

Strategi komunikasi dakwah studi kasus Syekh Maulana Hizboel Wathony

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Abstrak

This research looked at and mapped out the role of Syekh Maulana Hizboel Wathony Strategy Communication Dakwah. This research aims to look at the Syekh Maulana Hizboel Wathony potential as a religious teacher and his role in developing the Islamic teachings, especially Sufism in Indonesia on Strategy Communication Dakwah.

This research is a qualitative study, with descriptive-analytic models of explanation that seek to describe the role of Syekh Maulana Hizboel Wathony in communication the Religious Dakwah activities and play an active role in the development of Islam Indonesia.

This research concluded that Syekh Maulana Hizboel Wathony have an active contribution, especially in religious dakwah communication, and the message directly to the people of Indonesia. Furthermore, this research shows that the Islamic teaching, especially Sufism can be embedded and applied properly in Indonesian society. Therefore, the purpose of religious dakwah can be achieved in accordance with the Quran and Hadith.