DA'WAH RESEARCH TRENDS

(CO-WORD ANALYSIS OF DA'WAH THEMED IN ISLAMIC COMMUNICATION AND BROADCASTING DEPARTMENT)



THESIS

By:

Tafsiroh Tenggara Putri

NIM: 20200710134

INTERNATIONAL PROGRAM OF ISLAMIC COMMUNICATION FACULTY OF ISLAMIC STUDIES UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

INTERNAL MEMO

Attachment

: 4 Copies of Thesis

Yogyakarta, January 04, 2024

Subject

: Approval

To Attention.

Head of Department of Islamic Communication and Broadcasting Program In Yogyakarta

Assalamu'alaikum Wr. Wb

After receiving and making the necessary corrections, I think that the thesis of:

Name: Tafsiroh Tenggara Putri

NIM : 20200710134

Tittle: Da'wah Research Trends (Co-Word Analysis of Da'wah-Themed Thesis

in the UMY Islamic Communication and Broadcasting Study Program in 2020-

2022)

Has fulfilled the requirements to be submitted to the final examination of the undergraduate level at the Department of Communication and Islamic Broadcasting, Faculty of Islamic Studies, Universitas Muhammadiyah Yogyakarta.

As a result of this, I am submitting the thesis manuscript, hoping it can be accepted and immediately tested. Thank you for your attention.

Wassalamu'alaikum Wr. Wb.

607201604113063

AUTHENTICITY STATEMENT PAGE

The undersigned:

Student Name

Tafsiroh Tenggara Putri

NIM

20200710134

Department

; Islamic Communication and Broadcasting

As a result, I declare that this thesis is my work and has never been submitted to obtain a degree in any university. To the best of my knowledge, in this thesis, there are no works or opinions that have been written or published by others except those that are referred to in this manuscript and mentioned in the bibliography.

Yogyakarta, January 20, 2024

Author

Tafsiroh Tenggara Putri NIM .20200710134

MOTTO

By the morning brightness. And the night when it covers with darkness. Your Lord has not taken leave of you, nor has He detested. And the Hereafter is better for you than the first. And your Lord is going to give you, and you will be satisfied. Did He not find you an orphan and give refuge? And He found you lost and guided. And He found you poor and made self-sufficient. So as for the orphan, do not oppress. And as for the petitioner, do not repel. But as for the favor of your Lord, report.

(Q.S Ad-Dhuha)

DEDICATION PAGE

I am deeply grateful for the completion of this thesis. I dedicate this thesis to my father and mother, who always provide peace, comfort, motivation, and the best prayers and set aside their finances so that I can complete my studies. You mean a lot to me.

PREFACE

Assalamu'alaikum warahmatullahi wabarakatuh

Praise and gratitude to the presence of Allah Swt, who has bestowed grace. His guidance and help so that the author can complete this thesis research is titled "*Da'wah* Research Trends (Co-Word Analysis of *Da'wah*-Themed Theses in the UMY Islamic Communication and Broadcasting Study Program in 2020-2022)".

Shalawat and salam are continuously poured out to our lord, the Prophet Muhammad Saw., the ultimate example for humankind.

This thesis research was prepared to complete the requirements for a Bachelor of Social (S.Sos) Universitas Muhammadiyah Yogyakarta, Islamic Communication and Broadcasting Study Program. The author is very grateful to be able to complete this thesis. This research would not have been conducted except with the permission of Allah Swt and those who have supported and assisted in making this thesis. Therefore, the author would like to express his highest appreciation and gratitude to all those who have provided support, guidance, and motivation during the research and writing process. Thanks are given to:

- 1. Prof. Dr. Ir. Gunawan Budiyanto, M.P., IPM, ASEAN. Eng. as the Rector of Universitas Muhammadiyah Yogyakarta.
- 2. Dr. Syakir Jamaluddin, M.A., as the Dean of the Faculty of Islamic Studies, Universitas Muhammadiyah Yogyakarta.
- 3. Dr. Ahmad Hermawan, Lc, M.A., The Head of the Department of the Islamic Communication and Broadcasting and Thesis Supervisor, has provided direction, guidance, and valuable input to complete this thesis. All suggestions, criticisms, and advice given are significant for the progress of this research.
- 4. Kholifatul Fauziah, S.Sos.I.,M. as an academic supervisor who guided and motivated the author to complete the study.
- 5. All lecturers and academicians of Universitas Muhammadiyah Yogyakarta, especially the Faculty of Islamic Studies, have provided much knowledge, guidance, and direction during the education process.

