

Strategi komunikasi dakwah studi kasus Syekh Maulana Hizboel Wathony = Strategy communications dakwah case study of Syekh Maulana Hizboel Wathony

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Abstrak

[ABSTRAK

Penulis ingin melihat dan memetakan peran Syekh Maulana Hizboel Wathony pada strategi komunikasi dakwah. Penelitian ini bertujuan untuk melihat Syekh Maulana Hizboel Wathony sebagai seorang dai yang potensial dan berperan dalam mengembangkan ajaran Islam khususnya tasawuf di Indonesia melalui kegiatan komunikasi dakwah.

Penelitian ini bersifat kualitatif, dengan model penjelasan deskriptif-analitis yang berupaya menggambarkan peran Syekh Maulana Hizboel Wathony dalam kegiatan komunikasi dakwah dan berperan aktif dalam mengembangkan ajaran Islam khususnya tasawuf di Indonesia.

Penelitian ini menyimpulkan bahwa Syekh Maulana Hizboel Wathony memiliki kontribusi aktif, khususnya dalam kegiatan komunikasi dakwah dengan menggunakan media sehingga pesan dakwah langsung kepada masyarakat di Indonesia. Selanjutnya, penelitian ini menunjukkan bahwa ajaran Islam khususnya tasawuf dapat ditanamkan dan diterapkan dengan baik di kalangan masyarakat. Maka tujuan dakwah dapat tercapai sesuai dengan Al Quran dan Hadis.

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ABSTRACT

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 explanations 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 teachings, 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., 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.

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