah*, *haram*, *makruh* and *mubah*) are applied for a human being who has reached puberty. Teenagers should implement religious values or teachings in their lives. We Have Rohis is a spiritual extracurricular located at Mitra Inalum High School, Tanjung Gading Village, Sei Suka District, Batu Bara Regency. Rohis SMA Mitra Inalum was founded in 2015 with a supervisor named Nurhazlina. Rohis members start from students in grades X, XI and XII. The Inalum Mitra Rohis activities include carrying out activities such as: Mentoring, where mentoring is a structured and sustainable cadre activity, which consists of several members and is guided by a *murabbi*. This mentoring activity is carried out once a week every Saturday when the students have returned home from school. Then carry out Islamic activities such as activities.

*Maulied Nabi*. The LDK activity is a Basic Leadership Training activity where this activity is carried out to train leadership in organizations, as well as motivational training for Rohis SMA Mitra Inalum administrators. And cheerful Ramadan activities. This activity is carried out every month of Ramadan only.

Therefore, Islamic Spiritual activities play a very important role in schools in improving the morals of teenagers. The administrators and members of Rohis are expected to be able to bring about good changes for each individual in particular and can shape human morals in general.

The results of observations made by the Deli High Cliff Stais PKM Team for the time being are that there are still many Rohis members who are still less willing to take part in the activities programmed by We Have Rohis. And We Have Rohis' lack of creativity in creating spiritual activity programs.

## **RESEARCH METHODS**

Community service activities with the title program preparation and communication of Islamic spiritual persuasive *da'wah* (*rohis*) at Mitra Inalum High School,

Tanjung Gading village, Sei Suka sub-district, Batura Regency have been carried out using observations, interviews and questions and answers as well as providing solutions in the form of training in the use of Digital Platforms as learning media. held Saturday, November 29 2019 at Mitra High School. This activity was attended by the head of the madrasah, teachers, students, lecturers and students of Stais Tepitinggi Deli

## **RESULTS AND DISCUSSION**

Mitra Inalum High School, Tanjung Gading Village, Sei Suka Subdistrict, Batu Bara Regency, in carrying out its organization, experienced several obstacles in communicating, organizing and preparing programs, based on observations by the PKM team consisting of 2 lecturers and 7 STAIS students, Tebing Tinggi Deli, stated that there was a lack of enthusiasm among other students for participating in the activities of the spiritual organization, Hai This, causes the message of the *da'wah* to be conveyed to not be fulfilled properly, and reduces the enthusiasm of the active spiritual members. Rohis administrators lack creativity in creating work programs for Rohis, so that students perceive that Rohis only study religion.

The STAI Tebing Tinggi Deli PKM team prepared a service for the students of Mitra Inalum High School, Tanjung Gading Village, Sei Suka District, Batu Bara Regency so that there could be improvements in student organization. The first step taken by the PKM TEAM was to explain the importance of organization and effective communication. Among the effective communication techniques is the Integration Technique, where the integration technique is the communicator's ability to unite themselves/get closer communicatively to the communicant. Integration techniques are used when interacting directly through interpersonal or group communication. Communication is established gradually and slowly, with a gentle approach to encourage and invite students to apply Islamic teachings. And the Icing Technique (arrangement technique) The icing technique (arrangement technique) is an effort to compose the preaching message in such a way, so that it is easy to hear and understand. to do as the message suggests. This technique is used to attract a good impression by packaging the *da'wah* message according to the conditions and situation of the mad'u. The delivery process is interspersed with jokes and games that can increase Mad'u's enthusiasm. This technique is used in mentoring activities. The techniques used aim to provide a positive influence on each individual in understanding Islam as a whole.

Furthermore, the PKM STAIS team provided suggestions for creative and interesting work programs such as, creating rihlah activities, creating competitions according to interests and talents, creating rujuk party activities, ice cream parties and exchanging gifts. Then the PKM TEAM also explained and provided an understanding of how to organize vision and mission, spiritual goals, and benefits of joining a spiritual organization. So that later the spiritual members of Mitra High School will be able to understand organization and explain it to students at Mitra High School. And for schools, the PKM TEAM asks to support religious events and provide allowances or assistance so that every event held can run well.

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