6. Muhammad Erdiansyah CA.,SIP has provided time and thoughts to help the data collection process and provide direction in the thesis work.

7. Hironimus Dapa and Sarah are parents who always provide support, encouragement, and prayers at every step of this research. Thank you for your patience, moral support, and unceasing motivation. Provide support, facilities, and the best prayers during the author's lecture journey to completion.

8. My beloved sisters, Nadiyah Fajariah Timor, and Mariam Lestari Nusa Bunga, thank you for your prayers and support.

9. Hasyim Journey, thank you for the support, inspiration, and understanding that allowed me to focus on my thesis.

10. Syafira Damayanti and Wirda Nurwaida are friends and companions who have accompanied the author's struggle, providing support, prayers, and motivation.

11. All IPICOM of 2020 friends who have accompanied the author's lectures to completion.

Finally, the author realizes that this work is far from perfection. Therefore, the author highly expects all constructive criticism, suggestions, and input for future improvements.

Thus, the researchers can convey. Hopefully, this thesis can provide valuable benefits for readers and become a small contribution to the development of science.

Yogyakarta, 20 Januari 2024

Author

Tafsiroh Tenggara Putri

TABLE OF CONTENTS

INTE	RNAL MEMO	i
VERI	IFICATION PAGE	ii
AUTI	HENTICITY STATEMENT PAGE	iii
MOT	TO	iv
DEDI	ICATION PAGE	v
PREF	FACE	vi
TABI	LE OF CONTENTS	viii
LIST	OF TABLES	X
LIST	OF FIGURES	xi
ABST	ΓRAK	xii
ABST	ΓRACT	xiii
CHA	PTER I INTRODUCTION	1
A.	Background	1
B.	Problem Formulation	3
C.	Research Objectives	4
D.	Research Benefits	4
CHA	PTER II LITERATURE REVIEW & THEORETICAL BASIS	5
A.	Literature Review	5
В.	Theoretical Basis	20
	1. Research Trend	20
	2. Co-word Analysis	21
	3. Thesis	22
	4. Islamic Broadcasting Communication and its Scope of Research.	25
C.	Framework	35
CHA	PTER III RESEARCH METHODE	36
A.	Research Design	36
B.	Object of Research	37
C.	Research Procedure	37
D.	Data Analysis	39
CHA	PTER IV RESULT AND DISCUSSION	41

A.	Overview of The Research Object	41
	1. History of the Department of Islamic Communication and Broadcasting	
	2. Profile of the Department of Islamic Communication and Broadcasting	ζ.
	3. Vision and Mission of The Department of Islamic Communication and Broadcasting	
	4. Logo of the Department of Islamic Communication and Broadcasting	43
	5. Organizational Structure of the Islamic Communication and Broadcasting Department	44
B.	Research Trends of KPI UMY Students	45
C.	Research Mapping Based on Co-Word Analysis	52
	1. Network Visualization	52
	2. Overlay Visualization	64
	3. Density Visualization	66
D.	Novelty of Research	67
	1. Hot Topics	58
	2. New Methods	70
	3. Relevance to SDGs	71
CHAl	PTER V	76
A.	Conclusion	76
B.	Implications	77
C.	Recommendation	77
BIBL	IOGRAPHY	79
APPF	NDIX	83

LIST OF TABLES

Table 2.1 Literature Review	14
Table 4.1 Total Thesis of KPI UMY Students	46
Table 4.2 Elements of <i>Da'wah</i>	
Table 4.3 Field of Study of KPI UMY Student Thesis	
Table 4.4 Cluster	

LIST OF FIGURES

Figure 2.1 Roadmap of Islamic broadcasting communication department	28
Figure 2.2 Framework	35
Figure 4. 1 Logo of KPI UMY department	43
Figure 4. 2 Organizational Structure of KPI Department	44
Figure 4. 3 KPI UMY Lecturer Profile	45
Figure 4. 4 Research Trends	47
Figure 4. 5 Network Visualization	53
Figure 4. 6 Network Visualization of Social Media	56
Figure 4.7 Social Media	57
Figure 4.8 Network Visualization of <i>Da'wah</i> Message	58
Figure 4.9 Da'wah Message	59
Figure 4.10 Network Visualization of Semiotics Analysis	60
Figure 4.11 Semiotics Analysis	61
Figure 4.12 Theory Semiotics Analysis	62
Figure 4.13 Overlay Visualization	65
Figure 4.14 Density Visualization	