

# CHAPTER I

## INTRODUCTION

### A. Background

The Islamic Communication and Broadcasting Department is a study program that combines communication, journalism, and counseling based on Islamic principles. It includes all aspects of communication, starting from broadcasting, mass media, to interpersonal communication that prioritizes Islamic messages and their values. In other words, in this department, students will explore two scientific fields, which are Islamic Studies and Communication Sciences. Communication science will be further divided into two concentrations: broadcasting and counseling. Islamic Communication and Broadcasting has three domains of study; the first is the scientific context of "Communication." Second, the sub-domain of communication, that is, "broadcasting," and third, Islam as the color of values that animates and guides it (Zamroni, 2015).

The study of Islamic Communication and Broadcasting (KPI) has an increasingly important role in this era. The KPI department understands how *da'wah* is delivered through various communication channels and strategically spreads Islamic messages to a broader audience. Communication in the Islamic context has developed rapidly along with advances in information technology and social media, which have changed how individuals deliver, receive, and interpret religious messages. The existence of Islamic values in communication theory, as the focus of the study of Islamic communication and broadcasting, could be an alternative to more understanding of the phenomenon of Indonesian society, which is predominantly Muslim. Thus, the construction of Islamic communication has a very optimal role in offering solutions to society's problems in developing a social system with Islamic characteristics (Herdiana, 2016).

As the next generation, KPI students are responsible for understanding, designing, and implementing effective *da'wah* strategies. KPI students are expected to be competent in spreading Islam directly as a *da'i* and indirectly, for

example, contributing as media technicians (journalists, reporters, camera people, editors, designers, etc.) in various media or platforms. In addition, KPI students are also expected to have a theoretical understanding (knowledge-based capability) that can make the tools of communication science and *da'wah* science the basis of the design of Islamic broadcasting activities and movements through various paradigmatic, theoretical, and methodological approaches. Finding a scientific foundation that might be used is one of the crucial tasks in developing *da'wah* science. The main objective is to establish a clear framework for approaching *da'wah* science. Without a clear framework, *da'wah's* science will become ambiguous (Herdiana, 2016).

Continuing research into science will strengthen that science's status and object of study. The clarity of the object of study will make the study more focused, while the validity of the source will strengthen science (Hefni 2014). The results of the research are a contribution to science. The development of Islamic communication science, or more specifically, *da'wah*, is determined by research based on Islamic values (Manan & Hasan, 2022). Research conducted by KPI students reflects the changing dynamics of communication in the Islamic context and records the development of KPI science itself. If the general field of communication talks about communication at various levels, then in KPI, there needs to be additional Islamic values added to these theories. Ideally, research conducted by KPI students will reflect a deeper understanding of Islamic communication in this modern era. This includes a deep understanding of how religious messages are conveyed through various media, such as television, radio, internet, and social media.

However, the challenge is that there are indications of overlap between the Islamic Broadcasting Communication Department and the Communication Science Department. This has a reasonably broad impact, one of which is in terms of scientific division, affecting the research topics chosen by students. This can be seen from the results discussed by lecturers of the Faculty of *Da'wah* at *Univeritas Negeri Yogyakarta*. The disappointment and concern of some lecturers

emerged because they saw that what was expected of the alums of the Faculty of *Da'wah* was not well achieved. Most Faculty of *Da'wah* alums do not appear as *da'wah* practitioners/ *muballigh* /ah in the middle of society, especially as *da'wah* scientists (Bukhari 2012). In addition, from the findings of previous research conducted at *Imam Bonjol State Islamic University Padang*, it was found that the research of KPI study program students in terms of scope and field of study showed that 80.33% of students chose communication studies, 19.67% chose *da'wah* communication studies and *da'wah* science (Manan & Hasan, 2022).

The data above explains that KPI students tend to conduct research outside the realm or vision and mission of the KPI Department, Islamic communication and *da'wah*. This is an evaluation note to direct KPI students to focus more on researching the fields of study in their department. In addition, these theses have never been adequately studied, analyzed, or mapped. If learned properly, the theses can become documents that show their contribution to the broader scientific landscape.

From the description above, researchers are interested in analyzing research trends, especially on *da'wah* and Islamic communication conducted by students of the Islamic Broadcasting Communication Department. This research intends to explore the research trends of *da'wah* and Islamic communication in the theses of KPI UMY students from 2020-2022.

## **B. Problem Formulation**

1. How has the productivity of research on *da'wah* and Islamic communication in the thesis of KPI UMY students during the last three years been?
2. How has the trend of research on *da'wah* and Islamic communication in the thesis of KPI UMY students for the last three years been?

3. How have the results of visualization or mapping of research on da'wah and Islamic communication been in the thesis of KPI UMY students over the past three years?

### **C. Research Objectives**

Referring to the problem formulation that has been described, this research has the following objectives:

1. Knowing the productivity of research on *da'wah* and Islamic communication in the thesis of KPI UMY students for the last three years.
2. Knowing the trend of research on *da'wah* and Islamic communication in the thesis of KPI UMY students for the last three years.
3. Visualizing and mapping research on *da'wah* and Islamic communication in the thesis of KPI UMY students for the last three years.

### **D. Research Benefits**

1. Theoretical Benefits

As a scientific work, the results of this research are hoped to contribute to the development of science in Communication and Islamic Broadcasting. In addition, this research provides an overview of research topics carried out by the Department of Communication and Islamic Broadcasting students, which can be used as a reference for further study.

2. Practical Benefits

Practically, this research helps provide valuable information as evaluation material for the Islamic Communication and Broadcasting Study Department manager in directing further research.